

ICA Webinar Series

Advocating for Your Business
During Times of Crisis





Jonathan Jennings

860-638-8903

Jonathan@CTWeddingGroup.com

EVP/COO | CT Wedding Group

Treasurer | ICA

Vice Chair | CT Restaurant Assoc.

Advocacy

What is advocacy and why is it important?

Discover the advocacy happening all around you right now that you can be a part of starting today.

Steps you can take to be an effective advocate for your business.

Common mistakes to avoid.

#replenishRRF

Text Replenish to 52886



Tell Your Elected Officials to Replenish the RRF

The Restaurant Revitalization Fund (RRF) has been an incredibly effective recovery tool for the restaurant industry, but for too many owners, the \$28.6 billion in funding won't last long enough for them receive a dollar in disaster funding. **The SBA estimates that they need at least an additional \$50 billion just to fund the applications submitted before the application portal was closed.**

Senator Kyrsten Sinema (D-AZ), Senator Roger Wicker (R-MS), Representative Earl Blumenauer (D-OR), and Representative Brian Fitzpatrick (R-PA) have introduced the RRF Replenishment Act, which directs \$60 billion in funding to the SBA, allowing them to complete the mission and provide sorely needed recovery dollars for the restaurant industry.

Many here in Washington think that the return to indoor dining means that the restaurants will be fully back to normal within a few months. The truth is that this industry is incredibly vulnerable and faces a long path to recovery. We need this bill.

Please add your voice, share your perspective, and together we can move Congress to support our favorite local restaurants.

Thank you!

Welcome Back!

Jonathan J.

Middletown, CT 06457

[Wrong Information?](#)

 **Send Email**

Sending to:

[\(minimize\)](#)



Rep. Rosa DeLauro
D-CT



Sen. Chris Murphy
D-CT



Sen. Richard Blumenthal
D-CT

As a part of the restaurant industry and your constituent, I urge you to cosponsor the Restaurant Revitalization Fund Replenishment Act. The RRF has been an incredibly effective recovery tool for restaurants. However, for too many operators, the \$28.B allocated in the American Rescue Plan won't last long enough for them receive a dime in disaster funding.

Sincerely,
Jonathan J.

- Send me emails about this campaign
- Send me text messages about this campaign

#replenishRRF

Text Replenish to 52886

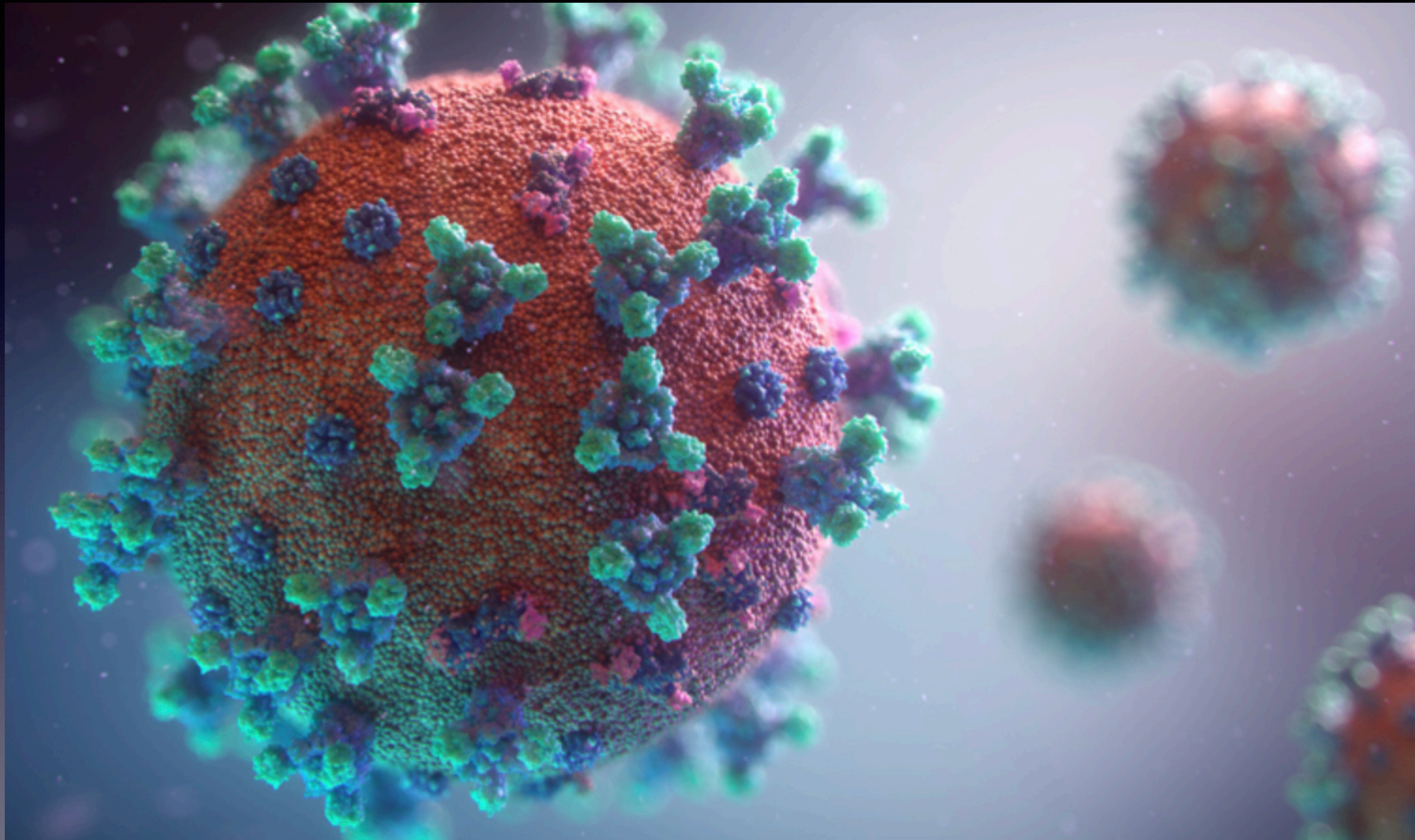
What is advocacy?

