

**THANK YOU TO OUR
CORPORATE
PARTNERS**

Altek Electronics, Inc.

AssuredPartners
Northeast

AT&T

BantamWesson Energy

BD

Borghesi Building &
Engineering Co.

Brooks, Todd & McNeil
Insurance

Charlotte Hungerford
Hospital

Conquest

Cook Funeral Home

Dymax Corporation

Eastside Electric, Inc.

FuelCell Energy, Inc.

Litchfield Bancorp

National Iron Bank

Northwest Community
Bank

Nuvance Health
Sharon Hospital

O&G Industries, Inc.

The Register Citizen

Republican-American

Resource Development
Associates

TD Bank

Thomaston Savings
Bank

Torrington Savings
Bank

Union Savings Bank

The Sense of Community

Herman Melville wrote, *We cannot live for ourselves alone. Our lives are connected by a thousand invisible threads, and along these sympathetic fibers, our actions run as causes and return to us as results.*"



This message has been on my mind throughout the year as I witnessed COVID-19 affecting so many people and places. The outpouring of support from first responders, citizens and businesses has been heartening and reassuring because, despite challenging economic times, we rise to the occasion.

It also made me stop and think about what it is that motivates the wonderful volunteers and citizens who participate. It boils down to that effusive term "sense of community" that demonstrates itself through a myriad of causes and positive results but more importantly about special people.

We lost one of those special people last week. Paulie Samele served on the Chamber's Board of Directors and was also a Corporate Partner. More than that, he was a great friend. I recall many days when he would stop at the office just to talk and even solve a few world problems. We laughed a lot too! We cheered him on when he won the best dancer at the Y's fundraiser, of course held at Chatterley's. Can you imagine my Bridge Club venturing into PSam's years ago realizing we looked like the chaperones? We were treated like royalty!

The Chamber was the beneficiary of many hours celebrating in his amazing venues over a period of years. There was nothing like his fine cuisine, his generosity, his humor, his creativity, his sincerity, and his love of life. There were surprises too...with his many stories and adventures that always included his beautiful wife, handsome children, and supportive family at home and in the business. He truly became a part of the Chamber family with a personality that was second to none. It is an understatement to say that we will miss him terribly, but we will carry on knowing that the memories will linger forever, and his goodness will serve as an example of the way to live life to the fullest.

Looking forward, let's remember that time, energy and expertise makes our community stronger, smarter and wiser. Paulie's involvement and that of many others is indeed priceless. We are most appreciative.

JoAnn Ryan is President & CEO of the NW CT Chamber of Commerce. You can reach her by email: joann@nwctchamberofcommerce.org or phone: 860-482-6586

*Upcoming***CHAMBER ZOOM EVENTS**

Nov. 3rd	Small Business Council 8 am	Nov. 12th	Leads III 12 Noon
Nov. 3rd	Election Day 6am to 8pm	Nov. 17th	Insurance Committee 8am
Nov. 4th	WOW Advisory 8:30 am	Nov. 18th	Health Council 8am
Nov. 5th	Membership Services 8am	Nov. 19th	Chamber Board Meeting 8am
Nov. 5th	SBDC Cares Act Webinar 2pm	Nov. 19th	Restaurant & Retail Peer Group 9am
Nov. 6th	Manufacturer's Coalition 8am - Rev-Up CT, CT Center for Advanced Technology	Nov. 20th	Economic Forecast @ 12 Noon – Don Klepper-Smith, Economist
Nov. 9th	Leads I 12 Noon	Nov. 23rd	Leads I 12 Noon
Nov. 11th	Veteran's Day Chamber Closed	Nov. 24th	Business With Breakfast 8am
Nov. 11th	Leads II 8am	Nov. 25th	Leads II 8am
Nov. 12th	Government Relations 8am – CT Paid Leave Authority – Keynote	Nov. 26th	Happy Thanksgiving Chamber Closed
		Nov. 27th	Thanksgiving Holiday Chamber Closed

Attitudes of Gratitude

Greetings – Wishing you a Happy Thanksgiving from all of us at the Chamber.

