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## Holiday Shopping Trail Promotes Region and Your Business

### Capture More Seasonal Shoppers with our Expanded Online Guide

Shopping small has never been more important, and the Chamber of Commerce of Eastern CT's annual Holiday Shopping Trail challenges shoppers to keep it local while having fun. The new sweepstakes model offers prizes for customers who connect with small businesses across eastern CT. New ways to enter make the promotion perfect for an unusual holiday season.

Eastern Connecticut's Holiday Shopping Trail is a regional promotion that encourages shoppers to visit boutiques, restaurants, arts venues, and other local businesses. This year, the Trail also makes the most of online shopping and social media by expanding its website and offering more ways to connect.

Beginning on Small Business Saturday, November 28 through December 24, shoppers can visit [ChamberECT.com/trail](https://ChamberECT.com/trail) to connect with over 100 local businesses. From there, they can shop online, find a business to visit, or learn about special services like curbside pickup, delivery, and gift certificates.

Shoppers earn chances to win prizes when they complete challenges designed to promote businesses on the Trail. Shoppers connect on social media, share a selfie while shopping the Trail, show a purchase, or register their email, all the time earning entries to the final drawings.

Businesses can join the Holiday Shopping Trail for free by registering at [ChamberECT.com/hst](https://ChamberECT.com/hst). With the new platform, there are opportunities to enhance a basic business listing to include a photo or direct link to online shopping.

"During these difficult times, small businesses have been hit the hardest," said Tony Sheridan, president and CEO of the Chamber of Commerce of Eastern CT. "These are our friends and neighbors who offer so much to

our communities, regularly donating to our schools, police, fire departments and local charities. The Holiday Shopping Trail introduces people to the wide variety of businesses we have in the region and encourages them to spend their dollars supporting our local economy."



The Holiday Shopping Trail offers sponsorship and partnership opportunities. Email [admin@chamberect.com](mailto:admin@chamberect.com) to learn more about

supporting small businesses and organizations this season.

**To register your business  
or purchase a sponsorship, visit  
[ChamberECT.com/hst](https://ChamberECT.com/hst)**



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



## MEMBER NEWS



## Generations Family Health Center Teams Up to Promote Masks with Hip-Hop Music Video

Fresh off the paws of creating Norm, the COVID-19 Community Watch Dog to help children pre-K through 5th grade develop and maintain healthy habits and reduce the risk of contracting COVID-19, Generations Family Health Center and the Northeast District Department of Health (NDDH) have teamed up again to produce a hip-hop song and music video to promote mask-wearing among middle-school to college-age youths, "Mask It Up."

"We were collaborating with Miranda Creative in Norwich on Norm, the COVID-19 Community Watchdog, and it was a Miranda team member who introduced us to Zack Kindall," explained Allison Heneghan, Director of Communications and Development for Generations and Producer for "Mask It Up."

Zack Kindall, a 20-year old Connecticut-based recording artist, is a former student-athlete at Eastern Connecticut State University. His creativity and growing popularity as a social media influencer crossed paths with Generations and NDDH at a perfect time.

"Adapting original lyrics written by Linda Colangelo, Zack created a new version that would resonate with the middle-school to college-age demographic for use in the song and music video. We are hoping that 'Mask It Up' will become a theme song throughout the pandemic and that its message, catchy lyrics and beat will stay with people," said Heneghan.

The "Mask It Up" music video can be viewed for free at: <http://bit.ly/GenHealthMaskItUp>. To find out more about this project and download the song, go to [genhealth.org/maskitup](http://genhealth.org/maskitup).

## CVS Health Offers Free Flu Clinic On-site for Employees

CVS is able to send a pharmacist to businesses or organizations to administer flu shots to employees to keep them healthy this flu season. For more information, visit [cvs.com/immunizations/flu/clinics](http://cvs.com/immunizations/flu/clinics) and sign up for a date and time. These clinics are a great way to boost employee morale. Each employee's insurance card will be run separately and 95% of insurances cover flu shots in full, making this free for companies hosting the clinic.



## Tiffani Gavin Welcomed as The O'Neill's New Executive Director

The Eugene O'Neill Theater Center welcomes Tiffani Gavin as its next Executive Director. Gavin helms the nationally-recognized, award-winning institution and leads its professional development programs for puppetry, plays, musicals, and cabaret, as well as the flagship undergraduate program, the National Theater Institute.

