



ChamberECT.com IS YOUR REOPENING RESOURCE.

Visit ChamberECT.com/reopen for reopening guidelines, a list of who is open, who can help you reopen, and more all in one place.

IN THIS ISSUE: New Members...pg 3 | How do you Chamber now?...pg 5 | Member News...pg 6 | Benefactor News...pg 7

Businesses Adapt: Creative Approaches During COVID



Beth and Rob Downes photographed by Allie Dearie, alliedeariephotography.com.

Backyard nuptials instead of a big wedding bash means you do things a little differently—like hop on paddleboards after your vows. With elopements one of her specialties, photographer **Allie Dearie** was ready to join couples as they tie the knot now in small ceremonies, with the family and friends celebration rescheduled for a later date.

Dearie, a member of the Chamber’s Young Professionals, regularly takes couples from engagement to the big day. This additional photo shoot just adds another opportunity to develop her client relationship. “Getting to document that really intimate elopement is bringing us even closer,” she said. It is also helping

her meet client needs during a difficult time in her industry.

Weddings are just one more way daily lives and major life events are shifting during the coronavirus, and businesses are shifting in a million ways to adapt. At the core of successful approaches is defining and meeting customer needs. Oh yeah, and a LOT of flexibility.

A queen of flexibility, Shannon Walker of **Crowned Fit** in Groton redesigned her business overnight when gyms were closed by the state. With a deeply personal commitment to helping clients be physically and mentally fit, Walker started online classes the next day in a Facebook group.

Continued on page 2

THINKING OUTSIDE THE BOX

Caterers **Gourmet Galley** and **Matthew’s Catering** are putting their culinary teams to work preparing lovely take home dinners. **The Meadows** offers grab-and-go dinners. **A Thyme to Cook** has contests to win the weekly bundle of goodies!

Daddy Jack’s Restaurant has long-standing YouTube channels, *Cooking with the Blues* and *Chaplin’s Classics*, that keep diners hungry while the restaurant offers takeout.

Garde Arts Center opened a virtual cinema for at-home streaming of fascinating films. Rental revenues help sustain the Garde!

Arrow Paper Party Rental shifts party rentals to everything restaurants need for outdoor dining setups, from tents to tables and chairs.

Whaling City Mazda has a buy-from-home program that lets buyers choose a vehicle, value their trade, personalize payments, and apply for financing, leading to the home delivery of a new vehicle.

Stonington Community Center - COMO takes home shopping to the thrift shop with Facebook live events where viewers purchase donated items with a SOLD comment.

Lake of Isles Golf is open for a day on the links, followed by reasonably priced family meals to take home—a day that makes everyone happy!

A SPECIAL THANK YOU | Through their commitment to the Chamber, these companies have demonstrated support for the many smaller businesses we serve.



During the pandemic, safety is pro-business

This letter from Chamber President and CEO Tony Sheridan appeared as an Op-Ed in *The Day* on May 24, 2020



Time and again, eastern CT has shown the rest of the state our mettle and ability to unify around a cause. An all-out effort pulled the SUBASE off the BRAC list, we supported our military families during the government furlough, and everyone lent a hand in the aftermath of Hurricane Sandy. As a region, we have a history of looking out for each other and coming out of adversity stronger.

In this next phase of the state's COVID response, we can demonstrate once again how we rise above partisanship and approach situations with common sense and a prevailing commitment to our community.

We are proud that the region has rallied around our small businesses, supporting them as they complied with state guidelines. Now as businesses reopen, we have the opportunity

to show them even greater support.

It is essential that we all help businesses follow the state guidelines for safety. Only businesses that meet requirements for masks, social distancing and cleaning will be able to operate. As their loyal customers, we can promote their success by observing all the rules as well.

Eastern Connecticut maintains the lowest number of cases of coronavirus in the state because of our early and committed response. We can keep businesses open, restore jobs, reopen tourism venues fully, and fuel the economy if we keep these numbers low.

