the e list

An Excruciatingly Opinionated Guide to the Connecticut Shoreline



As I was approaching twelve years growing The E List (and various other small businesses that I either started or ran), I thought about some of the lessons I've learned throughout my career. Like most folks, I love a listicle, something I can easily get my mind around and maybe put one or two ideas to use. Whether you own your own business or are thinking of starting one, I've compiled a few actionable items that you may find helpful. I've had an idea for a book for a long time, but can't seem to get around to it, so maybe this is the first chapter. See the 12 things I've learned below.









Carlson's Finally Lands in Essex

We've been ringing Carlson's Landing for an opening date for a few weeks now, and someone FINALLY answered the phone. If the idea was creating buzz pre-opening, it worked. We headed to the very tip of Main Street in Essex last week to see for ourselves...

See Pix





Copal Clean Beauty: A Rebranding for Jennie Fresa, Madison

Copal is a fitting name for local brow queen, Jennie Fresa's, rebranding. It's a tree resin that, when used as incense, clears negative energy and introduces positive change. Which is pretty much what I feel every time I stroll into Jennie's airy space...



See the Products







12 Things I've Learned as an Entrepreneur

Read the List





Sponsored Story



Goodspeed Musicals

Billy Elliot The Musical Now Playing through Nov 24 | The Goodspeed, East Haddam

When you see Goodspeed's Billy Elliot The Musical, it's hard not to walk out of the theatre with a smile on your face. Young Billy Elliot is pulled between his family's coal-mining roots and his newly-discovered passion to dance. Is his future boxing gloves or ballet shoes? In the hardscrabble world of a changing England, reaching high becomes a leap of faith. From rousing anthems to stirring ballads to electrifying dance numbers, this production has it all. The Hartford Courant raves, "The passion, the righteousness, the joyousness is infectious." You don't want to miss Billy Elliot!

Get your tickets today at **goodspeed.org** or 860.873.8668.

Learn More



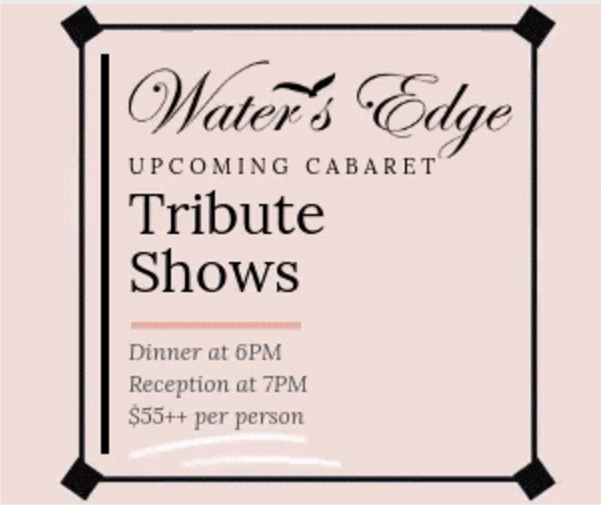
What's in Store? Sweaters!

We have piles of cozy sweaters in lots of shapes and sizes from turtlenecks to boxy vees. **Peruse our collection of cashmere, wool, and cotton knits online.**

Or come visit us in the shop:

1 North Main Street, Chester 860.322.3388
Email: **shop@theelist.com**

Store hours:
Monday - Friday 11 - 6
Saturday 10 - 6
Sunday 11 - 4





From The E List Events Calendar

At La Belle Aurore, Super Roots: Turmeric & Ginger, 10/23
Learn the health benefits of these ancient spices, make Fire Cider, turmeric tonic and Golden Milk, then enjoy a hearty vegetarian feast infused with flavor. **Read more...**

Cooking Classes at Weekend Kitchen: Sushi with Pam Lillis, 10/25
Learn new techniques like how to pickle ginger, make a spicy tuna roll and the perfect sushi rice, and maybe enjoy a sip (or two!) of sake. **Read more...**

October OPEN Studios at I-Park, 10/27
Meet the artists in their studios, stroll the scenic grounds and campus, enjoy a presentation and reception with refreshments to follow. **Read more...**

Foliage Cruises on the Connecticut River, thru 10/28
Experience the changing Fall foliage, see resident and migrating wildlife, learn about the history, ecology, and beauty of the lower Connecticut River aboard the RiverQuest. **Read more...**

RJ Julia Booksellers Presents: Hillary Rodham Clinton and Chelsea Clinton "The Book of Gutsy Women", 10/29