Good – Just wait until you hear about the exciting virtual initiative scheduled for November and December. **Don Klepper-Smith will be the featured economist on November 20th at noon for the Economic Forecast.** Let's "Bring Down the House" with our friend and former keynote speaker at Chamber's Annual meeting, Dennis House, who will be the Master of Ceremonies.

Great – Major surprises are in store for the **New & Virtual Great Giveaway Business Showcase on December 3rd and 4th from 3pm to 5pm each day.** You will not believe the energy and enthusiasm displayed in a very unique manner thanks to Demers Tech & Event Services.

Glowing – Congratulations to **Chaim Gewirtzman and NCE Homecare for being Voted Best Home Health Care Provider by the Republican-American 2020 Reader's Choice.** They must be so happy with their award.

Generous – There are openings for sponsors for **Economic Forecast, Great Giveaway and Celebration of Success.** Continuing your amazing support, you can call us to add your name to the celebrity list.

Glitzy – The Leadership NW Class of 2019-2020 will graduate on December 17th at the Chamber's New & Virtual Celebration of Success scheduled for noon. This class certainly deserves special recognition due to the pandemic that nearly closed down all activities and events. It will be a delightful gathering virtually. Stay tuned for details.

Genuine – We are accepting nominations for the Chamber's Celebration of Success. We recognize a Business Leader, Community Leader and select an organization or business for the Quality of Life Award. Please send in your nominations immediately.

Grandiose – Watch for the announcement of the **Ribbon Cutting on November 11th at Jersey Mikes, upper East Main Street in Torrington.** Welcome to the Chamber's most recent member, Joe Cugine, who has created a fantastic location for eat in, take out, and deliveries. They are following all of the COVID-19 safety precautions.

Genius – Since you are all so very smart, here's the question of the month. What has the Chamber accomplished that has benefited you the most? You will be rewarded for the most unusual response!

Grateful – We count our blessings everyday thanks to all of you!

One business success...

leads to another...

meets another...

helps another...

Reimagine.
Rebuild.
Recharge.

NEW,
REPRICED
CHAMBER
MEMBERSHIPS
FOR THE
CHANGING TIMES
WE'RE IN!

Reconnect.

- Workshops, Webinars
- Networking, Sales Leads
- Connections to American Job Center, Department of Labor and the NW Regional Workforce Investment Board
- Industry-Specific Peer Groups
- Communication, Access to Local, State and Federal Leaders
- Marketing Channels
- News Updates and Communications





MEMBERSHIP APPLICATION

Company Name _____
 Contact Person _____ Title _____
 Street Address _____
 City _____ State _____ Zip _____
 Mailing Address (if different) _____
 Phone _____ E-mail _____
 Website _____
 Type of Business _____
 Number of Employees _____
 Description of Business (25 words or less) _____

**JOIN NOW!
 NEW, REDUCED
 ANNUAL
 MEMBERSHIP
 RATES!**

Limited Time!
MEMBERSHIP – ANNUAL DUES before December 31, 2020
 Convenient payment plans are available.

- For Profit Business, Single Person Company: \$ ~~300~~ *Now \$199*
- For Profit Business, Two FT Employees: \$ ~~350~~ *Now \$299*
 Three or more, \$299 and ~~\$9~~ *Now \$7* per FT employee \$ _____
- Non-Profit Organizations or Retired Professional: \$ ~~225~~ *Now \$179*

Signature _____ Date _____

Membership automatically renews on your anniversary date and is continuous until a written resignation is received. For federal income tax purposes, membership dues and contributions to the Chamber are deductible as business expenses. Lobbying expenses are not deductible for federal tax purposes. The Chamber uses approximately 4.3% of dues for lobbying expenses. This portion of your dues is therefore not deductible for tax purposes.

www.nwctchamberofcommerce.org



333 Kennedy Drive, Suite R101, PO Box 59, Torrington, CT 06790
 p 860-482-6586 f 860-489-8851



CORPORATE PARTNERS

COVID-19 UPDATE: SHARON HOSPITAL ENTRY POINTS, TESTING, AND VISITATION CHANGED EFFECTIVE 10/16/2020

SHARON, Connecticut, October 16, 2020 —

Sharon Hospital learned about a cluster of COVID-19 cases within Connecticut's northwest corner, including the towns of Canaan and Salisbury. At this time, there are no COVID-19 positive patients at Sharon Hospital. Out of an abundance of caution and to safeguard our patients and staff, effective October 16, 2020, Sharon Hospital has limited its open entrances, expanded COVID-19 testing hours, and limited visitation.

