The East Haddam Economic Development Commission in conjunction with the East Haddam Business Association will be holding a Swing Bridge Project Business Strategy Workshop on Monday, October 18 from 6:30-8:30 pm at the East Haddam Municipal Office Complex located at 1 Plains Road, Moodus, CT.

Jeff Pugliese of the Middlesex Chamber of Commerce will kick off the program discussing the DOT's Arrigoni Project and its impact of the area businesses and what worked in that area. SCORE representatives will be up next to discuss how to identify, research and quantify new markets. Finally, Gena Hamilton of Exact Digital Media will be sharing how to use low cost but effect social media platforms to market to the newly identified markets.

The workshop will wrap up with a Q & A session and taking suggestions for the next topics to be covered in future workshops. All businesses in Middlesex County and beyond are welcome to attend. Please reach out to edcadmin@easthaddam.org with any questions.