Meet the New Edge Kitchen Manager

Please stop by The Edge Kitchen to meet our new facility manager, Melissa Mueller. She has a degree in Culinary Arts and has built a career in the food industry spanning 25 years. Melissa joined The Edge Kitchen in October last year and is eager to work with aspiring food entrepreneurs. Give Melissa a call at 770-865-8296 or stop by the kitchen to say hello!

Referral Incentive! Do you know anyone who might be interested in becoming a member of the Edge Kitchen? Call the Kitchen Manager today to find out how you can earn $50 and 10 extra hours towards your next kitchen usage purchase!

Share the Love!

A delicious Valentine’s Day recipe to try from www.marthastewart.com:

- 6 lbs. unsalted butter, melted, and more for pan
- 1 1/3 cups all-purpose flour, sifted, plus more for pan
- 1 cup granulated sugar
- 6 large eggs
- 1 tsp. pure vanilla extract
- Whipped cream
- Raspberry simple syrup
- 2 pints raspberries
- Confectioners’ sugar, for dusting
- Cocoa powder, for dusting (optional)

1. Heat oven to 350 degrees.
2. Butter an 11 1/2 by 9 1/2-inch heart-shaped cake pan and line with parchment paper.
3. Butter and flour the parchment paper, and set aside.
4. Set the bowl of an electric mixer over, but not touching, a pot of simmering water. Combine the granulated sugar and eggs in the bowl, and whisk until mixture is warm to the touch, about 2 minutes.
5. Transfer the bowl to an electric mixer fitted with a whisk attachment, and beat on high speed until the mixture is very thick and pale, about 4 minutes. With a rubber spatula, gently transfer the mixture to a large mixing bowl. Stir in the flour in three additions, folding gently after each. Combine the butter and the vanilla, and add in a steady stream as you fold in the third addition of flour. Gently fold, and transfer to prepared pan. Smooth the top with an offset spatula.
6. Bake until the cake is springy to the touch and golden brown, about 40 minutes. Transfer to a wire rack to cool completely. When ready to use, turn out cake onto a cutting board or a cake turntable covered with parchment paper, and carefully peel the parchment paper off the cake.

To assemble:

Using a serrated knife, cut cake in half horizontally. Brush cut sides of cake liberally with simple syrup. Spread bottom layer to within 1/2 inch of edge with half of the whipped cream. Cover cream with an even layer of raspberries. Spread remaining whipped cream over berries. Place top of cake cut side down over cream. Dust with confectioners’ sugar and cocoa powder, if desired.

February 2013

In this month's issue:

- Home office space deductions—smaller, but easier!
- Updates and information from The Edge Kitchen. Meet the manager, great tips, a Valentine’s Day recipe and more!
- February calendar of classes, seminars, and workshops. Register today!

…and MUCH MORE!

Our Inaugural Edition!

The Edge Connection is thrilled to announce our inaugural edition of Get Connected: The Official Newsletter of The Edge Connection. Look forward to inspiring stories, engaging articles, empowering information, and news you can actually use! The Edge Connection has an amazing lineup of classes and workshops planned to help you develop and grow your business! Check out some of the great classes, workshops, seminars and events in 2013:

- Marketing for Success
- Business Analysis and Planning
- Financial Planning
- Business Plan Development
- Social Media Strategies
- Exploring Entrepreneurship and the Vetting Ideas Panel
- Understanding the Global Marketplace
- Holiday cooking and baking classes
- Outdoor makanes and Taste of the Edge events

There are so many ways to get and stay connected. We want to hear from you! Share your success stories, ideas and feedback. What would you like to read about? Email us at theedge@kennesaw.edu or call 770-499-3228.

Social Media Stats

Here’s some quick statistics about social media and why you should be using it from BrianHonigman’s article “100 Fascinating Social Media Statistics and Figures from 2012” (Huffingtonpost.com):

- 23 percent of Facebook’s users check their account 5 or more times daily. (source: Socialnomics)
- A whopping 77 percent of B2C companies and 43 percent of B2B companies acquired customers from Facebook. (source: BusinessCommunity)
- 56 percent of customer tweets to companies are being ignored. (sources: AllTwitter)
- 69 percent of followers on Twitter are suggested by friends. (source: Web Analytics World)
- 26 percent of reweets are invited by a request to reweet. (source: Web Analytics World)

TalkBack Poll

If You Suddenly Got an Extra $10,000 to Spend in Your Business, What Would You Spend it On?

- More marketing
- Upgrade software
- Hire a consultant to help the business grow
- New website or blog, or upgrade existing
- More staff
- New equipment
- New company vehicle

Let us know by voting on The Edge Connection’s Facebook page. While you’re at it, please “Like” The Edge Connection on Facebook! For every 25 new fans, we will give away a $25 gift card to one of our randomly chosen fans! Don’t miss out!