Advocacy is an **activity** by an **individual** or **group** that aims to influence **decisions** within political, economic, and social institutions.

Why is advocacy important?











2020

Written by
Stephen King

Directed by
Quentin Tarantino



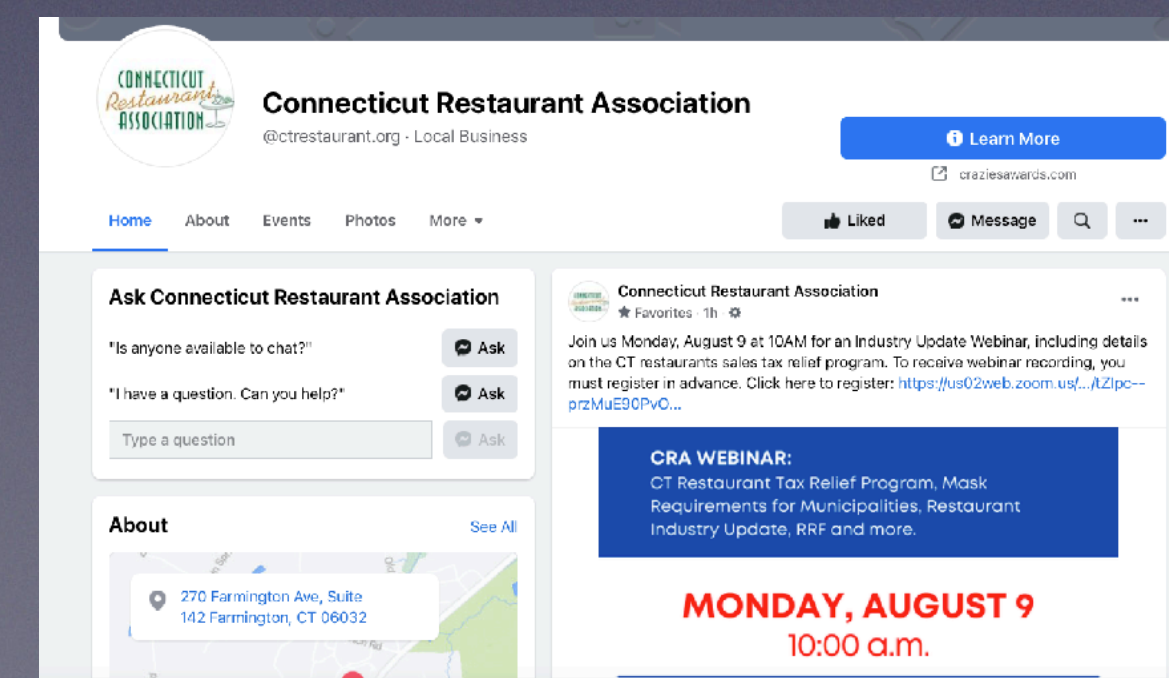
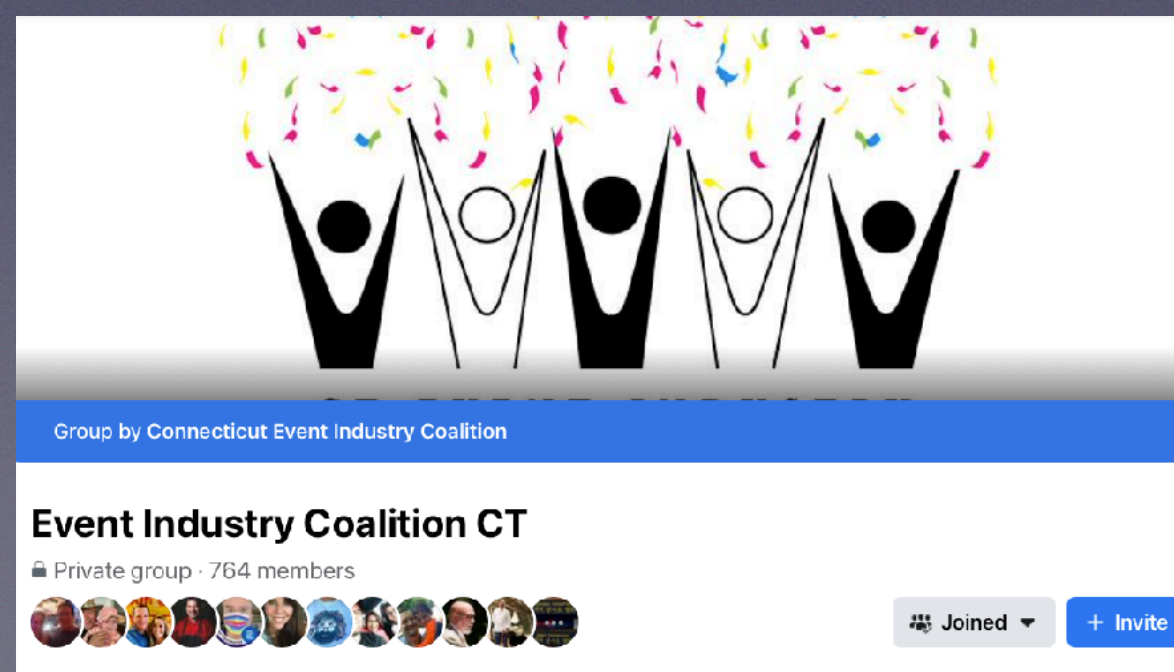
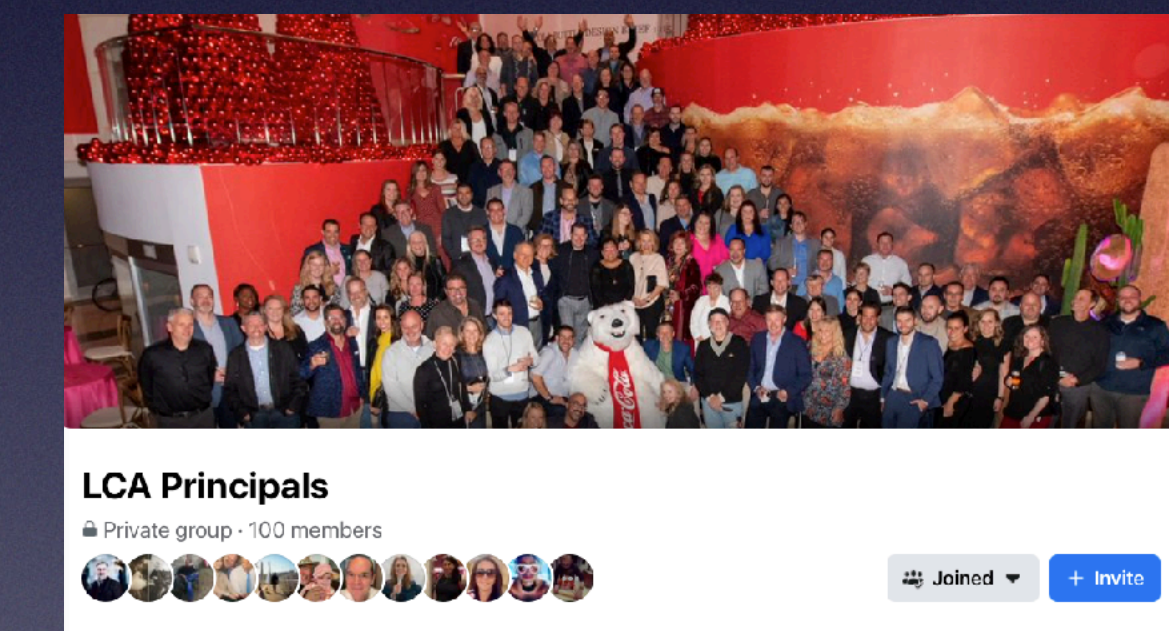
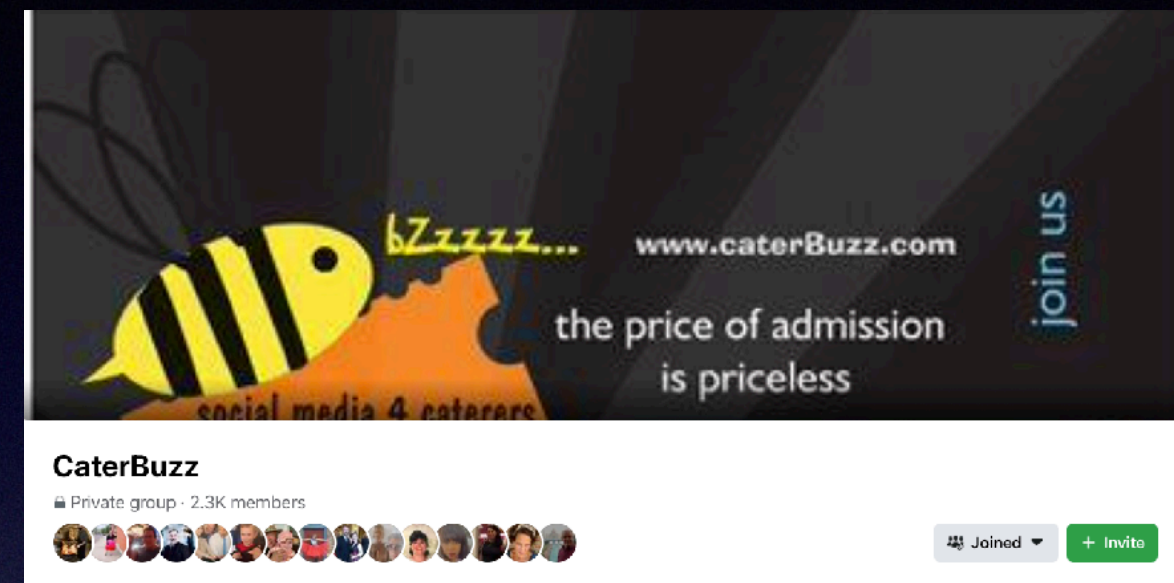
What now?