Sharon Hospital entry points:

Sharon Hospital's front main entrance on Hospital Hill Road is closed until further notice. All individuals must use the Emergency Department (ED) to enter Sharon Hospital. All individuals will be screened for risk factors of COVID-19 at the entrance of the ED.

COVID-19 testing at Sharon Hospital:

Sharon Hospital is expanding its COVID-19 testing hours during the outbreak period in the community. COVID-19 testing is available for individuals at:

- Sharon Hospital, Lab Patient Services Center, 50 Hospital Hill Road, Sharon, CT 06069, First Floor
- Hours of operation: Monday–Friday, 10–3pm; Saturday, 7:15–11:15am
- To schedule an appointment, please call 845-790-8855. Appointments are recommended but walk-ins are welcome.

What you need to bring to get a COVID-19 test at Sharon Hospital:

- Government-issued photo ID (examples: driver's license, passport)
- Insurance card (if you have one)
- Physician order (prescription) for the COVID-19 test. Your healthcare clinician, such as a primary care physician, will tell you if you need to bring a paper order with you or if it will be submitted electronically.



If you don't have a physician order when you arrive for a test, we'll make arrangements for you to have testing done. You'll need to then follow up with your healthcare clinician to review the results. If you don't have a healthcare clinician, call 888-525-4767, Monday–Friday, 7am–6pm, to be connected with a Nuvance Health primary care physician near you.

- Wear a medical face mask

It may take up to 48 hours to get your test results back. Your healthcare clinician will notify you of the results. You can also access your results through the Nuvance Health patient portal here: <https://patients.healthquest.org/the-myhq247-patient-portal>

For more information about COVID-19 testing at Sharon Hospital, please visit <https://patients.healthquest.org/covid-19-testing>

Visitation at Sharon Hospital:

No visitors are permitted for any patients at Sharon Hospital unless extenuating circumstances apply. Please review the full visitation policy at <https://patients.healthquest.org/covid-19-updates>.

Contacts:


Marina Ballantine, Public and Community Affairs Associate
(845) 249 8294 | Marina.Ballantine@nuvancehealth.org

Andrea Rynn, Assistant Vice President, Community, Government, Public Relations
(203) 739 7919 | Andrea.Rynn@nuvancehealth.org

Amy Forni, Manager, Public Relations
(203) 739 7478 | Amy.Forni@nuvancehealth.org

*Corporate***PARTNERS**

Charlotte Hungerford Hospital



A Hartford HealthCare Partner

DR. DAVID AUGHTON JOINS CHH SURGICAL DEPARTMENT

TORRINGTON, Conn. – The Charlotte Hungerford Hospital Department of Surgery has welcomed Surgeon David Aughton, MD, who is now accepting new patients at 538 Litchfield Street, Suite 201, Torrington.

He is a graduate of the American University of the Caribbean Medical School in Coral Gables, Florida, and completed his Residency at Quinnipiac University Frank H. Netter MD School of Medicine/Waterbury Hospital.

Dr. Aughton's areas of interest include Thyroid, Hernias, Abdominal, Laparoscopic and Breast surgery, skin and soft tissue disease. He joins Drs. William McGeehin, Timothy Gostkowski, and Inam Shaikh.

The CHH surgical team performs all forms of general surgery at CHH including but not limited to Thyroid, Breast, and Colorectal, as well as pacemaker placement. In addition, the team also offers consultation and advisement on any complex cases that may be referred and performed within the Hartford HealthCare system.

