



January 4, 2023

Dear Legislator:

As 2023 and the General Assembly session get underway, we'd like to share some exciting news. The organization formerly known as the Connecticut Retail Merchants Association (CRMA) starts the year with a new name – the **Connecticut Retail Network**.

The Connecticut Retail Network – the Voice of Retail – will build on the solid foundation established over many decades by CRMA, working on behalf of Connecticut's vibrant retail community with legislators, state agencies, businesses and communities throughout our state.

As you know, the landscape for retail businesses has changed dramatically in recent years, requiring navigating new technologies and an array of global challenges, while maintaining first-rate customer service in an ever-changing business environment. As retail businesses have adapted and seized new opportunities, playing a vital role in promoting jobs and Connecticut's economy, the organization representing retailers is evolving as well.

In recent months, a committee of leading Connecticut retailers met to consider options to better position the organization to respond to the world we're now in, a distance away from the traditional "merchants" of years gone by. The results can be seen in our new name, new branding, and renewed commitment to Connecticut, through our growing network of Connecticut retail businesses and our customers.

We look forward to working with members of the state legislature again this year, as we have for so many years, to achieve legislation to further the interests of our businesses and your constituents – the people of our great state of Connecticut.

Our new website, www.ctretailnetwork.com, is launching this week, and we may be reached directly at crn@ctretailnetwork.com. Please don't hesitate to be in touch, as always, as we pursue our common interest - *what's best for Connecticut!*

Wishing you and your family a happy, healthy and productive New Year.

Sincerely,

Tim Phelan
President
Connecticut Retail Network