The Chamber of Commerce of Eastern CT is pleased to help businesses reopen. This week, we will be distributing, free of charge, 5,000 masks that we received from Connecticut's sister state in China, Shandong province. We will be sharing these masks with our members and nonmembers while supplies last.

To obtain masks, visit ChamberECT.com/Masks, where you will find a request form to be completed.

Through our work on the reopening CT task force we have assisted in compiling a resource reopening guide that includes suppliers, financial needs, employee training and physical layout. A resource page on the Chamber website links to this guide. There you will also find a list of local businesses that can help with your reopening needs: ChamberECT.com/Reopening.

A successful reopening is crucial. We cannot afford a resurgence of infections in the coming months that would bring our economy to another halt.

It's time to unite around our businesses and organizations. Our best course of action now is to follow the guidance of health experts and scientists to control the spread of COVID-19. It is the most effective way to show our appreciation for the sacrifices made by our front-line workers, to create an environment where our businesses can operate safely for staff and customers, and to keep the economy running.

Continued from Businesses Adapt, page one

"This has really been the glue to hold us all together," said Walker. "It's our mission to do all we can to not let anyone fall off the wagon." In addition to daily workouts, members engage with each other with Zoom check ins and through personal development and nutrition seminars with the club's licensed therapist and nutritionist.

Crowned Fit reports retaining 90% of clients, with only 15% of those taking up the offer to pause membership. They just started outdoor classes last week. With state limits regarding people gathering, the fitness studio is meeting needs of current clients before they open membership again.

Walker maintains a strong presence on social media, offering free weekly workouts on their public page, running contests, and sharing news regularly. She practices what she preaches to her clients: consistency and perseverance, even when it's hard.

Mystic Luxury Cinemas have adopted creative approaches when their primary business was shutdown this spring. Movie rentals and popcorn sales (with REAL butter) focus on what they can do in the new environment. Lorraine McBride, Director of Sales and Marketing, shared that patrons drove the changes: "My inspiration comes from the loyal customers. They are very supportive."

On Memorial Day Weekend, they hosted three nights of drive-in movies benefiting **Mystic Aquarium**. Looping in area restaurants, the event sought to make the best of people having a night out in a new way.

On the positive side, the shutdown coincided with some planned renovations. Audiences will enjoy heated seats when Mystic Luxury Cinema reopens.

Beer'd pivoted from two active taprooms to robust curbside retail as well as working with package stores, grocery stores, and adding home delivery. Some of the provisions the governor passed to help small businesses during COVID would be beneficial for business going forward.

Owners Precious Putnam and Aaren Simoncini discovered a wealth of community support as they navigate this difficult time. "Giving back to the community has always given me a lot of joy, and I have come to realize that the community does care about us more than we ever could have imagined. While there have been many dark days, they have been overpowered by the moments where I personally felt a sense of being cared about," said Putnam.

For others, responding to the COVID crisis has meant providing new services that fellow businesses need. **Pat Munger Construction** created a portfolio of affordable ways for small businesses to meet state guidelines. From Plexi-Glass partitions to social distancing

boundaries, they apply 50 years of meeting customers' need to work on value-driven construction solutions. Fully staffed, Pat Munger Construction is helping companies get back to work by taking on projects of any size.

"In these current, unprecedented times we recognize the additional need for businesses to adapt their workspaces quickly and seamlessly to satisfy safety and health requirements," shared Business Development Manager Karen DelVecchio. For those unable to open, they can focus on undertaking construction projects safely while businesses remain closed, and Pat Munger will offer individual assessments and solution-based options to meet changing needs.

The Chamber compiled a list of members ready with services related to COVID-19 and reopening requirements. Visit ChamberECT.com/Reopening for PPE Suppliers, construction, HVAC, rentals, signage, and cleaning services and supplies.

Learn more about our members and how they are navigating the new business climate on the Chamber blog: ChamberECT.com/blog. You can find lists of open restaurants, ideas for Father's Day, and articles on Chamber events and business news.

The Chamber looks for stories from our members, so share your pivot, new services, or storied history with us by contacting Colleen Gresh, cgresh@chamberect.com.