CHH Surgery is open Monday through Friday from 8:00 a.m. to 5:00 p.m. and accepts most major insurances. The practice is accepting new patients. For questions or to schedule an appointment, contact 860-489-7017.

NEW ENERGY EFFICIENT FUEL CELLS COME ONLINE AT CHH

TORRINGTON, Conn. – With the support of Hartford HealthCare, Charlotte Hungerford Hospital (CHH) has taken significant steps in energy efficiency with the recent installation of new advanced fuel cell energy technology on its 144 acre campus in Torrington.

Continued on page 7

*Corporate***PARTNERS**

Altek Electronics, Inc.

AssuredPartners Northeast

AT&T

BantamWesson Energy

BD

Borghesi Building & Engineering Co.

Brooks, Todd & McNeil Insurance

Charlotte Hungerford Hospital

Conquest

Cook Funeral Home

Dymax Corporation

Eastside Electric, Inc.

FuelCell Energy, Inc.

Litchfield Bancorp

National Iron Bank

Northwest Community Bank

Nuvance Health

Sharon Hospital

O&G Industries, Inc.

The Register Citizen

Republican-American

Resource Development Associates

TD Bank

Thomaston Savings Bank

Torrington Savings Bank

Union Savings Bank

*Corporate***PARTNERS**

The project included the installation of Bloom Energy Servers which utilize solid oxide fuel cell technology to provide on-site, combustion free-electric power that is clean and reliable. The system utilizes a natural gas pipeline system that is designed to survive extreme weather events. It had been planned for over a year and came online this summer.



“Charlotte Hungerford is so pleased to begin utilizing this safe, efficient technology that will help reduce our environmental footprint and allow us to better manage our financial resources. We anticipate that implementing the new system will provide us with a cost savings of over \$200,000 annually.” Said John J. Capobianco, HHC Regional Vice President for Operations at Charlotte Hungerford Hospital. “I’d like to recognize Regional Director of Facilities Director George Teri-Savage and CHH Electrician John Hudson for all of their work bringing this project to fruition.”

The 750-kilowatt installation produces electricity without combustion using a highly efficient, electrochemical process, which helps the hospital to reduce its carbon footprint with lower CO2 emissions than the electricity it would otherwise receive from the local electric grid.

Charlotte Hungerford Hospital can expect to reduce over 550 metric tons of CO2 annually by adding this fuel cell technology at its care center. In addition, there are air quality benefits with smog-forming pollution and particulate matter expected to be reduced by over 99 percent compared to existing combustion-based power generation sources.

CHH engaged Bridge Energy Services to assist with the planning and logistics of adding the cell to the Torrington campus. The Hospital has plans to continue its investment in the technology in the future with a goal of creating its own localized micro-grid that is always on

Premier
MEMBERS

Brandywine Living at Litchfield
Chatterley’s Banquet Facility
Commercial Sewing, Inc.
Eversource Energy
Keystone Place at Newbury Brook
Litchfield Woods Health Care Center
Seitz LLC
Systems Support Group, Inc.
T&M Building Company, Inc.
and Torrington Downtown Partners
United Construction & Engineering, Inc.
Valerie Manor
Webster Bank

– operating alongside the main grid then independently during a power outage. Having a micro-grid in a healthcare facility enables the lights to stay on and the hospital operational, continuing to serve patients, in the event of an outage.

“Hospitals and healthcare networks are the standard-bearers of health and well-being in their communities,” said Dan Middleton, SVP of Americas, Bloom Energy. “Charlotte Hungerford Hospital and Hartford HealthCare are demonstrating the importance of sustainability and air quality for patients and the community through their energy strategy.”

CORPORATE PARTNERS

Maximizing Your Online Business Presence

11/17 and 11/19 from 6:00-7:30 PM

Businesses today, by necessity, have been looking for new ways to market their products and services to customers who no longer use traditional methods to find what they are looking for from businesses.

So how do you reach customers in today's marketplace?

