

PROMOTIONAL FEATURE

# Marrocco says Networking Group helps members grow

## 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 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.

“Obviously, with covid things did change from our normal course of business of meeting twice a month,” Marrocco said. “From the month of March 2020 through February of 2021 we suspended all meetings.”

The group did hold a couple of Zoom meetings during the time to keep everyone active.

“Since March we did start meeting once a month at outdoor venues,” Marrocco said. “Once was at Walnut Hill Park outside the Museum of American Art and a couple of times at my home.”

The group hopes to resume their regular meetings again in September.

“Despite the covid restrictions we have had to deal with during the past year, our group has done a good job of keeping in touch with members and we continually



Posing in the New Britain Youth Museum’s aviary are Executive Director Tom Pascoello, left, Marketing & Special Events Director Donna Veach, Lions Club President Adrienne Brown and CPA Frank Marrocco.

exchange leads within the group,” Marrocco said.

In addition to monthly meetings, the organization hosts two social events a year.

“We canceled our December social gathering,” Marrocco said. “But we are all looking forward to a better and prosperous remainder of 2021.”

Businesspeople 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 Marrocco, a certified public accountant, 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,” Marrocco said. “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.”

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,” Marrocco said about his firm. “I chair the golf tournament for the New Britain Chamber and also the Lions Club.”

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