WELCOME NEW MEMBERS

Cloutier Family Practice

Dr. Josee Cloutier and Dr. Rosalinda Gaona announce a new collaborative primary care practice: Cloutier Family Practice, LLC and Southeastern Connecticut Primary Care.
10 B Liberty Way, East Lyme | cloutierfamilypractice.com | (860) 691-8084

Connecticut Valley Hemp Drying & Extraction LLC

A vertically integrated, seed to sale family business, growing, drying and extracting Connecticut's hemp crop.
4 W Mystic Ave, Groton | ctvalleyhempcbd.com | (516) 698-7340

Energy Source

Energy Source is your comprehensive energy solutions provider, delivering high performance LED lighting, controls, and mechanical solutions for your business.
90 Grove Street, Suite 206, Ridgefield | energysource.com | (860) 608-3492

Genesys Diagnostics, Inc

CLIA licensed, State of Connecticut Licensed, College of American Pathologists (CAP) Accredited, Diagnostics Lab-For Genetics Testing. FDA approved Respiratory & COVID19 testing facility.
8 Enterprise Lane, Oakdale | gdilabs.com | (860) 574-9172

HomePro Match

HomePro Match is a national lead generation website that helps connect homeowners with their local, qualified contractor match for their next home improvement project.
60 Silvermine Road, Seymour | homepromatch.com | (888) 898-7021

New London County Historical Society

Headquartered out of the historic Shaw Mansion since 1907, NLCHS houses a vast collection of cultural artifacts and archives. NLCHS strives to preserve and share New London County's rich history with researchers and the community alike through tours, educational programs and events.
11 Blinman Street, New London | nlchs.org | (860) 443-1209

Progressive Data Systems, Inc.

Specializing in providing network evaluation, design installation and ongoing technical support services. Also providing server co-location, Exchange hosting and website hosting services.
Willimantic | pds2k.com | (860) 450-1737

Shoreline Sewing Machine Company

Shoreline Sewing Machine Company carries only the highest quality sewing machines and provides exceptional customer service every time.
27 North Main Street, Old Saybrook | shoreslinesewingmachine.com | (860) 388-1832

Sinclair Risk & Financial Management

In the four decades serving our clients, what has distinguished us is a dedicated focus on risk management, loss control, claims management, financial consulting, and human resource management.
92 Dean Road, East Lyme | srfm.com | (860) 859-7609

Smith Brothers USA

Smith Brothers Insurance has become one the largest and most respected independent insurance firms in New England. Smith Brothers USA offers total asset protection, commercial insurance, employee benefits, and financial services.
139 Hamburg Road, Lyme | smithbrothersusa.com | (203) 848-4888

Spark Makerspace

Spark's mission is to support making by providing the location, tools, and equipment for people to pursue projects; facilitating the open and productive exchange of ideas; and engaging in community outreach and education.
225 State Street, Unit 1, New London | sparkmakerspace.com | (860) 705-5484

The Human Resource Consortium, LLC

Comprehensive and Integrated Systems-based HR & Organization Development boutique management consultancy. Clients range from start-up to F100, across industry sectors and the Northeast.
PO Box 37, Mystic | thehrc.com | (203) 495-1500

Venture One Realty, LLC

A full service 1% real estate broker, Venture One Realty's 1% Full Service Listing offers a full service MLS listing without paying the traditional high real estate commissions.
225 Oakland Road, Suite 202, South Windsor | ventureonerealty.com | (860) 644-7898

UPCOMING EVENTS

JUNE 10	Webinar: Strategic Search Engine Marketing with Miranda Creative 12:00 - 1:00 pm Online
JUNE 10	YPECT Takeout Tailgate 5:30 - 7:00 pm Pink Basil at Olde Mistick Village
JUNE 12	Webinar: Capitalize on Effective Marketing in the COVID-19 Market with Quinn & Hary 11:00 am - 12:00 pm Online
JUNE 17	Webinar: Accountability in a Remote-Work Setting with Pathways of Growth 11:00 am - 12:30 pm Online


Pre-registration is suggested for most events. Call (860) 701-9113 or visit ChamberECT.com to learn more about any event. Cancellation Policy: Notice must be given at least three business days prior to event. No-shows or those unable to cancel in time will be billed.