In this seminar, you will learn how to utilize the online resources your business needs to not only be seen but be seen first! You will learn about SEO (Search Engine Optimization) and how to ensure your site is at the top of the SERP (search engine results page).

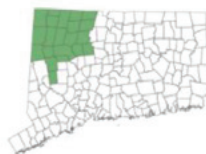
You will learn how to effectively use social media and Pinterest tools to engage with your customers and keep them coming back.



Register for this 2-day seminar here:
<http://bit.ly/max-online-2day-seminar>

Diane Ferreira is a full-time blogger and entrepreneur. She is the owner and co-owner of several successful sites and is also the owner of Page One SEO, which helps online creators and businesses market their business through SEO, through site design, online organizational tools, as well as providing Virtual Assisting support and services. Her main site has worldwide reach with daily visits from all over the globe. Her site is also listed in the top 25 by Feedspot within her niche in a list of over 100 sites and influencers.

Sponsored by



**Northwest Connecticut
Economic Development Corporation**

Premier MEMBERS

EVERSOURCE

EVERSOURCE REMINDS CUSTOMERS OF PROGRAMS AVAILABLE DURING COVID-19 PANDEMIC*Energy company's Matching Payment Program and other payment arrangements can provide relief for eligible customers*

BERLIN, Conn. – As the COVID-19 pandemic continues to evolve, Eversource is reminding customers about the various payment arrangements available to help during this uncertain time. The energy company offers several assistance programs, including the Matching Payment Program (MPP), which enables qualifying customers to reduce their past due balance with affordable monthly payments – as low as \$50 for customers receiving public assistance benefits. Eversource will match the customer's payment and the amount of energy assistance dollars a customer receives, until their account is down to a zero balance.

"We recognize how challenging these times are and remain committed to supporting our customers with the variety of payment arrangements," said Eversource Senior Vice President and Chief Customer Officer Penni Conner.

"Among the plans we offer, the Matching Payment Program is a tremendous opportunity for qualifying customers who may be struggling to pay their energy bill. This arrangement not only protects customers from service disconnection, it also helps them pay off old debt and can even eliminate an outstanding balance in as little as 12 months."

Eversource offers several financial assistance programs and energy efficiency solutions to help customers:

Billing and Payment Programs – **for all customers*

COVID-19 Payment Program – Customers can pay past-due balances in flexible payment plans for up to 24 months. Once an active payment arrangement has been arranged, the account will be protected from service disconnection for the duration of the payment plan.

Budget Billing – Customers pay a pre-determined monthly amount based on their average monthly bills to avoid drastic peaks during months of high energy use.

Payment Plans – Customers with a past-due balance or late with a payment can set up a payment arrangement and should contact Eversource to do so.

Hardship Programs – **for income-eligible customers*
Winter Protection – Customer's account is protected from service disconnection November 1 through May 1 regardless of bill payment status, with no late payment charges.

New Start – Customers can reduce or eliminate their outstanding balance in as little as 12 months when they make on-time monthly payments and Eversource will make up the difference.

Matching Payment – Customers apply for the Connecticut Energy Assistance Program (CEAP), then determine the amount of money they can afford to pay each month and set up the payment arrangement with Eversource. For every dollar a customer pays toward their bill by the agreed-upon time each month, a dollar will be credited to their past-due amount.

Customers are encouraged to call the energy company at 800-286-2828 or visit "[Help Pay My Bill](#)" on Eversource.com to find out more about these programs. Pay Eversource also recommends customers take advantage of the company's energy efficiency offerings which provide ways to save and help keep energy bills down year-round. Customers are encouraged to:

Sign up for Home Energy SolutionsSM – A certified technician checks a customer's home in-person or virtually via a phone or video call to identify places it can be tightened up to save money and energy. If the assessment is done virtually, LED bulbs and other energy saving products are mailed to the customer and the technician schedules a follow-up visit for a later date to complete improvements such as sealing up drafty doors and windows and closing air gaps around pipes. This service is normally \$75 but is currently being offered at no cost.

Create an online energy savings plan – Customers can better understand and manage their energy usage and costs. Customers should visit [Eversource.com](#) to create an energy savings plan.