Prior to joining the O'Neill, Gavin held managerial and creative development roles in both nonprofit and commercial theater, including serving as managing director at the American Repertory Theater, Executive Producer at SFX/Clear Channel, and, most recently, as Manager of the Marquis Theatre on Broadway.

"I am thrilled to be at the O'Neill in a position that utilizes all my management and creative development experience" shares Tiffani Gavin. "The O'Neill is where innovation happens. I've seen firsthand the impact of the O'Neill's famed new work development process and it is in support of this incredible legacy that I am excited to lead O'Neill further into its next phase of life, one with theatrical innovation and diversity at the forefront."

Gavin is the fifth Executive Director in the O'Neill's 55-year history, and the first Black woman to hold the position. Gavin succeeds Preston Whiteway, who led the organization for the past 16 years.

Joining the board for the first time and filling a two-year vacancy is Rick Canavan of Pomfret, CT, environmental scientist.

Joining the board for the first time and filling one-year vacancies are Kwasi Acheampong from Brimfield, MA, founder of Our Bright Future, Inc., and Nicholas Adamopoulos from Webster, MA, tax attorney.

## Community Foundation of Eastern CT Announces a Record \$787,507 in Scholarship Awards

The Community Foundation of Eastern Connecticut awarded more than \$758,000 in scholarships to 309 students from across the region this year, an increase of 26 individual scholarships and over \$33,000 in total awards from 2019.

In addition, at least 18 students in this year's applicant pool were able to take advantage of Connecticut Commitment, the new State initiative to provide full tuition to UConn Storrs or any UConn regional campus for eligible first-time, full-time students, and Pledge to Advance Connecticut (PACT), a similar effort to cover tuition at any state community college for eligible students.

"College can be a lifeline for students from financially burdened families, especially now as we face the COVID-19 crisis. For that reason, we sharpened our focus on reaching first generation college students, students of color and those with the greatest financial need. The Community Foundation sends our best wishes to these students as they launch their college and technical careers in challenging circumstances," stated Maryam Elahi, President and CEO.

The Community Foundation's scholarships are made possible through the generosity of donors who understand the value of opening doors for students and investing in the future. These caring donors have established 122 scholarship funds at the Community Foundation, awarding more than \$8 million to over 3,800 students since 1983.

For more member and benefactor news visit [ChamberECT.com/news](http://ChamberECT.com/news).

For reopening related news visit [ChamberECT.com/reopening](http://ChamberECT.com/reopening).



# SAVE THE DATE



## HIGH HOPES VIRTUAL HOLIDAY MARKET



NOVEMBER  
**15 – 28**

[HIGHHOPESTR.ORG/MARKET](http://HIGHHOPESTR.ORG/MARKET)

### High Hopes Market: Call for Vendors

Calling all small businesses and artisans! The 10th annual High Hopes Holiday Market is going virtual! The High Hopes family remains committed to the Market's mission to create a vibrant, experiential marketplace which promotes local artisans and small businesses while raising awareness for High Hopes' therapeutic and equine assisted activities. The virtual Market will open November 15 and conclude on Small Business Saturday, November 28.

High Hopes has developed, with the partnership of the talented design team at Julia Balfour, LLC, a one-of-a-kind shopping directory where it is able to connect talented Market artisans and small businesses with a broad audience of conscientious consumers. Additionally, this platform will allow for meaningful interaction with consumers and provide promotional opportunities for vendors to grow a loyal consumer base and continue to thrive under these difficult economic times. To participate, visit High Hopes website: [highhopestr.org/hhbm-call-for-vendors](http://highhopestr.org/hhbm-call-for-vendors).

### BENEFACTOR NEWS



#### Foxwoods Earns Top Slot on 10Best List

USA TODAY polled readers on Best Casino Outside of Las Vegas, and Foxwoods Resort Casino took the top slot.

The United States is home to more than 1,500 casinos—more than any other country on the planet. From coast to coast, gamblers have a huge range of options for where to place their bets, and not just in Las Vegas.

One of two premier gaming resorts in Connecticut, Foxwoods Resort Casino offers 4,500 slot machines—ranging from penny games to \$100 minimums—as well as 300 table games, high stakes Bingo at one of the world's largest Bingo halls, a race book with 50-foot digital projection screens and the largest poker room on the East Coast. Four unique hotel properties and over 30 restaurants make it easy to stay and play.