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CELEBRATE

SOUTHEASTERN CONNECTICUT'S HIGH SCHOOL GRADUATING

Class of 2020

The Day will publish commemorative, keepsake special sections to honor the high school graduating class of 2020. Each section will contain photos, student speeches, parents' congratulatory messages and more!

Section Publication Dates

Norwich Free Academy – Publishes June 21, 2020

Schools East of the Thames – Publishes June 25, 2020

Grasso Technical High School | Ledyard High School | Marine Science Magnet School
Norwich Technical High School | Robert E. Fitch High School | Stonington High School
Three Rivers Middle College | Wheeler High School

Schools West of the Thames – Publishes June 28, 2020

East Lyme High School | Lyme-Old Lyme High School | Montville High School
New London High School | St. Bernard School | Waterford High School
The Williams School

The Day



How do you Chamber now?

In the same way you have been reinventing your business, or how you do business, in the time of COVID-19, the Chamber is innovating too. While we miss gathering in person, we are still connecting, collaborating, and serving our members' interests in the region. Here's some ways we can help you now.

CONNECTING

Reach out to us.

We are ready to listen to the challenges you are facing, and we will work with you to connect you to the right people. Email us at info@chamberect.com or give us a call 860-701-9113.

Keep up to date.

We are sifting through information from government agencies and compiling the links you need. Elected officials join our members for updates and Q&A. ChamberECT.com/Coronavirus-Update.

Get the help you need.

You are part of a network of some of the best professionals in their industry. We have a list of members who can help you reopen or adapt. Webinars provide insights on financial assistance, legal issues, marketing, HR and more. ChamberECT.com/Reopening.

COLLABORATING

Share insights.

Join us for conversations, like industry specific roundtables or upcoming moderated discussions on issues impacting businesses today. ChamberECT.com/Events

Grow member to member.

Our member portal brings you together to build business. Use member to member offers, share your news, and read others' news to identify opportunities. ChamberECT.com/login

Get the word out.

Through Chamber blogs, business news, and social media, we highlight members in many ways. Let us know about your business, community service, special events, new staff, and anything you want to share with the community. marketing@chamberect.com

SUPPORTING

Promote your business.

Each week we communicate with thousands of area professionals, and we are eager to share about how you are doing business now. eNews reaches over 8,000 emails each week and offers low cost ads, and the Voice hits over 1,000 mailboxes and is distributed locally. ChamberECT.com/Advertise

Join professionals for networking.

Bringing people together for business and camaraderie is something we do best—even as we do it differently. Business After Hours still happens at our Virtual Happy Hours, with a twist—sometimes in a martini tutorial by a guest mixologist. ChamberECT.com/Events

Sharpen skills.

Apply new approaches to your business or get ready for your next gig with an expanded knowledge set by attending virtual workshops through the Chamber and our partners. ChamberECT.com/Events

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ON THE BLOG

ChamberECT.com/blog

Look for the informative, the fun, and the latest from the Chamber on our blog. We also welcome guest blogs from our members!

Dining Al Fresco: Eating Out Today: Our list of member restaurants, wineries and breweries with the services they are offering. Share your latest with us!

Real Estate Market Maintains Strength: We share insights from our Real Estate Roundtable and news from the Simon Konover Company's newest development.

A Hike and a Picnic: Encouraging everyone to take advantage of the change in the weather, Chamber staff share their favorite walks and takeout treats.

Loan Forgiveness Guidance on PPP Loans: Benefactor Chelsea Groton shares a guest blog with information for businesses on getting ready to file for forgiveness.

Look for upcoming blogs on farmers markets, Father's Day, and guidance on reopening from our government and partners.