For safety, put a wire cork on the tip of a knife before putting the knife in a drawer.

If you find you need more oil in the pan when sauteing, add it in a stream along the edges of the pan so that by the time the oil reaches the ingredient being cooked, it will be heated.

Smash garlic cloves inside a resealable plastic bag with the back of a knife. That way, your cutting board and knife won’t smell.

Helpful Tips

Here’s some hints to make your time in the kitchen easier, more productive, and more enjoyable...

To remove the order after working with garlic, rub your hands vigorously on your stainless steel sink for 30 seconds before washing them.

Anytime you are using raw onions in a salad and you are not going to eat that salad in the next 20 minutes or so, be sure to rinse the diced onions under cold running water first, then blot dry. This will rid them of sulfurous gas that can ruin fresh salads. It’s really important in guacamole, too.

Now Trending

THE SNACKIFICATION OF AMERICA:

We’re eating less at every meal... but more than mak- ing up for it with endless snacking... and our na- tional waistlines prove it. Snacks account for one in five “eating occasions”... multiple snacks now qualify as America’s “fourth meal”... and even the traditional three are degenerating into nibbles and bits.

From Baum & Whitman’s 2013 Annual Report

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Did you know that The Edge Connection is the only SBA Women’s Business Center in Cobb County? We are one of nearly 100 Women’s Business Centers (WBCs) in the nation, designed to assist women to start and grow small businesses. “WBCs operate with the mission to ‘level the playing field’ for women entrepreneurs, who still face unique obstacles in the world of business.” (U.S. Small Business Administration)

Each month we will report on important news and information relevant to our Women’s Business Center clients in this section of the newsletter. Look for current events, industry trends, changes in laws and regulations, and other pertinent information you need to know.

Did You Know...

There are great freebies for business owners! Here’s a few tips on how to save money on common expenses:

Web design and hosting: Banish steep fees for website design and monthly hosting with SoVoVerse, a website development company that lets you create a simple site using one of its predesigned templates, entirely free. Looking for full on e-commerce business website? SoVoVerse levels the playing field for micro and small business by offering the same features big business have for fees that are affordable for even the smallest business. Check out www.SoVoVerse.com for details.

Market Research and Statistics: Get to know your customers and market opportunities better without shelling out big bucks for a specialized research firm. Economy.com’s Free Lunch.com site provides free data on current consumer and labor markets, as well as five-year forecasts for 387 metropolitan areas. If you want to conduct free polls to gather opinions from customers and prospects, try SurveyMonkey.com.

Conference Calling: Don’t pay for another conference call when you can ring up one of these four free conferencing services: Freecallconference.com and GroupMe.com (a division of Skype), for mobile phones; Wiggio.com, for online virtual meetings; and Fring, for video chats on mobile phones and tablets.

Logos: Need a distinctive logo for your business, but don’t have the cash to hire a designer? LogoMaker, LogoSnap, and AllFreeLogos can help you create professional logos at no cost.

http://www.nextavenue.org/blog/best-free-stuff-small-business-owners

Success Story of the Month!

Do you have a success story to share? Each month in Get Connected, we will feature a success story of the month highlighting achievements of select clients as you develop and grow your businesses! Share the successes and milestones you accomplish during your entrepreneurial journey and inspire others who are following your same path.

We look forward to hearing your good news! To share your success story, please email us at theedge@kennesaw.edu or call 770-499-3228.

Re-ENGAGE: Alumni

As alumni of The Edge Connection, we encourage your participation in activities to further your learning experience and get [and give!] support to your fellow graduates. With this spirit, we envision the Alumni Club to be a meeting place where one can receive continuous top quality training, have access to the services provided by The Edge Connection, exchange professional experiences, and boost the professional development of its members.

In addition, re-engaging with The Edge Connection in 2013 will provide you with a venue to network on multiple levels - personal, business, educational and social, and to share your knowledge, wisdom and experience with other alumni’s. The Edge Connection will continue to be a resource to you throughout your lifetime and offers many programs to further your education through seminars, Continuing Ed programs and networking opportunities.

Be proactive, Stay Connected, Re-Engage!

Contact Monique Wilson, Program Director mwil101@kennesaw.edu for information about special alumni rates for our 2013 training modules.

Chat Us Up!

We want to hear from you! We invite all readers to post their questions on our Facebook page. Experts will respond and advise and we will select several questions each month to publish in the next month’s newsletter.

This is your chance to have your questions answered, and to help out others who may have the question.

We’re waiting to hear from you!

http://www.nextavenue.org/blog/best-free-stuff-small-business-owners