

# THE BEDFORD BANNER

February/March 2006

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## Sovereign Bank wins Chamber's "Business of the Year" Award



*Sovereign employees Marie Figenbaum, Esther Bahiti, Bank Manager Arthur Costa, Janet Wilson & Vasso Drosos*

The Bedford Chamber of Commerce recently held its Annual Dinner at the Minuteman Club at Hansom Air Force Base. The evening was one of recognition and entertainment as local business people applauded this year's Chamber Award recipients and enjoyed the entertaining men's chorus "Sounds of Concord."

Business of the Year was presented to Sovereign Bank. Sovereign Bank opened its doors on Great Road in June 2000, and from the get go they have shown a tremendous commitment to the Chamber, Bedford and the people who live here. The present employees at Sovereign have a combined 65 years of service in the banking business. Sovereign has been actively involved with the Chamber, both as a corporate sponsor of the golf tournament and the Senior Prom Stroll. The Prom Stroll is a town wide community event that is held each year. Last year Sovereign produced a fabulous CD of the stroll which they gave out free to high school seniors. Sovereign Bank extended themselves on a charitable

level as well by collecting books for the "Children Learn to Read" program and setting up disaster relief funds for both the Tsunami and Katrina Victims.

The Chamber also presented the - "Business Persons of the Year" to Rich & Winnie Callahan/ Callahan's Karate, the "Diversity Award" to Sue Baldauf/ Director of Youth & Family Services, and the "Outstanding Service to the Chamber" award to Christine Pinney/Christine Pinney Marketing.

The Bedford Chamber of Commerce celebrates its 34th anniversary this year with over 150 members ranging in size from sole proprietorships to major corporations. Each year, it receives over 1,000 inquiries from people requesting information about the area, public services and the businesses that operate in Bedford. The Chamber office is located in the Town Center and offers its members a multitude of services, including networking meetings, member discounts, referrals, credibility and a link to local government.



## Where's Rudy?

The Chamber held its first Where's Rudy Retail Rally the week before Christmas and YES someone did find him. A young couple who recently moved to Bedford followed each and every clue and found Rudy sitting on a rock at Sabourin Football Field. Many thanks to the following businesses who participated - Renaissance Bedford Hotel, New England Nursery, Bedford Florist, Great Road Gallery, BCAT, Edward Jones Investments, Bedford Jewelers, Cambridge Savings Bank, Colorworks, Bedford Video & One Hour Photo, Walcotts & Prescott Farms, and Frank Webb Bath Center.

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## From the Chamber Office

Membership Renewals were sent out in mid December. If you have not sent in your dues, you can renew online at [www.bedfordchamber.org](http://www.bedfordchamber.org).

- The Board of Directors are looking for chamber volunteers to sit on various committees during the year. This is an excellent way to get involved in the Chamber on a level that may suit your time commitment. We are looking for volunteers to help with the Golf Tournament, Prom Stroll and Flavors of Bedford. Please call Maureen at 781-275-8503 if you are interested.
- Web Page ~ please check out your listing to make sure the information is correct. If you have a web page and want it linked to your listing, send it to Maureen at [bcoc@bedfordchamber.org](mailto:bcoc@bedfordchamber.org)
- It has been brought to the Chamber's attention there is a company soliciting advertising for a local map. This is not associated or sponsored by the Chamber.

## CHAMBER CALENDAR



<b>February 7</b> <b>5:30-7:30 p.m.</b>	Multi-Chamber Networking Event <i>Wyndham Hotel, Billerica, MA</i>
<b>February 9</b> <b>7:30 a.m.</b>	Chamber of Commerce Directors Meeting <i>Bedford Police Department</i>
<b>February 16</b> <b>12:00 noon</b>	Working Woman's Alliance Meeting <i>Shawsheen Room~ Town Center</i>
<b>March 9</b> <b>7:30 a.m.</b>	Chamber of Commerce Directors Meeting <i>Bedford Police Department</i>
<b>March 11</b>	Town Election <i>JGMS, Bedford MA</i>
<b>March 16</b> <b>12:00 noon</b>	Working Woman's Alliance Meeting <i>Shawsheen Room, Town Center</i>
<b>March 27</b> <b>7:00 p.m.</b>	Town Meeting <i>Bedford High School</i>

### Take an Hour & Come and Network with... Colleagues and Friends

All Women are invited to attend the Working Women's Alliance meetings held at noon on the third Thursday of each month. The hour long lunch meeting provides a forum for both networking and sharing of resources. The meeting is held in the Shawsheen Room at the Town Center and the next meeting is scheduled for February 16.