Like us on Facebook, as a friend and on your business page. It helps us share your news and tag your business for shout outs!

facebook.com/ChamberECT

MEMBER NEWS

Three Rivers College Foundation Awards Over \$425,000 in Scholarships

The Three Rivers College Foundation's twenty-seventh annual Scholarship Awards were announced on Monday, May 18, 2020. Generous contributions led to over \$425,000 in scholarships awarded to a record-breaking 174 students.

The total scholarships awarded came to just over \$425,000, which includes \$50,000 in summer scholarships. The majority of the scholarships support students through the fall and spring semesters, but many students who have exhausted their financial aid and cannot afford summer courses benefit from the summer scholarships which helps expedite their path to graduation.

New London Maritime Society Get One, Give Two Membership Offer



New London Maritime Society - Custom House membership or membership renewals offer something extra good right now: every paid annual membership sponsors two free annual memberships for health care workers, first responders, and grocery store employees.

Through museum exhibitions and educational programs, the museum actively promotes, protects and celebrates the maritime history and current life of the port of New London and the surrounding region.

Please become a member of the New London Maritime Society.

Information about membership levels is available at NLMaritimesociety.org. NLMS membership is \$35 for one year, \$50 for a family with Business, Beacon and Sponsor memberships available as well.

Robinson+Cole Facilitates Launch of Statewide COVID-19 Small Business Virtual Legal Clinic in Wake of Coronavirus Pandemic



Robinson+Cole and the Connecticut Bar Association (CBA) will lead the Connecticut COVID-19 Small Business Virtual Legal Clinic as part of the nationwide program organized by Lawyers for Good Government to assist small businesses in weathering the economic impact of the COVID-19 pandemic.

The mission of the clinic is to help Connecticut's entrepreneurs and small businesses that have suffered adversely from the impact of the COVID-19 pandemic by providing free, limited-scope legal advice. Qualifying small businesses and nonprofits of 25 or fewer employees will be offered a free 45-minute phone or virtual consultation with pro bono attorneys who can answer legal questions and help determine the best path forward for those companies. Consultations will include helping Connecticut small business owners understand the legislative language in the CARES Act and Paycheck Protection Program (PPP), and answer questions related to employment, contracts, commercial leases and insolvency issues.

Those interested in learning more about the Connecticut COVID-19 Small Business Virtual Legal Clinic, including registration for small business as well as attorney volunteers, please visit <https://www.ctbar.org/home/coronavirus-response/covid-19-small-business-virtual-legal-clinic>.

For more member and benefactor news visit
ChamberECT.com/news.

For COVID-19 related news visit
ChamberECT.com/covid.

BENEFACTOR NEWS

The Cove at Gateway Commons Begins Leasing Townhome and Garden Style Apartments in East Lyme

The Cove at Gateway Commons has begun leasing at its newly built 120-unit garden style apartment and townhome community in East Lyme, CT. The Cove is the sister community to the Sound at Gateway Commons in East Lyme, CT which opened in 2015.

The Cove at Gateway Commons features 120 large direct entry units each with its own direct entry front door, driveway and attached garage, which provides a second direct entry point into the home. Residents of the Cove can expect the privacy and comforts of single-family living, enhanced with modern amenities. Each home boasts open designer kitchens, high-end finishes, generous amounts of living space and private balconies. The communal amenities include scenic natural views, a dog park and clubhouse equipped with a modern fitness center, co-working spaces, media room and game room for when residents would like to socialize with neighbors. Adjacent to the clubhouse, residents can enjoy a large

patio gathering space with a firepit and a seasonal outdoor pool. In addition to in unit and community amenities, residents can expect on-site maintenance and management professionals to help make living easier.

The community has a suburban feel distinct from its sister community at The Sound at Gateway Commons. Future residents will have the luxury of choosing from spacious manor home style apartment flats which come in a one bedroom one bath offering at 1,141 SF and a two bedroom two bathroom offering ranging from 1,402 SF to 1,522 SF. Residents will also have the choice of two-story townhome units which come in a three bedroom two and a half bathroom offering ranging from 1,843 SF to 1,960 SF. There are nine townhome unit buildings and five manor home buildings. Leasing rates start as low as \$2,100.

