



FOR IMMEDIATE RELEASE

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Middlesex County Chamber of Commerce’s Upcoming Webinars and Workshops

(**Middletown, CT.**) Chairman Don DeVivo of the Middlesex County Chamber of Commerce announced the Middlesex County Chamber of Commerce prepares business owners from around the county with information and resources in preparation for Connecticut’s Re-opening by supporting the community with educational webinars and workshops.

The Chamber calendar continues to move forward in preparation for the re-opening of Middlesex County by hosting important events and activities conducted through online portals that will benefit the business community in recovery.

To kick off the third week of May, the Chamber will host an in-depth Town Hall discussion with Congresswoman Rosa DeLauro on Tuesday, May 19th at 11:00 a.m. DeLauro will share insight as to what future funding will look like and answer any concerning questions from participants.

Followed right after, on May 19th at 2:00 p.m. is the Chamber’s seventh installment of their Tuesday Tips campaign with another important session titled, “Paycheck Protection Program: Where are We Now? An Up to Date Guide.” This webinar will be presented by Pullman & Comley and will feature an in-depth discussion on the new up to date guidelines on PPP. The Program will also feature opportunities for questions and answers.

The next day, on May 20th at 1:00 p.m. join the Chamber and Deputy Commissioner Danté Bartolomeo of the Connecticut Department of Labor to discuss important issues such as the unemployment application process through the Department of Labor, how to handle the process of bringing back employees who are currently collecting unemployment, and best practices for self-employed individuals or “gig workers” who are interested in accessing Pandemic Unemployment Assistance (PUA).

Then, on May 21st at 12:00 p.m. The MEWS+ is back this week with another important session titled, “6 Core Approaches for Marketing Your Small Business in this New COVID-19 World.” This webinar will be presented by Rebecca Mead of INQ Creative and will focus on re-creating your plan-B approach to marketing your small business by staying connected to existing customers, attracting new customers, and keeping your business financially healthy by successfully riding the waves of our current economic situation. The webinar will also share insights on how to craft the right messages and select the right channels for your business, how

to choose the most appropriate marketing tactics, and how to design a plan that adapts to today's needs and tomorrow's ideas.

Also, on May 21st at 1:30 p.m. Reid & Reige, P.C. will present an important session titled, "Are you Ready to Open in this New World?" The Program will feature opportunities for questions and answers with Reid & Reige, P.C. attorneys John R. Bashow and Adam T. Boston, and Certified Industrial Hygienist, Rob Levandoski from Fuss & O'Neill. They will discuss rules that you didn't know applied to you, how to create a successful COVID-19 response plan at work, go over questions your employees may have, and discuss best practices you can apply to your workplace.

Closing out the week on Friday, Matt Pugliese, Associate State Director of the Connecticut Small Business Development Center and Jim Jackson, Business Advisor of the Connecticut Small Business Development Center will present, "The Inside Scoop on PPP Loan Forgiveness: What it is and How to Navigate it" at 11:00 a.m. Matt Pugliese and Jim Jackson will discuss the updated SBA guidelines for PPP loan forgiveness and answer any questions regarding SBA loans or guidelines.

Chamber President, Larry McHugh noted, "This upcoming week is another busy one for the Chamber team as we continue to work every day to support our regional business community in re-opening."

To register for upcoming webinars and workshops, visit www.middlesexchamber.com.

About Middlesex County Chamber of Commerce- Established in 1895, the Middlesex County Chamber of Commerce is the largest Chamber in the state. Located in Middletown, CT, this dynamic business organization boasts over 2,175 members that employ over 50,000 people. The Chamber strives to be the voice of business in Middlesex County and the surrounding area with nine geographically based divisions that meet on a monthly basis as well as industry-based committees and councils throughout Middlesex County that work hard to provide a valuable service to their members. In addition to being an effective and dynamic business organization, the chamber strives to be a community organization. Middlesex County Chamber of Commerce runs a number of events and programs that support veterans, youth development, and substance abuse prevention. For more information visit www.MiddlesexChamber.com

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