CONTACT:

Tricia Taskey Modifica
 860-665-4605 | tricia.modifica@eversource.com

Mitch Gross
 (860) 665-5221 | mitch.gross@eversource.com

WIIFY?

We recently celebrated “Support Your Local Chamber of Commerce Day.” The event occurs on the 3rd Wednesday of every October throughout the U.S. to celebrate businesses that belong to the Chamber. Due to your membership, support and friendship, we find ourselves moving forward in a positive direction even during this challenging pandemic. We are extending this Chamber Day well beyond October so that we can say “thank you” for the impact this has in making the Chamber an integral part of this region and beyond.

“What’s in It for You?”

What is a Chamber of Commerce?

The oldest and largest nonprofit incorporated in 1901, funded by the membership investment of its members and partners and its many initiatives and programs.

- The organization that unites the business community to create alliances that will expand the economy and ultimately improve the quality of life
- A group of committed individuals and companies who are concerned about improving the business climate and are willing to actively participate in and support the process
- 21 towns with close to 700 members
- A modest financial commitment to the Chamber, deductible as a business expense and a charitable contribution

What does the Chamber do best?

- Promote and work with existing business to ensure success
- Improve business conditions
- Encourage and recruit new business
- Participate in the improvement of the region’s economy through partnerships with local, state and federal leaders
- Educate through webinars and zoom meetings
- Provide an avenue for leadership development
- Collaborate with top business, industrial, professional and governmental leaders all working for the betterment of the region
- Serve as the facilitator to introduce you to people, places and resources like the NW Regional Workforce Investment Board, Department of Labor, American Job Center, Northwest Hills Council of Governments, State of Connecticut Colleges & Universities, Economic Development Commissions and many more.

What’s in it for you?

One Business success...leads to another...meets another... helps another. We encourage you to become a part of the challenge and the excitement. Call me for repriced membership rates for these changing times. Let’s work together to **Reimagine, Rebuild, and Recharge**. Thank you!

JoAnn Ryan

Chamber MEMBERS

SALISBURY BANK’S DAYNA COOK GRADUATES FROM THE CONNECTICUT SCHOOL OF FINANCE & MANAGEMENT

LAKEVILLE, CT – Dayna Cook, Training Manager at Salisbury Bank, has recently graduated from the Connecticut School of Finance & Management (CSFM), an intensive two-year bank management training program sponsored by the Connecticut Bankers Association. The program provides an opportunity for bank management personnel and other key employees of Connecticut’s banking industry to obtain a more comprehensive knowledge and awareness of the banking business.

“We are incredibly proud of Dayna on her accomplishment,” said Amy Raymond, Executive Vice President and Chief Retail Banking Officer. “Each year, our management team selects qualified employees to enter this program. Dayna exhibited the drive and enthusiasm that made her an ideal



candidate. The skills she’s acquired at CSFM will provide a broader perspective of our Bank’s operation and strategy, which brings value to our company.”

Dayna started with Salisbury Bank in 2009 as a Deposit Operations Specialist. She then transferred to the Retail Department and became Head Teller at the Sharon, CT Branch in 2010. In 2014 she became a Retail Trainer, and was promoted to Training Manager in 2015.

Dayna loves to spend time with her three children, and currently resides in Amenia, NY.



Chamber MEMBERS

H. RAYMOND FED JR. JOINS SALISBURY BANK AND TRUST COMPANY



LAKEVILLE, CT – Salisbury Bank is pleased to announce that H. Raymond Fed Jr. has joined Salisbury Bank and Trust Company as Senior Vice President, Senior Credit Officer.

“We are very pleased to welcome Ray to our Credit Team,” said Rick Cantele, President and Chief Executive Officer. “As SVP, Senior Credit Officer, Ray will be working closely with the Credit Administration Department to ensure a quality assessment of commercial loans and will provide additional support and expertise to credit and lending partners as a resource.”