#### The Day Launched The Norwich Times October 1

The Day Publishing Company, publisher of The Day newspaper, launched a new weekly publication on Oct. 1, 2020 to cover the news in the eight (8) communities that comprise the greater Norwich area.

The Norwich Times joins the roster of the company's 15 other free weekly newspapers that span the Connecticut coastline from East Haven to the Rhode Island border.

With a distribution of more than 28,000, The Norwich Times will reach 100% of the households in Norwich, Bozrah, Franklin, Sprague, Scotland, Lisbon, Voluntown and Griswold.

"We are excited to expand the reach of our Times weekly newspapers into the Norwich area," said Timothy Dwyer, president and publisher. "We are also happy to be able to provide a platform that connects local businesses to residents of the Norwich area."

Submit news and story ideas to Community Editor Lee Howard ([l.howard@theday.com](mailto:l.howard@theday.com)) or Assistant Community Editor Amanda Hutchinson ([a.hutchinson@theday.com](mailto:a.hutchinson@theday.com)). Calendar and library items can be emailed to [neighbors@theday.com](mailto:neighbors@theday.com).



#### L+M Healthcare and L+M Hospital appoint new Chair of the Board of Directors

James E. Mitchell, PhD, was recently named chairman of the Board of Directors of L+M Healthcare and Lawrence + Memorial Hospital, succeeding B. Michael Rauh. Mitchell has served on the hospital board since 2013, most recently as secretary.

"We are fortunate to have a leader like Jim Mitchell as our chairman," said Patrick L. Green, president and CEO of L+M Healthcare. "Jim has been an integral part of our board, and has been a tremendous asset as we have transformed the organization through our affiliation with Yale New Haven Health. I look forward to our continued partnership as we further our strategies to improve the health of the communities we serve."

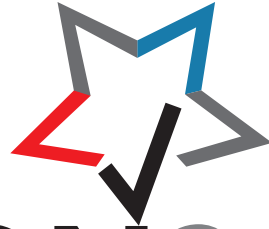
From 2001-2008, Mitchell was superintendent of schools for Groton Public Schools. He served in various roles in the Groton school system more than 35 years. He formerly served as an executive coach for newly hired superintendents through the Connecticut Association of Public School Superintendents.

He serves as president of the Dr. Martin Luther King, Jr. Scholarship Trust Fund and a past president of the Groton Rotary Club. Mitchell is a past trustee of the Connecticut Hospital Association.

"I also want to acknowledge and thank Michael Rauh for his efforts in guiding the hospital during a very complex and difficult time in the history of L+M Hospital and in healthcare. His leadership and support were invaluable," added Green.

Going forward, Rauh will serve as a member of the Yale New Haven Health Board of Trustees. Rauh served on the L+M Hospital Board since 2011 and the L+M Healthcare board since 2014.

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# The Day

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Operating in a sustainable way is at the core of everything we do. From our purpose, values and strategy our legacy is one of turning natural resources into energy for people and progress for society in a responsible way.

[equinor.com](http://equinor.com)

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**CVS Health - East Lyme**

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9 Chesterfield Road, East Lyme | [cvs.com](http://cvs.com) | (860) 739-0276

**Exemplify to Edify, LLC**

Our mission is to develop spiritual maturity and personal growth in pain, and to help others discover and be aware that "Your Pain Becomes Your Purpose."

[exemplify2edify.org](http://exemplify2edify.org) | (860) 574-1982

**Jimmie's Ice Cream Shoppe & Catering**

Located in Preston, Jimmie's offers Gifford's ice cream, hot dogs, soups, sandwiches, lobster rolls, wraps, burgers, snacks, and daily specials. Follow on Facebook for specials and live music calendar.

1 Mathewson Mill Road, Preston

[facebook.com/jimmiesicecreamshoppe](https://facebook.com/jimmiesicecreamshoppe) | (860) 237-2777

**Ledyard Economic Development Commission**

The EDC focuses on fostering a productive and positive relationship with both large and small businesses. The EDC's long and short term objective is to increase the quality of life for residents and maintain their rural colonial traditions, while at the same time expanding the town's tax base through the diversification of business and industry in town.

