

# In the New Britain Network Group, the 'giver gets given'

By LISA BACKUS  
STAFF WRITER

**NEW BRITAIN** — The New Britain Network Group offers area businesses the chance to trade leads and a whole lot more.

The group, which meets on the second and fourth Tuesday of the month, is made up of nearly three dozen distinct and different businesses which provide members with leads on everything from residents or other companies

which may be interested in purchasing goods or services to those that can provide tips or ways to help a company expand.

"It's a chance to build relationships," said long-time member Paul D'Addabbo, a co-owner of Insurance Associates. "The 'giver gets given' is our motto. We provide each other with leads and have the opportunity to meet nice people. Once you develop trust, people will refer others to you and if you attend on a regular basis, you'll get to know people who will give you leads and you'll give them leads."

The group was the brainchild of Certified Public Accountant Frank Marrocco and Cal London, formerly with Liberty Travel, who were discussing ideas on how to make their businesses grow in 1993.

Marrocco is still heavily involved with the group and serves as treasurer.



The staff at Sir Speedy in New Britain, a member of the New Britain Network Group.

Jack Crowley of JC Special T coordinates membership, screening companies that are interested in joining to make sure they are not from an industry that is already represented.

The membership roster includes more than 30 companies, with no doubles, that offer a wide range of goods and services. The group is intentionally set up so that only one type of industry

is represented within the organization.

Their members include several privately run businesses such as the Southington-based Maximum Sound & Security, The Automotive Connection in New Britain, Ameriprise Financial in Portland, JC Special T, Polumbo's Jewelers, Sir Speedy printing and marketing, and Jack of All Trades remodeling.

"They are very helpful and a very friendly group," said Crowley who joined when he moved his business to New Britain several years ago. "They truly want to help. It's like having an unpaid sales force."

Dues are \$25 a quarter or \$100 a year. In addition to monthly meetings, the organization hosts two social events a year. Business people who are interested in joining can attend a meeting free of charge to get an idea of how the group works before they join.

The group also hosts an annual open house which allows members to bring other business people who may be interested in joining.

"If someone has a business they can grow through lead generation this is a great opportunity," D'Addabbo said.

For more information, email Crowley at Jack@Jcspecialt.com with your interest and short description of your company.

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The New Britain Network Group's mission is to provide businesses in the greater New Britain area with marketing opportunities offering their superior services and/or products to prospective customers.

The group meets at convenient locations on the second and fourth Fridays of the month at 8 a.m. For further information, check the web site at [newbritainnetworkgroup.com](http://newbritainnetworkgroup.com) or call, Jack Crowley, membership chairman at 860-827-1201.

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