Where to start?

- Nobody understanding the catering industry. Sometimes not even caterers!
- As an industry, we are very easy to marginalize and dismiss.
- People do understand restaurants ... at least they think they do!
- Restaurants are our cousins ... but they aren't always happy about it.
- The enemy of my enemy is my friend. Look for those with common causes.

Understanding Groups

- Advocacy
- Networking
- Educational
- Social
- Open to all and free
- Open with paid membership
- Invitation Only



Sullivan AK

Tillis NC

Compton TX

young IN

Blunt Missouri

collins ME

Kennedy Louisiana

Graham SC

Hoever ND

Advocacy all around you ...

CONNECTICUT
Restaurant
ASSOCIATION



[ADVOCACY](#)

[ABOUT US](#)

[MEMBERS](#)

[SERVSAFE](#)

[FOUNDATION](#)

[EVENTS](#)

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CONNECTICUT
Restaurant
ASSOCIATION

NATIONAL
RESTAURANT
ASSOCIATION



Together, we serve
every restaurant.

#WeRRestaurants

Some of our wins on behalf of the industry



Conceived the
\$28.6B
Restaurant
Revitalization Fund



Established
\$500K
CT Restaurant Relief Fund



Secured access to
\$70+B
in PPP Loans



Increased industry support with
#saveCTrestaurants
Media Campaign



Established
\$165K
CT Hospitality
Employee Relief Fund



Helped to pass Executive Order to
**EXPAND OUTDOOR
DINING OPTIONS**



Created the first COVID-19
**CONNECTICUT
RESTAURANT
PROMISE**



Saved restaurants
\$15.7B
with PPP deductibility



Ordered up
**COCKTAILS
TO-GO**



EXPANDED ERTC
to support employment

We're not done! See our updates at CTRESTAURANT.org



CONNECTICUT RESTAURANT PROMISE

PROTECTING EMPLOYEES & GUESTS

**TAKE THE
PROMISE**

**VIEW PROMISE
RESTAURANTS**

**CATERERS AND
PRIVATE EVENTS**



Your Story 12m



WE SUPPORT THE CT HOSPITALITY INDUSTRY!



#SAVETRESTAURANTS

#SAVETEVENTS

#CTRESTAURANTS

@GOVNEDLAMONT

#EATINCONNECTICUT #EATINGCT

#CTBITES #CTFOODLOVERS

@CTFOODLOVERS

@SAVETRESTAURANTS

@EATINCONNECTICUT

@CTRESTAURANTASSOC

@CTBITES

@CTDECA1



Connecticut Restaurant Association is at CT Wedding Group.

★ Favorites · December 6, 2020 · Middletown · ⚙

Our industry is bigger than just restaurants, as our caterers and private event companies have been hit harder than almost anyone. [CT Wedding Group](#) is just one example of an incredible CT events industry that needs our support to help them make it through these challenging times! As our vice chair of the CRA, Jonathan Jennings continues to fight everyday for this industry and we ask each of you to text SaveCTRestaurants to 52886! [#saveCTrestaurants](#) [#saveCTevents](#)

[#CTweddings](#) ... See More



UConn Health gets \$40M in extra state aid

Lamont proposes boost for hospital 'in desperate need'

By Amanda Blanco
Hartford Courant

UConn Health in Farmington will receive an extra \$40 million in state aid under Gov. Ned Lamont's proposed budget, about half of what the public hospital's leader-

ship requested last fall to get them through a projected deficit topping \$114 million as the coronavirus exacerbated its fiscal woes.