Ray comes to Salisbury with over 20+ years of diversified commercial credit and lending experience, including the last 5 years at Liberty Bank as their VP, Credit Officer and Sr. Portfolio Manager-Syndicated Lending. Before joining the Bank, Ray worked as Commercial Credit Officer spanning multiple business types at TD Bank, N.A. and Credit Manager overseeing the underwriting process at United Bank. He holds a Bachelor of Finance and a Master of Business Administration Degrees from Wayne State University.

Ray currently lives in Rocky Hill, CT and is planning to relocate to the Litchfield County area.

SALISBURY BANK ANNOUNCES ITS THIRTEENTH ANNUAL FILL-THE-BASKET CAMPAIGN, COLLECTING FOOD AND DONATIONS FOR LOCAL FOOD PANTRIES

LAKEVILLE, CT – As part of the ongoing commitment to help local food pantries feed those in need, Salisbury Bank has announced its thirteenth annual Fill-the-Basket food drive.

Starting November 2, 2020, all fourteen branches of the Bank, located in Berkshire, Litchfield, Dutchess, Orange, and Ulster counties, will be collecting donations of non-perishable food items and household supplies. Cash donations will also be accepted. All donated items as well as the monetary contributions collected will be donated directly to local food pantries serving each area.

Local pantries are in need of a variety of donations including, but not limited to: canned goods, cereals, macaroni and cheese, cake mix, peanut butter, mayonnaise, ketchup, mustard, and tomato sauce. Household necessities such as paper towels, diapers, shampoo, and soap are also appreciated.

Please join Salisbury Bank's effort to support our neighbors in need, and accept our sincere thanks for helping enrich the lives of others throughout our communities.

Fill-the-Basket will run from November 2nd through December 18th.

Save the Date

- November 20th** – Economic Forecast @ Noon with Don Klepper-Smith, Economist, and Master of Ceremonies, Dennis House
- December 3rd & 4th** – New and Virtual Great Giveaway from 3:00pm – 5:00pm each day
- December 17th** – Celebration of Success @ Noon (Business Leader, Community Leader and Quality of Life Award. Leadership NW Graduation)

Chamber MEMBERS

LARC JOINS BROAD EFFORT TO OBSERVE NATIONAL DISABILITY EMPLOYMENT AWARENESS MONTH--SPOTLIGHT FOCUSES ON KEY ANNIVERSARIES By Debra Aleksinas

TORRINGTON – At work, it's what people CAN do that matters.

The Arc of Litchfield County, Inc. (LARC) has been delivering that message through its Vocational Program for more than 54 years, and it bears repeating in 2020 as the spotlight focuses on two key anniversaries for the disability community.

2020 marks the 30th anniversary of the Americans with Disabilities Act (ADA). The landmark, civil rights legislation works to increase access and opportunity for people with disabilities across society, including in the workplace.

This year marks the nation's 75th observance of National Disability Employment Awareness Month (NDEAM), an annual awareness campaign which took place in October. The purpose of the campaign is to educate about disability employment issues. It also celebrates the many and varied contributions of America's workers with disabilities. This year's theme is "Increasing Access and Opportunity."

LARC is engaging in a variety of public awareness initiatives over the next two months to educate the public on disability employment issues and its commitment to improve services for people with intellectual and developmental disabilities in a number of areas, including employment, and providing support for individuals pursuing paid work experiences in integrated, community-based settings.

"These are two very significant milestones for individuals with disabilities" noted Michael Menard, LARC Executive Director. "LARC has been at the forefront of initiatives to broaden access to services, employment, and independent living for people with intellectual and developmental disabilities since 1964. Our vision of community for all drives the agency's efforts to expand our services and programs to meet changing needs and increasing demand."

Pandemic dealt hard blow to disabled workers

In a year unlike any other, which will be long remembered for the confluence of a global pandemic, economic crisis, racial unrest and a contentious presidential election, one segment of the workforce has been hit especially hard:

people with disabilities.

The COVID-19 pandemic has not only financially devastated many businesses, but it has also dealt a tough blow to the disability community, as more than 1 million workers with disabilities nationwide reportedly lost their jobs since the World Health Organization proclaimed the outbreak a pandemic in March.



