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# Signs of Something Bigger: The Rappoccio Family's story of visibility, values, and generosity

Hartford HealthCare
Hartford Hospital

*Signs of Something Bigger*

## The Rappoccio Family's story of visibility, values, and generosity



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A pattern emerges when you're traveling through Connecticut: Hartford HealthCare seems to be everywhere.

That visibility reflects both Hartford HealthCare's commitment to accessibility—and the behind-the-scenes partners who help bring its brand to life: **Pete and Suzanne Rappoccio**, founders and operators of **Sign Pro**.

"Our job is to make people look good at what they do, to help them achieve," says Pete. "We have a passion for doing what we do for people who appreciate it. With Hartford HealthCare, we couldn't ask for better partners."

The Plantsville-based company is regularly seen on Hartford HealthCare properties throughout the state, ensuring one of Connecticut's most recognized brands continues to get noticed. The experience has provided Pete and Suzanne with a unique, on-the-ground perspective of the colleagues and dedication behind the system's elite care.

"When you walk a Hartford HealthCare campus, everyone is friendly," shares Pete. "We love the leadership, the professionalism, the roll-up-your-sleeves attitude. There is a culture of constant improvement."

"I have seen and experienced first-hand how they treat and recognize individuals—and we wanted to be a part of that difference-making effort for our community," adds Suzanne.

The Rappoccios made the generous decision to give back to the community by making a major gift in support of **HHC 2035**—specifically, the future expansion of Hartford Hospital's Emergency Department.

"For us, it's about where we can help the most," says Suzanne. "It's been very inspiring to see their vision, to see future plans for Hartford Hospital. We are happy to be a part of a great organization."

Sign Pro is a **Hartford HealthCare Corporate Philanthropy Partner**, having made vital investments in the

organization's mission and signature fundraising events across the system. Additionally, they are one of the organization's largest in-kind supporters, providing custom signage and event design that brings philanthropic initiatives—from Black & Red to golf fundraisers—to life. Pete's longstanding ambassadorship and commitment were recognized in 2024, when he was named Hartford Hospital's inaugural Corporator of the Year.




**Pictured: Lynn B. Rossini, Vice President of Philanthropy, Hartford Hospital; Cheryl Ficara, RN, MS, President of Hartford Hospital & Hartford Region; and Jeffrey A. Flaks, President & CEO, Hartford HealthCare, congratulate Suzanne and Pete Rappoccio after Pete was recognized as the 2024 Hartford Hospital Corporator of the Year.**

"You always want to improve on things, and that's the type of culture Jeff Flaks [President & CEO, Hartford HealthCare] and his leadership team promote," Pete says. "It's very inspiring to us, because we try to lead the same way."

"We're very proud to provide this support," he adds. "We have trust in the hospital, its leadership, and philanthropy team. A gift like this keeps the fire burning—I am very excited for the future and working side-by-side with Hartford HealthCare."

"We are so grateful to the Rappoccios and Sign Pro for their limitless creativity and ingenuity, and the incalculable number of hours spent elevating our philanthropic events systemwide," said **Lynn B. Rossini**, Int. Chief Philanthropy Officer, Hartford HealthCare.

"As one of the first major investors in HHC 2035 and our Emergency Department expansion, Suzanne and Pete are leading the way forward on a bold vision that will redefine healthcare and directly address critical needs that will improve overall safety and access to care."