"The UConn Health Center is in desperate need of additional state support," Lamont's budget said. "As the top-flight medical center faces growing costs that outpace its clinical revenue growth, the state budget must ensure that John Dempsey Hospital can continue to carry out its academic, clinical, and research missions."

Overall, the budget recommends about \$174 million go to the public teaching hospital in 2021-2022, and about \$134 million in 2022-2023. The additional \$40 million in operating support for the coming fiscal year aims to "stabilize the health center's budget while the state and UCHC continue to determine a path forward for a public-private partnership."

UConn Health leaders said in a statement Thursday they are "extraordinarily grateful to the

Governor and the state for its support of Connecticut's only public academic medical center."

They explained the hospital receives 23% of its \$1.2 billion annual budget from the state "to support its public mission of education, research, and caring for the citizens of Connecticut, particularly the underserved," and before the pandemic, they were projecting to end the 2019-2020 fiscal period ahead of budget.

Last fall, UConn Health

announced a request for nearly \$77 million in state aid to the university's board of trustees. Jeff Googhegas, UConn Health's chief financial officer, said the organization was projecting a \$114.9 million deficit for 2020-2021, with about \$61.1 million in losses related to COVID-19 and \$53.8 million arising from unfunded pension costs — a persistent problem that has plagued the health center. The

Turn to Health, Page 2

Cardona moves closer to Cabinet

Senate committee votes to advance nomination for education secretary

By Russell Blair and Amanda Blanco
Hartford Courant

Connecticut education Commissioner Miguel Cardona moved a step closer to becoming President Joe Biden's education secretary Thursday, as the Senate's education committee voted 17-5 to advance his nomination to a vote in the full Senate.

"My friend Miguel will make a great Secretary of Education — and that's evident by today's overwhelming vote in committee,"

Turn to Cardona, Page 2

Service planned for Yale grad student

Police continue search for person of interest in cheating death



The rustic charm of the Webb Barn in Wethersfield has made it a popular wedding venue for more than 50 years. As virus numbers trend positively, Max Reiss, a spokesman for Gov. Ned Lamont, said the state may move quickly to provide the private event industry with a reopening date. COURANT FILE PHOTO

CORONAVIRUS IN CONNECTICUT

PRIVATE EVENT INDUSTRY HOPES FOR REOPENING

Lamont expects announcement soon on expanded indoor gatherings as cancellations continue at alarming rate

By Michael Hamad
Hartford Courant

Without a specific reopening date from the governor's office to rely on, Connecticut residents are

another big event in the state, and that's a fact," said Scott Dolch, executive director for the Connecticut Restaurant Association. "The event side of our industry is vital, and we're losing

confidence for consumers and event halls, many of whom are already fielding frantic calls about reopening for June, July and August events.

In a letter to Lamont and his

"We know each of you understands that for the event industry, long-term planning is everything," the letter states. "If our customers and their families continue to cancel events for the winter and



Connecticut Restaurant Association is in Connecticut.

★ Favorites · February 12 · ⚙️

Great article by Mike Hamad in the [Hartford Courant](#) this morning highlighting our letter to legislative leaders pleading that we need a plan and future date for indoor capacity increases to help the CT private event industry survive!

Even though Restaurants is in our association name, many people forget that many of our members are caterers and private event venues who have been devastated by this pandemic...also the majority of our restaurants have a catering license and r... [See More](#)

Blumenthal Wants \$60 Billion Added To Restaurant Revitalization Fund

Members of Hartford's hospitality industry gathered Monday to offer the senator insight as he prepares to address Congress this week.

By **Mike Massaro** • Published July 12, 2021 • Updated on July 12, 2021 at 7:01 pm



Medal Count

#				Total
1. United States	39	41	33	113
2. China	38	32	18	88
3. ROC	20	28	23	71
4. Great Britain	22	21	22	65

[SEE FULL COVERAGE](#)

> Let's talk possible.







Connecticut Restaurant Association is at The Barns At Wesleyan Hills. ...

★ Favorites · September 16, 2020 · Middletown · ⚙

Thank you to [Office of Governor Ned Lamont](#) and DECD Commissioner Lehman for speaking with industry leaders this afternoon to help put together a plan for increasing private event and restaurant capacities for the fall/winter! Special thanks to Jonathan Jennings and Tom McDowell of [CT Wedding Group](#) for hosting all of us!

[#CTrestaurants](#) [#IndustryofOpportunity](#) [#CTevents](#) [#CateringPrivateEventAlliance](#) [#CTeats](#)
[#CTbites](#)



CONNECTICUT
Restaurant
ASSOCIATION

Webinar:

Restaurant Industry
Update, CDC Mask
Guidance, RRF,
#CTDrinksOnUs & More

FRIDAY, MAY 14
9:00 a.m.



