



## **CROMWELL CREATIVE DISTRICT**

Town of Cromwell - Mayor's Office, Attn. Cromwell Creative District

41 West Street, Cromwell, CT 06416

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## **Cromwell Creative District INTERVIEWS**

### **John Morello**



**John Morello**, owner of New Image Hair Salon on historic Main Street, is a businessman who has participated the several times "merchant associations" in the town have worked together. For one reason or another, these associations have not persisted. New Image, one of the oldest businesses in this section of town, is a barbershop/hair salon that John's father started. Before Covid, it might have been considered the local coffeeshop for its capacity as a friendly gathering spot. As a little boy, John used to play in the shop and watched how his dad treated customers. They were lessons in kindness. They never advertised. Their following still is word of mouth. John's dad passed away six years ago, but John maintains the same work ethic that he learned as a boy. Yes, he had to go to school to become licensed to work with sharp objects. However, the skill of listening, instead of talking, is not typical of his trade. If a customer prefers silence, John is quiet. If the customer is chatty, John will pick up on the line of conversation.

Customers and friends, pre-Covid, would stop by with something from the garden, or a cup of coffee, or just to say hi. Small towns and neighborhoods offer this kind of access and friendliness.

John went to Cromwell High School, walks to work, enjoys his nieces and nephews, and has a less well known attribute: he has been a percussionist in a band for 20 years, although Covid has placed a damper on this activity in recent months.

He has just agreed to try, once again, to form an alliance with other merchants #inthedistrict, by partnering with Cromwell Creative District's Business Associates.

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*Rethink How You See Cromwell*

Cromwell Creative District is a registered 501(c)3 nonprofit organization