



CHAMBER of COMMERCE
EASTERN CONNECTICUT
1910 - 2010 | SUPPORTING BUSINESSES

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Business Center

Need help for your business? Visit the Chamber! **SCORE, a free, confidential organization supported by the Small Business Administration**, is available at the Chamber office every Tuesday from 11 a.m. to 2 p.m. and at Dime Bank in Norwich every second and fourth Wednesday from 10 a.m. to 1 p.m.

Insurance Resource Center representatives are available every day.

An advisor from the **Small Business Development Center** will be available the first and third Thursday of each month to provide free one-on-one counseling at the Chamber offices by appointment only. For more information, call the Chamber at 860-701-9113.

Special Thanks to Our Regional Benefactors



A Special Thank You



Through their commitment to the Chamber, these companies have demonstrated support for the many smaller businesses we serve.

Tourism jobs rally planned for Hartford

Candidates for governor invited to speak

The Chamber of Commerce of Eastern Connecticut, along with the state's other metro chambers and key players in the tourism industry are organizing a rally at the Connecticut Convention Center.

Banded together as the Alliance for Culture and Tourism, the groups have invited the gubernatorial candidates from the state's major parties to address workers from the tourism industry. Tourism workers from throughout Connecticut will attend the Sept. 29 rally.

"We have come together under this banner to impress upon those who will lead our state after the November election that tourism is a vital industry that must not be allowed to wither on the vine due to a failure to market Connecticut," said Tony Sheridan, the Chamber's president and CEO. "We're talking about the need to protect jobs in a state hard-hit by the recession."

Earlier this year, Connecticut became the only state in the nation to abandon tourism marketing. The action came at a time when the other New England states were spending nearly \$30 million to lure tourists.

Sheridan pointed to a study conducted several years ago by the state itself that shows that money spent on tourism marketing was an investment that returned much more in revenue to the state and profits to Connecticut businesses. (see 'Jobs rally' page 3)



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Looking Back



Photo: courtesy of Otis Library

As part of the Chamber's centenary celebration, we are running vintage photographs relating to businesses in eastern Connecticut. This one features The Boston Store, Reid & Hughes, long a retail fixture in downtown Norwich. We're not sure of when this was taken. If you have any information about the photo, or Reid & Hughes, send it to: bmacdonald@chamberect.com



Business Breakfast

The Importance of Organ Donation: Leadership Lessons We Learned From Our Daughter

with Tom & Joanne Kasprzak, co-authors of the book "Plain Vanilla with Rainbow Sprinkles"

Friday, August 20
7:45 a.m. to 9:00 a.m.
Holiday Inn of Norwich

Cost: \$17 members and \$25 nonmembers

Sponsored by:



New Members

- Allstate Insurance - Sue Bird Agency
- Benchmark Gold
- Capt. Randy Leone's Boat Bed & Breakfast
- Connecticut Council on Problem Gambling
- CTM Media Group
- Ed's Electric
- Families United for Children's Mental Health
- Jan Electronic Supplies, Inc.
- Madeline's
- Mystic Soup Co.
- O&G Industries Inc.
- Swift Innovations, LLC
- We Do Lines
- The Westerly Hospital

Members: Have news?

Send in your press releases to be posted on our Business News Page. Check it out at www.chamberect.com/business-news.

Send to: communications@chamberect.com

Your employees need
insurance.

We can help you get it.

Call the Insurance Resource Center today at 860-701-9113 or visit www.chamberect.com

Technology Center

The Chamber is pleased to announce the establishment of the Technology Center at the Chamber, with equipment generously donated by **AT&T**. We would like to extend our thanks to AT&T for their generous support of the Chamber.



Thank you



for donating a structure for our new Norwich Tourism Booth! Look for a grand opening soon.

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News and Editorial

Jobs rally (continued)

The study noted that tourism alone created 146,000 jobs and provided \$1.4 billion in revenue to the state. Every \$1 spent in marketing returned \$51 to the state and its citizens, the study found.

The travel and tourism industry is a critical component to the Chamber's interests. On July 2nd, the Chamber officially launched its tourism promotion video on ferry boats operated by the Cross Sound Ferry Service between New London and New York.

At the Chamber's request, Gov. M. Jody Rell issued a proclamation and declared July 2nd to be Welcome to Connecticut Day. Local and state dignitaries joined Sheridan dockside to mark the occasion.

In addition, the Chamber in conjunction with groups that find jobs for young people began a summer-long survey of ferry passengers to obtain marketing information that will be helpful in promoting the region and state.



Welcome to Connecticut Day

Realtors' group to host state legislators from throughout Eastern Connecticut

The Eastern Connecticut Association of Realtors is scheduled to present a legislative breakfast Sept. 16th at the Holiday Inn, 10 Laura Blvd., Norwich. The event is co-sponsored by the Builders Association of Eastern Connecticut and the Chamber of Commerce of Eastern Connecticut.

A total of 42 legislative candidates, both incumbents and challengers, from throughout eastern Connecticut, have been invited. Each will be given an opportunity to briefly address the group. The program begins at 8:30 a.m.

Additional details may be found at the association's website: <http://www.easterncrealtors.com>.

Connecticut near bottom in a national ranking of "Top States" for doing business

It will come as no surprise to anyone in the business community, but Connecticut has been ranked near the bottom in the business channel CNBC's annual ranking of America's top states for business.

If it's any consolation to us, three of our New England neighbors ranked even lower than Connecticut's 35th position. Vermont came in 37th, Maine 39th.

Rhode Island was in 49th best place, but rounding out the New England lineup, New Hampshire was listed as the 19th best place in America to do business, and Massachusetts came in at number five.

Using publicly available data, the surveyors scored the states on 40 different measures of competitiveness, and then narrowed that to ten categories. Those included such things as "cost of living," "cost of business," and other key indicators.

Survey results are available at www.cnbc.com/id/37516043

Chamber's leadership program enrolling now

Applications are still being accepted for the 2010/2011 Leadership Eastern CT Program that begins in September.

In effect since 1987, the program prepares future community leaders for positions of responsibility by acquainting them with significant community processes and issues that affect not only our communities, but also businesses and the public. Nearly 500 young business leaders have completed the course.

"This leadership program provides invaluable insights and gives our future leaders an opportunity to meet with key players in our area," said Tony Sheridan, president and CEO of the Chamber.

The enrollment deadline is fast approaching. Additional information may be obtained by calling the Chamber, 860-701-9113, or by visiting www.chamberect.com/leadership.html

Getting your business "On the Map"



Miranda Creative of Norwich is helping Chamber members with a cutting edge tool to draw attention to their businesses and customers to their doors.

We're focusing on mobile maps, the kind that you access by using your smartphone's ability to reach four geo-location tools, Google Places, Yahoo Local, Foursquare and Yelp.

Details at: www.mirandacreative.com/engage/social.html