

PROMOTIONAL FEATURE

Marrocco: Networking is reason for success

NEW BRITAIN

By CIARA HOOKS
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The New Britain Network Group has been serving the city for almost 30 years providing leads and more for every member in the group. The group is made up of 40 distinct and different businesses which provide members with leads on everything from residents or other companies that may be interested in purchasing goods or services to those that can provide tips or ways to help a company expand. The group is intentionally set up so that only one type of industry is represented within the organization. “It’s an exclusive group,” said Frank Marrocco, treasurer of the New Britain Network Group. “There’s only one accountant, one insurance person, one lawyer etc; so there’s only one of each profession.” The group usually meets twice a month and each business is required to pay dues each 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 was started by a Certified Public Accountant Frank Marrocco and Kal London, formerly with Liberty Travel, who were discussing ideas on how to make their

businesses grow in 1993. “A couple years after I opened my office I was just starting out and I had a couple of clients who came with me, but I needed to network and get myself more involved in the community,” said Marrocco. “I met with Kal London he was with a travel agency at the time, I met with an attorney and a real estate person and we formed the New Britain Network Group.” Frank Marrocco started Marrocco Frank D CPA in New Britain, a full service accounting firm, just four years before the network. They do individual, business and estate tax returns. “I would say networking is my biggest reason for the success of our firm because I got involved in a lot of things in our community, I did a lot of networking and it’s paid off and our reputation is very good throughout the community,” said Marrocco about his firm. “I chair the golf tournament for the New Britain Chamber and also the Lyons Club.” The New Britain Network Group started out with four people and has grown exponentially and has been very successful over the years.



CPA Frank Marrocco, seated, with Accountant Cheryl Sylvain, left, and Officer Manager Marisol Anderson.



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 or call, Jack Crowley, membership chairman at 860-827-1201.

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