### CONGRATULATIONS Award Winners

#### Business of the Year

Soveriegn Bank

#### Business Persons of the Year

Rich & Winnie Callahan  
Callahan Karate

#### Diversity Award

Sue Baldauf  
Director of Youth & Family Services



*Rich & Winnie Callahan*

#### Outstanding Service to the Chamber

Christine Pinney  
Christine Pinney Marketing

## Focusing Inward, A Life Coach Finds a New Path

**Ex-lab scientist taps his memories to rekindle a love of photography**

By Douglas M. Eisenhart,  
Globe Correspondent, 1/29/06

Each month "Transitions" profiles an individual who has made significant changes in his or her work life and highlights the techniques used to make the changes.



MARK WILSON/GLOBE STAFF

**Career transition:** From biotechnology research scientist to photographer and entrepreneur

**What he used to do:** Sales and marketing, Polymer Labs

**What he does now:** Managing partner, Panospin Studios

**Making the switch:** "My object in living is to unite my avocation and my vocation," states one of Robert Frost's characters. It took him a couple of decades and a circuitous career path, but Carlton SooHoo has finally managed to do just that.

Born in Hong Kong, SooHoo and his family moved to the Boston area when he was just a year old to seek "better opportunities." Growing up he worked in the family's restaurant business, but his family always encouraged him to look beyond for something more. "My father said the business was very hard," said SooHoo, "but I didn't really know what he meant when I was young."

SooHoo knew he wanted to help people but did not have a clear vision of his future. Following the call of "what my parents wanted me to do," SooHoo enrolled at Tufts University as a pre-med student after graduating Brookline High School in 1980.

"I grew up in an Asian culture of filial piety," said SooHoo, an only child. "They wanted a medical doctor for a son and I

wanted to please my parents."

Double-majoring in chemistry and biology, SooHoo realized he did not have the grades for medical school. He also remembered from pre-med courses that he was not interested in being around "death, dying, and disease."

He was, however, interested in cancer research. So he created a path for himself that would combine his interest in helping people with science and medicine. He graduated from Tufts in 1984 and earned his PhD in biochemistry from Brandeis in 1990.

From there SooHoo went to the Massachusetts Institute of Technology on a post-doctoral fellowship, researching cancer in the Department of Chemistry. By 1993 he was hired by Repligen as a pharmaceutical formulation specialist, but over the next two years moved to two other companies, IntraCell and American Biogenetic Sciences.

During this period SooHoo also met and married his wife. They had a son in 1994.

But just around this time, SooHoo also stepped back to look at where his career was going. He had been with three biotech companies in three years and was not satisfied in his work. He signed up to attend a four-day retreat for a program called Life Design, which probed deeply into each participant's values, dreams, goals, and hopes for the future.

"I realized I needed much more contact with people, and that laboratory research and testing was not doing it for me," said SooHoo.

Giving life sciences one more try, SooHoo joined Polymer Labs in 1997 — in a sales and marketing position that gave him more contact with people.

For the next three years he traveled heavily. At first SooHoo thought it was great and loved the freedom of being on the road. But eventually it took a toll on him and his young family. In 2000, after more than a decade, SooHoo decided to leave biotech for good. Knowing he wanted to help people, and feeling the pull of his pivotal experience at Life Design years earlier, SooHoo enrolled in Coach University and for the next five years served as a life coach to those similar to him, trying to figure out what to do with their lives.

He led classes, seminars, and

workshops and dealt with numerous clients. After five years, the pendulum having swung from isolated lab scientist to a job with extensive personal contact, SooHoo said he was "burnt out."

Turning his life coach lens inward, he finally asked himself the same core questions he had been asking his clients: What are your passions? What fuels your dreams? What do you want to do with your life?

Taking a course at the Nikon Traveling School for photographers, SooHoo realized his true interest was his long-held love of photography, a love nurtured from childhood by his father, whom SooHoo worked with in a darkroom at home. SooHoo discovered not just digital photography but panoramic portraits, a technique that stitches together several images to create a 360-degree view.

At the New England School of Photography, he connected with Jeffrey Engel, and in January 2005, the pair founded Panospin Studios, a virtual or web-based company that creates 360-degree panoramic portraits of landscapes, office and rental properties, and other spaces and objects.

Panospin is doing well. The firm is also developing a longer-term project, an educational DVD that displays panoramic views of Revolutionary War battle sites.

While he has not come near to equaling his compensation in biotech, SooHoo said he will make enough money in Panospin in the next few months to surpass the income he earned as a life coach. SooHoo also said his wife supports his venture, and that her steadier income as a software engineer at Raytheon makes her the breadwinner in the family.

"I'm really happy now and life is great," said SooHoo, adding that he "could not go back to cubicle land."

While his mother died three years ago, SooHoo's father supports his son's career changes. "And now I teach him about the digital darkroom," SooHoo said. "It's the circle of life."