741 Colonel Ledyard Highway, Ledyard | [town.ledyard.ct.us](http://town.ledyard.ct.us)  
(860) 464-8740

**Mystic Geriatrics Institute**

MGI is a non-profit organization with a mission to make a significant difference in improving the lives of the elderly and to make our region a center of excellence for elder well-being through specialized health care and education.

12 Roosevelt Avenue, Mystic | (860) 490-4850  
[mysticgeriatricsinstitute.com](http://mysticgeriatricsinstitute.com)

**St. Vincent de Paul Place**

St. Vincent de Paul Place serves those who are physically, mentally, or spiritually impoverished. We welcome anyone in need. Our goal is to motivate our patrons toward self-sufficiency and a better life.

120 Cliff Street, Norwich | [svdpp.org](http://svdpp.org) | (860) 889-7374

## UPCOMING EVENTS

**OCT 14****Virtual Debate**

42<sup>nd</sup> House District: 7:00 - 8:00pm

**OCT 15****Virtual Debates**

23<sup>rd</sup> House District: 12:00 - 1:00 pm

39<sup>th</sup> House District: 7:00 - 8:00 pm

Visit [ChamberECT.com/events](http://ChamberECT.com/events) for complete debate schedule.

**OCT 25****Better Together CT Ribbon Cutting**

402 Norwich-Westerly Road, North Stonington | 11:30 am - 2:00 pm



Pre-registration is suggested for most events. Call (860) 701-9113 or visit [ChamberECT.com](http://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.

## Congratulate Your Colleagues

The Chamber of Commerce of Eastern CT's annual awards are traditionally presented at our Annual Meeting, Covid-19 prevented this gathering, and we still want to help our honorees feel special.

Congratulate the region's honorees, and share your company's message of hope and encouragement with the community.

Visit [ChamberECT.com/events](http://ChamberECT.com/events) to reserve your message of congratulations.



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## Membership Has Its Benefits

The Chamber has been expanding ways to put your membership to work. New membership discount programs are being added regularly. Your business and all your employees are eligible for these discounts, so please be sure to share them with your staff.

Creating a special offer for Chamber members is also a great way to promote your business and develop new customer relationships. Log in the Chamber's member portal to add an offer from your business.

Additionally, the Chamber, in partnership with Lifestyle Health Plans and our member **Morin Associates LLC**, provides a **strategic group health insurance solution** to help employers manage healthcare costs while still providing employees with great benefits. Chamber members have saved \$461,005 through this program.

Here are some of our current special membership offers:

- **Foxwoods Chamber Partner Program** with a plethora of perks including: **free rooms, restaurant and bar discounts, spa access, meeting space savings** and more.
- **Discount Prescription Drug Card** provides up to **75% savings** for you, your family, and your pets.
- **Constant Contact** offers up to **25% savings** on the powerful suite of marketing tools.
- **UPS** provides access to **improved flat pricing** with savings of 50% on Domestic Next Day/Deferred, 30% on Ground Commercial / Residential and up to 50% on additional services
- **Lenovo** offers up to **30% off everyday public web price** of the entire line of Lenovo products
- Save up to **25% off Avis and Budget** base rates plus other great offers

See all Chamber member offers by logging on at **ChamberECT.com**

## CHAMBER MEMBER SPOTLIGHTS

### Growing a Great Business Over Five Generations



Gardening is about realizing a vision—planning, planting, nurturing, and seeing what blooms. Holdridge Home and Garden invests in the accomplishments of their customers, helping them imagine a garden, fishpond, or home project and providing everything they need for that dream to take root.

"Helping customers have successful gardening experience is key to us," said Shari Holdridge Hewes, who is now at the helm of the long-time family business. "The win-win of helping our neighbors be successful raises their spirits and confidence which in turn reflects positively on us."

Holdridge Home and Garden is ready to help clients make their homes beautiful inside and out. Locally grown nursery stock and gardening supplies equip the gardening enthusiast. Additionally, on-site landscape and maintenance services are available. A full-service True Value hardware store includes a quality paint shop and supplies for DIY projects. Taking gardening to the next level, Holdridge has everything to create stunning water gardens, from water lilies to koi fish. Statuary, bird baths, benches and fountains make a backyard oasis. Home décor completes your senses with quality windchimes and garden décor both in and out of the house.