For inquiries, please visit our website www.thecoveatgateway.com or call us at 860-405-7042.

L+M Healthcare Announces 2020 Nightingale Nurses

The 2020 Nightingale Nurse award recipients will be honored quietly and remotely this year as Connecticut continues to practice social distancing during the coronavirus pandemic.

Despite the lack of external fanfare, L+M Healthcare is pleased to announce the dedicated and compassionate nurses who have been selected by their peers as Nightingale Nurses for 2020.

Each of the nurses representing L+M Healthcare, a member of Yale New Haven Health which includes Lawrence + Memorial Hospital, Westerly Hospital, the Visiting Nurse Association of Southeastern Connecticut, Northeast Medical Group (NEMG) and other ambulatory services, provides care in different areas of the community from hospital to home care to physician office.

This year's honorees are:

Patricia (Trish) Barber, BSN, RN, Geriatric Psychology Inpatient; Alexandra Brown, MSN, RN, NE-BC, Professional Development; Taylor Dumas, RN, VNA; Mathew Landeck, BSN, RN, Case Management/Neurology Department; Darlene Marinelli, RN, VNA; Veronica Napalitano, RN, Pequot Emergency Department; Elizabeth (Zeke) Newbury, BSN, RN, CWON, Inpatient wound care; Jocelyn Oliver, RN, NEMG (Mystic and Groton Offices); Kelsey Panosky, MSN, RN-BC, CNE, C-EFM, Maternity; Jennifer Scotti, RN, Neurology; Rachael Silvia, BSN, RN-BC, Medical/Surgery; Ashly Thatcher, BSN, RN; and Cynthia Williamson, LPN – NEMG (Mystic Office).

Comcast Business Provides Customers Free and Discounted Access to Leading Third-Party Business Apps



Comcast Business has unveiled a collection of resources and offers, providing customers with free or discounted access to leading third-party business applications and software to support them as they adjust to working during the COVID-19 pandemic.

Some of the offers available to Comcast Business customers include:

Zipwhip – Texting for Business; Hive, Project Management; EComFax – Electronic Fax; Grokker, Health and Wellbeing; Direct Delivery by SevenRooms, Online Ordering for Restaurants; Stella Connect – For Call Center Management.

For the full list of tools and services visit: <https://cbcommunity.comcast.com/community/browse-all/details/fyi-tools-services-to-help-you-stay-connected>

For more details on how Comcast Business is helping support its business customers at this time, please visit: <https://business.comcast.com/response>

Eversource Reminds Customers to Remain Vigilant Against Scams



As part of Eversource's efforts to support its customers and communities during the pandemic, the energy company is reminding people to remain vigilant and protect themselves against scams. The COVID-19 outbreak has led to an increase in scam activity, with sophisticated scammers finding unique and intimidating ways to exploit people and steal their money during these uncertain times.

With the wave of scams related to the COVID-19 pandemic, Eversource is reminding customers about common signs to recognize a scam and specific pandemic-related scams to look out for, including:

- Threats of immediate power disconnection or demands for payment. Eversource representatives never ask for instant payment, and the energy company is not disconnecting any customers for non-payment during this emergency period.
- Callers asking for personal or account information or insisting on specific, unusual payment methods. Eversource will never ask for personal information over the phone in this manner and does not accept payments via gift cards, pre-paid debit cards or other common tools used by scammers.
- Requests for a deposit to exchange a utility meter. Eversource has suspended all non-essential work, including routine meter changes, during the pandemic
- Calls, emails or texts about government stimulus checks. The IRS won't contact people with information about stimulus payments, or to ask for personal information.
- Online offers for vaccinations and test kits

Eversource urges anyone who believes they are a target of improper solicitation to please alert local law enforcement and contact the company directly at 800-286-2000.

For more information on how the energy company is helping customers protect against scams during the COVID-19 pandemic, please visit <https://www.eversource.com/content/ct-c/residential/safety/protect-yourself/avoid-scams>.



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