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*Do you have a career transition story you would be willing to share? If so, please let us know at [transitions@bostonworks.com](mailto:transitions@bostonworks.com). Be sure to include your name, phone number, and e-mail address along with a brief description of your career change.*



The Bedford Chamber of Commerce invites you to a **Multi-Chamber Program Network Winter Business Card Exchange**

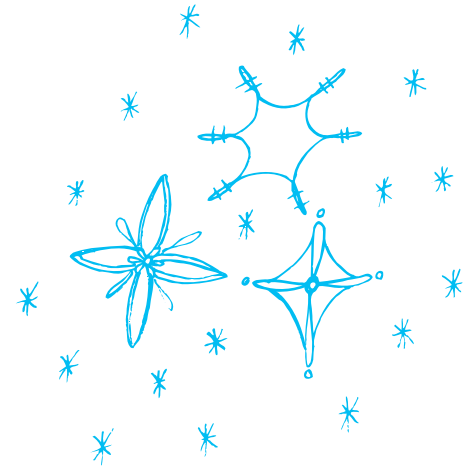
*Arlington, Bedford, Billerica, Concord, Lexington, Malden, Medford, Melrose, North Suburban, Reading-North Reading, Stoneham, Wakefield, Waltham, Winchester, Wilmington*

**TUESDAY, February 7, 2006 5:30 – 7:30 P.M.**

\$10.00 Member; \$20.00 non-member

*Hosted by the*

**Wyndham Hotel  
270 Concord Rd., Billerica, MA 01821  
Phone: 978-670-7500**



Mark your calendars, gather your business cards and brochures, and make your reservation for another great networking event – one you do not want to miss! Bring plenty of business cards, sales brochures, and promotional items for shared display tables that are provided at no additional cost. Bring a Raffle Prize with a value of \$10 or more to be raffled at your table. Over 200 people typically attend our multi-chamber events. Don't miss out! Bring a friend or business associate.

**Yes I plan to attend on February 7, 2006**

**You can also pay on line at [www.bedfordchamber.org](http://www.bedfordchamber.org)**

Enclosed is my check for \$\_\_\_\_\_ (\$10 pp for members, \$20 pp for non-members)

Name \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Please clip and mail with a payment to the:

*Bedford Chamber of Commerce, 12 Mudge Way 2-2, Bedford, MA 01730 Telephone 781-275-8503 [bcoc@bedfordchamber.org](mailto:bcoc@bedfordchamber.org)*



## Welcome to New Members

**KnowFat Lifestyle Grille**  
347 The Great Road  
Bedford, MA 01730  
781-271-1100  
www.knowfat.com

### **Citizens Bank**

287 The Great Road  
Bedford, MA 01730  
781-275-4346  
www.citizensbank.com

### **Moore Appraisals**

Hal Moore  
PO Box 292  
Bedford, MA 01730  
781-275-7477

### **Live-Life-Well**

Joan Turnberg  
PO Box 486  
Bedford, MA 01730  
www.live-life-well.net

### **RE/MAX Walden Country, Inc.**

The Donovan Group  
138 The Great Road  
Bedford, MA 01730  
781-275-7777  
www.thedonovangroup.net

### **Lutheran Church of The Savior**

426 Davis Road  
Bedford, MA 01730  
www.lcsavior.org

## Membership Renewals

B & D Advertising  
Bedford Builders, Inc.  
Bedford Car wash Corporation  
Bedford Community Access Television  
Bedford Florist  
Bedford Funeral Home, Inc.  
Bedford Motel  
Bedford Orthodontics  
Bedford Signals Corporation  
Bedford Video & 1 Hour Photo  
Bieren's Garage  
Burdenko Institute & Back on Track PT  
Cafe Luigi  
Carleton-Willard Homes, Inc.  
Carlton & Duran, CPAs, P.C.  
CMT Realty Partnership  
Corey Mgt. Co., Inc.  
Designs Unlimited  
Dr. Oscar DePriest, DMD, PC  
Edith Nourse Rogers Memorial  
Veteran Hospital  
First Parish, Unitarian Universalist  
Frank Webb's Bath Center  
Fujifilm Microdisks U.S.A., Inc.  
Genetti's Wine & Spirits, Inc.  
Gould Motors, Inc.  
Great Road Gallery & Framing  
GRI, CRS RE/MAX Premier Properties

Hanscom Air Force Base  
Hanscom Federal Credit Union  
John Filio  
Keller Williams Realty  
Law Offices of Brown & Brown, P.C.  
Law Offices of David Allan Fitch  
McColough Associates, Inc.  
Middlesex Community College  
Minuteman VW, Inc.  
Mr. David Hannum  
O'Malley and Colangeli, CPAs, PC  
Patriot Pediatrics  
Peter C. Quinn Insurance Agency, Inc.  
Port Oil  
Portraits by Holly  
Progress Software  
Q.E.I Incorporated  
Ruping Builders, Inc.  
Sovereign Bank  
St. Michael Parish Center  
Start Medical  
The Equipment Shop  
Twin Auto Body  
Vela Ventures  
Walcott Sales & Service, Inc.  
Waterhouse Leathers Co. Inc  
Watson Law Offices

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