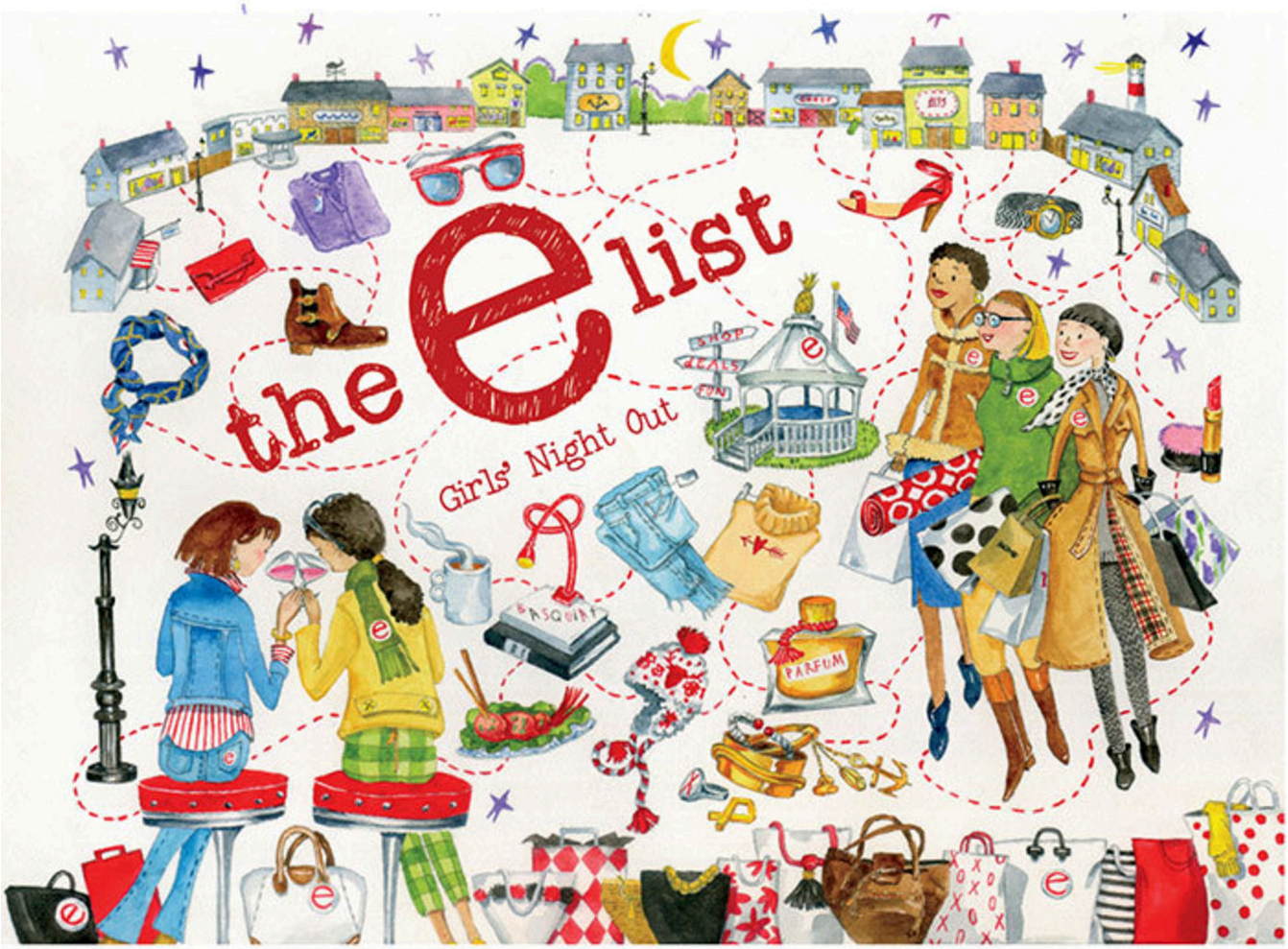
Join Roxanne J. Coady and the Clinton women as they discuss the trailblazers and visionaries throughout history who have had the courage to stand up to the status quo, ask hard questions, and get the job done. **Read more...**

Shoreline Arts Trail's Open Studio Event, 11/16 - 11/17

Discover one-of-a kind, handmade art when you visit the private studios of 39 artists in Branford, Madison and Guilford at Shoreline Arts Trail, Open Studios Weekend. **Read more...**

Looking for more to do? Find yoga workshops, concerts, restaurant week, and more on The E List events calendar:

Browse the Calendar



I hope you'll join us for an **E List Girls' Night Out in Essex** on **Wednesday, November 13th**. Meet The E List team at The Griswold Inn Wine Bar between 5 pm and 6:30 pm for 1/2 price wine and to pick up your sticker to qualify for discounts. Then head out to shop the boutiques of Essex and take 20% off almost everything (some exclusions apply) at participating boutiques.

See Participating Shops and Details

A new bistro, Whoopie pies and lots more on last week's list. Read it here, if you missed it.

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