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Chamber of Commerce provides network to help businesses through difficult times

NEW BRITAIN

By CATHERINE SHEN
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For new businesses and old, having a healthy network of community relationships during a pandemic can help deal with ongoing challenges.

"Most chamber of commerce organizations are advocates for their business community, that's what we are here for," said Bill Moore, president of the Greater New Britain Chamber of Commerce. "Networking is vital to getting your message across and the best time to advertise is 'always.' Because when you're not in front of your customers or potential customers, they forget about you, which is why we created so many opportunities for businesses to connect."

The Chamber of Commerce is a business membership organization with more than 300 members from the Greater New Britain business community. Members may utilize the organization to network, receive chamber news and notification and further enhance their marketing through the chamber.

Like any organization, the Greater New Britain Chamber

of Commerce has changed over the years, but remained true to its mission, "the organization shall devote its energies to united of the influences of our citizens for the more effectual protection and promotion of the public welfare of New Britain and vicinity, and to aid in the development of all legitimate enterprises which will tend to increase its prosperity," according to the chamber. It first had its start in 1914, where the chamber became fully fledged and incorporated in 1915.

In recent years, the Berlin and Plainville Chamber of Commerce aligned with New Britain and began a partnership. With the ongoing pandemic, Moore said it is forcing businesses to rethink their business models and the chamber is available for different levels of assistance, including education, business development and promotion, technology support, and public policy.

"We are constantly reaching out to the membership to let them know what is going on and get them involved," Moore said.



William Moore

"It has been a challenge during this pandemic to keep the interest high because people either had to downsize significantly or remodeled their business plans to a more home-based situation and working remotely, which leads to technology challenges."

The chamber has been helping those who need a hand with updating their technology support and knowledge. While web-based outreach is helpful, Moore said nothing beats a real handshake and in-person meetings.

"But we have to adapt and have been able to adapt," he said. "Our efforts are geared towards enhancing the economic health and vitality and quality of life for the entire Greater New Britain region, trying to touch all aspects to help people grow and thrive. It's been challenging but I am hopeful that we will continue to do well."

For more information, visit: www.greaternewbritainchamber.com

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For more information on the Chamber of Commerce, please contact the Chamber office at 185 Main Street, Suite 423 or call (860) 229-1665.

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