Scott Dolch
Executive Director
CT Restaurant Association



David Lehman
Commissioner
CT DECD



Christine Castonguay
Dir. of Branding &
Interim Tourism Director
CT DECD

[Click Here To Register](#)

CONNECTICUT
Restaurant
ASSOCIATION

Webinar:

CRA Industry Update
on Reopening with
DECD Commissioner
David Lehman

FRIDAY, APRIL 23
9AM



Scott Dolch
Executive Director
CT Restaurant Association

Connecticut

Department of Economic and
Community Development



David Lehman
Commissioner
CT DECD

[Click Here To Register](#)



Connecticut Restaurant Association is in Connecticut.

★ Favorites · September 24, 2020 · ⚙️



Governor Lamont just announced a plan to move to Phase III on October 8. Restaurant indoor dining capacity increases to 75%, indoor private events increase to 100 people and outdoor private events increase to 150 people!

#CTrestaurants #CTevents #CTcaterers #CTeats #CTbites #IndustryofOpportunity



CONNECTICUT
Restaurant
ASSOCIATION

GOVERNOR ANNOUNCES MOVE TO PHASE III ON OCTOBER 8

INDOOR DINING INCREASE - 50% to 75%

INDOOR EVENT INCREASE - 25 to 100 *

OUTDOOR EVENT INCREASE - 100 to 150 *

**50% Capacity Limit for Event Venues*



Connecticut Restaurant Association is in Connecticut.

★ Favorites · February 20 · ⚙️



ALERT: We were just informed that the event capacity increase on March 19 will now be total GUEST COUNT and will not need to include front of house staff in the total number!

#saveCTevents #CTevents #CTrestaurants #saveCTrestaurants #CTweddings #GuestCount



CONNECTICUT
Restaurant
ASSOCIATION

**UPDATE ON MARCH 19 EVENT INCREASE:
CAPACITY LIMITS WILL NOW BE GUEST COUNT**

Indoor Event: 100 | Outdoor Event: 200

[Venue Must Be 50% Capacity or Less]



Connecticut Restaurant Association

★ Favorites · December 2, 2020 · ⚙



To join the conversation, please enter the WebEx meeting on Thursday, December 3rd at 11AM using Meeting number: 199 624 3991 and Meeting password: cJ2fdHMGz33.

<https://senate.webex.com/senate/j.php...>

CONNECTICUT *Restaurant* ASSOCIATION

Conversation with Senator Blumenthal & CT Restaurant Owners/Operators

Thursday, December 3

11:00 a.m.

Join Senator Blumenthal and the CT Restaurant Association for a conversation regarding the ongoing Federal response to the COVID-19 pandemic. The conversation will take place virtually via WebEx.





The logo for the National Restaurant Association is centered on a white rectangular background. It features the text "NATIONAL RESTAURANT ASSOCIATION" in a blue, sans-serif font. The word "RESTAURANT" is in a larger, bold font than "NATIONAL" and "ASSOCIATION". To the right of the text is a stylized graphic consisting of two curved lines: a red one on top and a blue one on the bottom, both curving from the right side towards the left. A small registered trademark symbol (®) is located at the bottom right of the blue curve.

NATIONAL
RESTAURANT
ASSOCIATION

RESTAURANT REVITALIZATION GRANTS

BACKGROUND

On March 11, the American Rescue Plan Act of 2021 created the \$28.6 billion Restaurant Revitalization Fund to provide grants for restaurants sustaining financial losses due to the COVID-19 pandemic.

On April 17, the U.S. Small Business Administration (SBA) issued the necessary federal rules and regulations

ELIGIBILITY

1. Who is an “eligible entity” for Restaurant Revitalization Fund Grants (RRFG)?

Entities that own a place of business where the public or patrons assemble for the primary purpose of being served food or drink, including a:

- Restaurant, Food Stand, Food Truck, Food Cart;
- Snack and Nonalcoholic Beverage Bar;
- Caterer;
- Bar, Lounge, Saloon, Tavern;
- An Inn;
- Brewery, Brewpub, Microbrewery, Taproom, Tasting room;*
- Bakery;*
- Winery;*

Welcome to Restaurants Act

**The Restaurant Revitalization Fund
has been completely depleted.**

**Join our call for additional RRF funding! Tell
your legislator to co-sponsor the RRF
Replenishment Act TODAY!**

CONTACT YOUR LAWMAKER

Join Us

* First Name

* Last Name

* Zip

* Phone

* Email

- Send me emails about this campaign
- Send me text messages about this campaign

Submit



CT EVENT INDUSTRY
COALITION





Connecticut Restaurant Association

★ Favorites · February 11 · ⚙



Joint ask to safely reopen indoor events! Read CRA letter to Governor here:

https://mcusercontent.com/.../CT_Event_Industry_Letter_to...



