



CLOSING OUT 2025

As we close out the year, I would like to take this opportunity to Thank each of you for your ongoing support of the Tourism Coalition and to our partners at the Conn. Arts, Alliance, Conn. Humanities, The Conn. Lodging Association, and the Sports & Convention Bureau for their ongoing efforts in helping to bring awareness to their members, legislators, and the Governor's office about the need to properly fund the three sectors in Conn. so that they can market and promote all that Conn. has to offer.

I want to particularly thank the Officers and Directors of the Tourism Coalition for being available to take calls, take meetings, testifying, or taking meetings with Coalition members and Legislators.

We know that we have our work cut out for us during the next session, but feel somewhat confident, based on our meetings and conversations with Committee Chairs and various legislators, that we might see some movement in obtaining additional funding over and above current levels. We will keep you apprised as we get into the session and may call upon you to call, write, or testify in regard to certain funding bills and proposals.

Again, Thank You and I want to wish each of you and your families a happy Holiday Season

Stay Healthy.

Frank Burns

Executive Director



MEMBER SPOTLIGHT:



CT ASSISTED LIVING ASSOCIATION

The mission of the Connecticut Assisted Living Association (CALA) is to enhance the quality of life for those we serve. This shall be accomplished by serving as an active resource for our membership through the proactive development and implementation of continuing educational services and professional development efforts for the membership while supporting and advancing the common business interests of Assisted Living service providers in Connecticut.

ASSOCIATION VALUES

Accountability

Conducting business and providing care and services consistent with the expectations of those we serve.

Compassion

Understanding the special needs of those we serve by promoting dignified quality care.

Innovation

Proactive service delivery through continuous improvement and feedback from our customers.



CHAMPION SPOTLIGHT:



Anthony Nolan was first elected in 2018 as State Representative for New London's 39th district. He is a member of the Aging, Appropriations, Veterans' and Military Affairs, and Internship Committees, and serves as a Deputy Speaker of the House.

Speaker of the House Matt Ritter appointed Nolan to the state's Juvenile Justice Policy and Oversight Committee. Ritter cited Nolan's law enforcement background and support and advocacy of legislation targeting racism and social justice.

Nolan has spent his entire life in public service. He served with the U.S. Navy and retired in April 2023 after 23 years as a New London Police Officer. He was a four-term member of the New London City Council and served as Council President during a difficult time. Nolan is a deacon at Shiloh Baptist Church and an advocate for many youth programs in the city.

Youth advocacy is a priority for Nolan who represented children's interests on the Board of Education. He has also volunteered in countless programs including the New London Youth Collaborative and the city Youth Talent Show.

Nolan was awarded the NAACP Freedom Fund Award, NAACP Danny Jenkins Memorial Award, the Rotary Club of New London Unsung Hero Award, and the National Council of Negro Woman (NCNCW) - Bethune Legacy Award.

Train Your Team with CHAT

Connecticut Hospitality Awareness Training, or CHAT for short, is an innovative, educational program developed by the Connecticut Tourism Coalition to train frontline personnel who work at attractions, hotels, restaurants, and other businesses that make up the Connecticut tourism industry.

The CHAT program features an **introductory video** and **seven interactive, online modules**. The program takes under 90 minutes to complete, although participants can learn the material at their own pace. Once a participant receives a score of 70% or better, they have successfully completed the CHAT program. A **Certificate of Achievement** will be awarded from the Connecticut Tourism Coalition at a future tourism event.

CHAT's core curriculum features training on guest service and insight on why tourism matters. Module topics are outlined on the back side of this flyer. With greater knowledge, employees will understand how to best serve our valued guests. It is essential that Connecticut personnel are educated in their field to best represent our tourism industry.

Companies can sign up their employees to take the CHAT program for a package price of \$10 per participant. Contact Frank Burns at the Connecticut Tourism Coalition at flburnsjr@yahoo.com. You will then be assigned a promo code to enroll your team in CHAT at chatcertificate.com.