"I believe being successful begins with offering quality products that we use and stand behind," said Hewes. Following this long-held philosophy, she continues a family tradition that began in 1912 with her great grandfather Samuel E. Holdridge selling vegetables from a horse-drawn cart. The business grew from a mail-order company of bare-root fruit bearing plants. My grandfather and father then planted roots in the 1960's with a retail store in Ledyard featuring nursery stock and hard goods.

Now one of the largest garden centers in southeastern Connecticut, the business is still at its heart, a family affair. "Our staff is or are like family and we try to represent wholesome values by being thoughtful and honest," said Hewes. Every generation since its inception has been an integral part of the business with no end in sight.

**Holdridge Home and Garden**

729 Colonel Ledyard Hwy, Ledyard

Holdridgegarden.com | 860-464-8400

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WE LOVE TO SHARE MEMBER STORIES. Tell us about your business so we can share your story on social media or our blog.

[ChamberECT.com/business-highlight](http://ChamberECT.com/business-highlight)



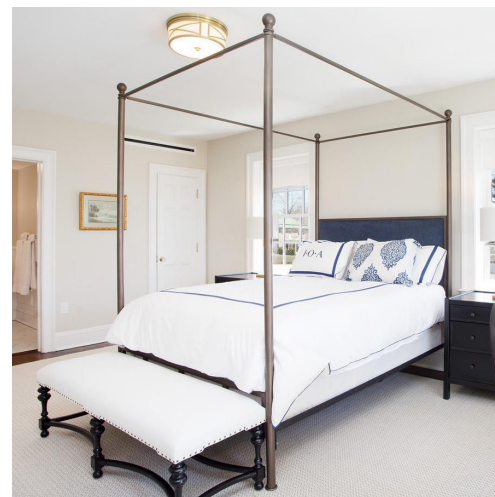
### Ace Overhead Doors, Mystic

Ace Overhead Doors grew from part-time work to a family-operated business that provides high-quality products with a focus on outstanding customer service: "A small business is like one of your children—out there in the world reflecting who you are." Tom and Amanda Ljubicic ensure clients are treated with honesty, respect, and compassion. We are happy to congratulate Amanda, our former VP, on the success of her business.



### Next Tech Solutions, Pawcatuck

From humble basement beginnings to a full fleet of vehicles operating out of their Pawcatuck office, Next Tech Solutions makes technology work for people, not against them. Young entrepreneur Connor McGill began NTS while still a student at Westerly High School, and grew the business based on its client focused approach. NTS now offers a wide range of IT and web services to businesses and residential clients locally and across the country. Read more on the Chamber blog at [ChamberECT.com](http://ChamberECT.com).



### Inn at Ocean Avenue, New London

A career in real estate prepared Allan Goldfarb to see the potential in an expansive 1914 home, "irresistibly" close to the New London beaches. The family discovered the diamond in the rough while vacationing. The fully renovated Inn at Ocean Avenue, set on four acres of sweeping lawns with heritage trees, now accommodates visitors enjoying the same natural beauty and local attractions that drew them to the area.



### Mystic Luxury Cinemas, Mystic

Mystic Luxury Cinema knows how to "pivot," drawing niche markets and creating a great movie-going experience with quality popcorn and local beers and wines. During the COVID shutdown, they added heated, fully reclining seats and XI 7.1 Surround Sound. As a host for the 3rd Annual Mystic Film Festival, October 22-25, they will present a Lifetime Achievement Award to Jaws screenwriter Cal Gottlieb. Promotions include Gold Card Membership for annual admission and special deals. Read more on the Chamber blog at [ChamberECT.com](http://ChamberECT.com).



### Win Moves Coaching, Waterford

Helping clients to navigate opportunities that allow them to thrive, Win Moves Coaching offers one-on-one, team, and peer group coaching programs for success in business, career, and life. Gary Decker has led powerful business (and life) journeys for more than 35 years of his accomplished career. He recently joined the southeastern CT community and is eager to work with business leaders and teams across professional sectors to empower their success through a powerful, positive, and forward perspective.



### Matthew Beaudoin, Mystic Knotwork, Mystic

Mystic Knotwork owner Matthew Beaudoin was named CT's Small Business Person of the Year by U.S. Small Business Administration. In 2008, Beaudoin began a thriving manufacturing and retail business based in a family tradition of artistic knotwork started by his grandfather and encompassing the work of generations. Recognized by Martha Stewart in 2014 for heritage arts, Mystic Knotwork has a broad catalog of nautical themed gift, wedding, and home items.



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