CT EVENT INDUSTRY COALITION
Letter to Governor Lamont & Legislative Leaders

The CT Restaurant Association, along with the CT Event Industry Coalition and CT Convention & Sports Bureau have released a letter to Governor Lamont and legislative leaders today ***asking to set a specific date for the reopening of indoor events of at least 150 guests.***



ABOUT THE LIVE EVENTS COALITION

The Live Events Coalition is a volunteer-run, nonpartisan, not for profit national coalition of live event and entertainment businesses, their employees, and independent contractors. The Coalition provides advocacy, resources, and a network for the 12 million live events professionals across 50 states.

www.liveeventscoalition.org



CORPORATE

Meetings
Conferences
Product Launches
Media/Brand Activations
Trade Shows
Consumer Shows
Grand Openings
Company Parties

SPORTING EVENTS

Local Team Sports
Marathons
Tournaments
Rodeos

FAIRS + FESTIVALS

Art
Music
Carnivals
Circuses
Expositions

CELEBRATIONS

Weddings
Mitzvahs
Anniversaries
Graduations

CONGRESS MUST ACT NOW

[English](#)

Congress must refill the Restaurant Revitalization Fund (RRF) to ensure every independent restaurant and bar can survive and thrive.

[TAKE ACTION TODAY](#)



The restaurant and bar community formed the Independent Restaurant Coalition (IRC) to save the independent restaurants and bars and the 11 million people we employ — and the 5 million workers up and down the food supply and chain — who are affected by COVID-19. The IRC was founded on the simple belief that our small businesses have the power to affect legislative change if we unite our voices.

Our mission is to provide a strong, unified voice on legislative, regulatory, and policy issues that affect the restaurant industry; and provide advocacy, advice, networking and information to members.



WAYS TO TAKE ACTION

The Restaurant Revitalization Fund portal is now closed. On June 10th, members of Congress introduced the Restaurant Revitalization Fund Replenishment Act to add \$60 billion dollars to the fund to support independent restaurants and bars. We're advocating for the program to be refilled so that everyone who needs relief can access it.

Here's how you can help this bill become law:

- **POST ON SOCIAL:** [Share this graphic](#) on social media and tag your reps using this caption: Restaurant Revitalization Fund grants are helping rebuild our industry, but many independent restaurants and bars are still struggling. Congress must refill the fund to make sure all eligible businesses are able to access relief as soon as possible. Join me in urging Congress to #ReplenishRRF at 202-224-3121.
- **TAKEOUT FLYERS:** Print out [flyers](#) (B&W [here](#)) to include with takeout orders. We need our customers to know that independent restaurants and bars are still struggling and need relief from Congress. We also want to encourage our customers to take action, too.
- **HANG A POSTER:** Put a [poster](#) up at your business (B&W [here](#)). Stay visible—our fight to #SaveRestaurants isn't over.
- **CALL CONGRESS:** Call your members of Congress at the Capitol switchboard to explain how critical this program is for your business: 202-224-3121.
- **EMAIL YOUR REPS:** It only takes a minute [here](#)—fill in your information to send a custom email to your members of Congress.
- **MORE OUTREACH:** [Read our congressional outreach guide](#) to learn more about how to tell your representatives in Congress to #ReplenishRRF.



**Independent
Restaurant
Coalition**



Take Action

~ TO #REPLENISHRRF ~

APPETIZER

Visit saverestaurants.com/take-action to email your reps in Congress — *1 min.*

ENTREE

Call your reps at **202-224-3121** and tell them to support the bill to #ReplenishRRF — *5 min.*

DESSERT

Spread the word by sharing this post with your network — *30 sec.*



**Independent
Restaurant
Coalition**

Tell Congress to Refill the Restaurant Revitalization Fund

Independent restaurants and bars across the country are still in crisis. Congress must pass the bipartisan Restaurant Revitalization Fund Replenishment Act, which would add \$60B to the Restaurant Revitalization Fund (RRF) to support independent restaurants and bars. **Fill in the information below to automatically send emails to your members of Congress:**

Take future action with a single click.
[Log in](#) or [Sign up](#) for FastAction



1

Details

2

Messages

3

Confirmation

Prefix

First Name

Last Name

Street Address

Postal Code

City

State/Province

Email

SAVE RESTAURANTS

These leaders are hearing you. They understand neighborhood restaurants and bars around the country are in crisis. Don't just take our word for it, read what these Senators said yourself.

This legislation is fair; it is smart; it is right. We will get economic payback over and over and over again from keeping these restaurants going because they employ so many people, contract with so many independent suppliers and others. It just makes such sense. It's almost cruel to tell these restaurants you're on your own now. – **Senate Majority Leader Chuck Schumer (D-NY)**

Congress cannot mistake the hopeful signs of recovery for proof that restaurants are back to where they were before the pandemic. Restaurants nationwide remain buried under more than 18 months of debt and they are struggling to rehire staff and purchase supplies. – **Senator Ben Cardin (D-MD)**

The Restaurant Revitalization Fund provided a lifeline for America's small and independent restaurants, but the initial amount Congress provided was not enough to meet demand. – **Senator Roger Wicker (R-MS)**

Make no mistake—this is a positive sign, but we have more work to do. It is crucial that we keep on telling our representatives our story.