CHAT will **educate frontline service workers** on how to ensure that Connecticut's tourists will enjoy a **positive visitor experience**.

CHAT is Connecticut's first online training program to educate workers on the **fundamentals of hospitality service** and the **significance of tourism** in our economy.



Become a Connecticut Tourism Champion

The Connecticut Tourism Coalition is proud to announce the creation of an award for Hospitality Awareness Training program for Connecticut. This educational program benefits everyone who works directly with visitors.

Earn your industry-recognized visitor service excellence and become a Connecticut Tourism Champion. Earn your certification by completing the program and passing the final exam. You will receive a certificate of achievement and a plaque.

Having a great public appearance is a key to success in the tourism industry. This program is designed to help you become a better representative of Connecticut and its tourism industry.

LEARN MORE



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Thank you to our sponsors who underwrote the development cost for CHAT



For more information, contact Frank Burns, Executive Director • flburnsjr@yahoo.com • 518-573-0103

FOR MORE INFO ABOUT THE CT TOURISM COALITION OR TO BECOME A MEMBER, PLEASE VISIT TOURISMCT.COM

The Connecticut Hospitality Awareness Training (CHAT) program will help your staff create positive visitor experiences for your guests. CHAT will help instill your employees with the skills and passion to do their jobs well. Lessons learned will help reinforce important concepts needed to help your team develop and grow their hospitality skillset.

There are seven modules in the CHAT program. Each covers a different aspect of working in the hospitality industry:



Module 1 is a basic framework of tourism and the impact it has on the Connecticut economy. This module also covers why those in the tourism industry make a difference in their interactions with customers and visitors to Connecticut.



Module 2 encompasses what tourists are looking for when they visit CT and approaches all the different ways that a tourism professional could help the visitor have a memorable experience.



Module 3 is all about getting your visitors where they want to go. This section goes over communications with guests and how to provide appropriate resources and directions to visitors.



Earn Your Certification

Sign up for the official Connecticut Hospitality Awareness Training program today! We'll email you the program syllabus, get you set up for online training, and provide you with the resources you need to succeed. Each module contains information, activities and exercises to help you learn the fundamentals of hospitality and your role in helping our visitors. Once you start the online training, you'll receive a link to the online training materials and an email to get the story of the program and how to get the most out of it.

Take pride in fostering Connecticut Tourism!

Name

Email

Company

Office Phone

Cell Phone



Online Training

Welcome to the official Connecticut Hospitality Awareness Training program! CHAT's successful completion of this online and classroom program will earn the student the certification of completion in a future email awards presentation.

Please take a few minutes to complete the program. The entire program takes approximately 30 minutes to complete, but you can work on this over time. If you wish to stop at any time please click on the video to pause. To continue simply click on the video to resume. Please enjoy!



Module 1
Why is this important?



Module 2
What Visitors Want & How to Help It



Module 3
Find Out What Interests Them



Module 4
Get Them Where They Want To Go



Module 5
Get Them More Than What They Expect



Module 6
Engage Them Every Chance You Get



Module 7
We Make a Difference To Them



Conclusion
Congratulations & Well Done!



Module 4 is a guide on showing interest in visitors and creating a relationship that shows you care about them enjoying themselves. This includes targeting questions that may help you better understand their goals for their visit to CT and providing recommendations.



Module 5 is about going above and beyond customer service. This includes knowing your area and other things in the area that your customers may be interested in taking part in. It's about staying in the know in your area and community.



Module 6 includes tips on how to diffuse an upset visitor, how to go over and above for optimal customer service and providing empathy.



Module 7 How to create a positive visitor experience. How to respond to inquiries and keep them coming back!

Sign your team up today!
CHATCertificate.com

For more information, contact Frank Burns, Executive Director • flburnsjr@yahoo.com • 518-573-0103