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Women In Business 2013

Anne Elvgren

President,
Elvgren Associates

Networking and understanding client
are keys to her success

By **Karen Sackowitz**

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In Anne Elvgren's business, relationships are the key to success. As luck would have it, she is a master at cultivating them.

"If you are a professional woman circulating in Hartford, it would be hard not to run into Anne. She is a Class A networker," says Filomena Soyster, senior vice president and private client advisor at U.S. Trust and longtime friend of Elvgren. "The hallmark of her life and career has been connecting the dots for people and companies."

Elvgren arrived in Hartford 21 years ago from Milwaukee, where she was a senior YMCA executive and marketing director for a large commercial architectural practice. Through holding long-time leadership positions at what are now JCJ Architecture, Robinson & Cole LLP, and at Blum, Shapiro & Company, P.C., she built a reputation for combining a practical business approach with a keen eye for marketing her firms' services.

Since launching Elvgren

Associates in 2011, she has built upon that foundation, taking the time to get to know her clients well and to further develop a deep understanding of the community and the marketplace.

Her company does not place paid ads, opting instead to gain visibility for clients through event sponsorships, community involvement, and other multi-dimensional means.

"I help professional service firms by illuminating the attributes they have to offer clients and incorporating that into business communications," she says. "Once I understand their needs, I can build public relations efforts, external relations and community involvement. It's about getting them engaged in things they care about."

It's an approach Elvgren uses in her own interactions as both a businesswoman and an active community member. In any arena, she is known for consistently participating in a deep, productive, and meaningful way. She serves as a board member for several cultural

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institutions, including the Mark Twain House & Museum, the State of Connecticut Culture and Tourism Advisory Board, the Connecticut Women's Council, and the marketing committee for the Bushnell. She is also active within several professional organizations such as the Metro-Hartford Alliance, the Connecticut Business and Industry Association, the Legal Marketing Association, and the Association for Accounting Marketing.

"Whether it's for profit or non-profit, she serves in a material way. Anne finds the time to fuel her business and to be a giver, helping other firms thrive," says Soyster. "She champions the success of others, sharing her time, commitment, and accolades generously."

Eric Daniels, who worked closely with Elvgren during her time at Robinson & Cole, shares a similar view.

"I have tremendous respect and admiration for Anne as a businesswoman and as a person," he wrote in her Women in Business 2013 nomination, "She brings amazing passion

and creativity to her work and is not afraid to take a stand or try new ideas or strategies."

With her finger on the pulse of greater Hartford, Elvgren is able to help a wide variety of clients, including law, architecture, accounting, engineering, and financial firms. Non-profit and specialty clients can also add a bit of variety to her portfolio.

"I'm currently working with an antiques auction house, which means our publicity efforts are varied. They are aimed toward gaining visibility with individuals who might be downsizing, and estate sales people, but also toward attorneys and financial advisors who provide appraisal services, plus potential buyers," she says. "We need to look in all directions for opportunities."

As generously as she shares her expertise with clients, Elvgren is equally willing to redirect her energy toward guiding those coming up through the ranks.

"I enjoy holding one-on-one meetings with young professionals to help them shape how they see their role within business development and the community as a whole."

Soyster says her friend's mentoring ways come naturally to her.

"Anne is exceptional at what she does. She understands the humanity that goes with people in marketing and is supportive of other professionals and their achievements, particularly women of all ages and stages," she says. "She is as concerned about their success as she is her own. It's an extraordinary character trait."

Looking back, Elvgren says that as a professional, she is thankful for the tremendous support she has received from the business community and the people she has known throughout her career. Thanks to the extensive network she has built over the years, she has no plans to slow down any time soon.

"I want to continue to add professional service clients and to help them reach the next level of growth and opportunity; to help them raise the bar on visible sustainable business practices," she says. "It's about reminding them that this is a relationship business, and what we're really doing is growing those over time."