Every call, every email, and every action makes a difference. **Check out our [lobby guide](#), call your members of Congress at (202) 224-3121, and tell them to refill the RRF.**

Whether you are one of the over 177,000 applicants who did not receive relief, one of the fortunate few who received this vital grant, or a diner who wants your favorite local business to survive the pandemic, the message is the same. **We must tell Congress to refill the RRF.**

Let's advocate. Together.



MIDDLETOWN

CONNECTICUT

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[Community Participation](#)

You are here: [Home](#) > [Government](#) > Mayor's Office

Mayor's Office

A Message from Mayor Ben Florsheim

Welcome to the City of Middletown's website! Here, you will find an abundance of information about our city and links to municipal services, including the ability to pay bills and request assistance from departments. If there is anything that I or my staff can personally assist you with, please don't hesitate to get in touch.

Middletown is a vibrant, diverse community, and we pride ourselves on how much we have to offer to visitors and residents alike: great schools, a thriving economy, strong neighborhoods, beautiful parks and open spaces, and an iconic downtown. Thank you for visiting our website, and we hope to see you soon!



Contact

Appointment requests to see the Mayor and general questions may be [emailed to the](#)

Contact Us

Benjamin Florsheim

Mayor

[Email](#)

Bobbie Knoll Peterson

Chief of Staff

[Email](#)

Linda DeSena

Executive Assistant

[Email](#)

Joy Collins

Executive Assistant II

[Email](#)

Diana Fragomeni

Administrative Secretary III



Find Your Legislators

Town

Please Select First

Street Name

Please Select Second ▾

Number

Find

Districts by Town

Congressional Districts





Office of Governor Ned Lamont ✓

Official account of the Office of Governor Ned Lamont of the State of Connecticut.

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Jonathan Jennings

July 7 · 🌐



While it's great that 1,000 restaurants and caterers in Connecticut have received crucial funding from the RRF program ... we can't forget there are 2,000 others in Connecticut that have not and 250,000 across that country that have been left behind. Congress must act to replenish the RRF before more Connecticut businesses fail.

[Chris Murphy](#)

[Senator Richard Blumenthal](#)

CONGRESS:
REFILL THE
RESTAURANT
REVITALIZATION
FUND  **Independent
Restaurant
Coalition**



Jonathan Jennings

July 13 at 6:40 PM · 🌐



This story does a good job of illustrating how badly wedding and event facilities were hurt during the pandemic. For the Connecticut wedding and event companies that received RRF funding, I'm thrilled. They deserve it and desperately need it.

For those that haven't, Congress needs to take action to help these companies get back on their feet and fully recover from more than a year of shut down. And also to address the unintended consequence of creating a system that badly ... [See More](#)



COURANT.COM

Hard-hit wedding, catering businesses top Connecticut recipients of restaurant relief grants



Jonathan Jennings

June 24 · 🌐



False hope is worse than no hope at all. Congress must replenish the RRF and keep their promise to the tens of thousands of restaurants and caterers left out in the cold.



THECOUNTER.ORG

"It feels like a punishment": The Restaurant Revitalization Fund was supposed to help businesses recover from the pandemic. It's plunging them into financial...



Jonathan Jennings

July 7 · 🌐



T RELIEF
ITS WILL
DID WE
TER?

Shutdown or
open!
We Still Need
RELIEF!



COURANT.COM

Restaurant Revitalization Fund ends with two-thirds of Connecticut restaurants still waiting for help, SBA report says



Jonathan Jennings

8m · 



Thanks Senator Schumer for publicly talking about the need for replenishment of the RRF. More than 2,000 Connecticut small businesses and 175,000 across the country desperately need this funding.

Hoping to see many more co-sponsors tomorrow.

Don't see your Senator? Want to help? Text REPLENISH to 52886 and ask your senators to support local small business.

[Senator Richard Blumenthal](#)

[Chris Murphy](#)

[Connecticut Restaurant Association](#)

How to get started

- Look to build your personal and professional network. Your network can never be too large.
- Decide “how” involved you are willing to be.
- Local? State? Federal? All three?
- Take the time to learn about the issues that effect your business.
- Don't be afraid to ask for help if you aren't sure who to talk to and what to say.
- Start small. Even one call or conversation can make a difference!

How avoid common mistakes

- Be nice! (No, seriously)
- Thank elected officials for their service. (They really do have hard jobs)
- Speak clearly and stay on message. Develop a specific ask or goal for each interaction.
- Make it as easy as possible for the elected official to do what you have asked.

#replenishRRF

Text Replenish to 52886