LARC, like other nonprofits and state agencies dedicated to assisting the disabled population, is working to overcome challenges amid the pandemic in an effort to keep its consumers employed while ensuring safety for individuals and comfort levels for their families.

Approximately 90 individuals are supported by LARC's Vocational Program, about one-third of whom are employed by local businesses. During the government-ordered shutdown of nonessential businesses earlier this year, more than a dozen workers, including those individuals on the front lines at local grocery stores and manufacturing companies, retained their jobs, according to David Chamberlain, LARC's Community Worksite Coordinator. "They never missed a beat."

The remainder of program participants who had been sidelined at home for several months, many of whom have since returned to the work program under a carefully crafted reopening plan incorporating state guidelines, are engaged in a combination of in-person and virtual programming.

Unprecedented times call for flexibility

Now, more than ever, flexibility is the key to success for both workers, and employers, said Chamberlain, who noted that people with disabilities often bring new talents and ways of thinking to the table.

"What I have been most surprised by during this pandemic," said Chamberlain, "is how well the individuals we serve have adapted to the safety and social distancing rules. They don't take their masks off and they adhere to required protocols. As far as the work program goes, we are really amazed at how few problems we've had."

Chamberlain said it finally dawned on him that the reason workers in the vocational program are responding so well to the "new normal," is the same reason they have historically excelled in their jobs: consistency. "They don't waiver

Continued on page 13

Chamber MEMBERS

from the directions they are given. Their strengths are found in not cutting corners or exhibiting entitlement, which you often find within the non-disabled workforce.”

Lark Industries paved the way

LARC began in 1964, when a small group of parents united because they wanted a better life for their children. Like all parents, they had hopes and dreams that their sons and daughters would be valued, develop friendships, and become part of the community. From this networking and advocacy, a daycare opened on Riverside Avenue and the Torrington Area Association for Retarded Children, as the agency was then known, was born in 1964.

Two years later, parents of adolescent and adult children saw the success of the nursery school program. As a result of their networking, Lark Industries, a sheltered workshop for individuals began. Over the years, LARC emphasized competitive employment for individuals in the community.

In its early days, said Chamberlain, LARC's vocational program was considered “cutting edge,” in terms of its training and employment-related programs supporting people with intellectual and developmental disabilities. “Community and jobs go way back for us. I started in 1986, and we are doing the same exact things we did back then but are just pushing harder at it.”

Strengthening the mission

LARC's Vocational Program has evolved over the years, from a large, sheltered workshop to Group Supported Employment sites at local businesses throughout the county, in addition to ongoing support for individuals employed by dozens of local businesses.

In 2018, LARC applied for and was accepted to participate in a program known as the Provider Transformation Network (PTN), led by The Institute for Community Inclusion at UMass Boston in partnership with The Arc of the U.S. As a result, the team made growing partnerships with existing and new employers, strengthening the agency's mission of community for all by developing and supporting new competitive employment opportunities.

LARC is also participating in Project SEARCH, an employment training model that is successfully integrating



individuals with intellectual and developmental disabilities into competitive wage jobs.

Chamberlain said one of the most significant shifts which he has noticed is the positive response from the business community. “Back in the day, we really had to sell the idea,” of hiring workers with disabilities, he said, by convincing them that “we can do this job, just give us a chance.” No so, today, he said. “Due to decades of proving we are up to the task, and job carving being a new way to employ people, we have become a well-respected part of the workforce in Litchfield County.”

When LARC's consumers join the workforce, both the employers and the individual benefit, say agency officials. “The folks we support are as normal as the next person, they just need a little help along the way. They want to be treated fairly and the same as others and there is no reason why they shouldn't be,” said Marianne Sedgwick, LARC's Coordinator of Vocational Programs who has been with the agency since 1994.

Ensuring that America's workplaces continue to include and accommodate people with disabilities will be an important part of our economic rebound, according to U.S. secretary of Labor Eugene Scalia. “A vigorous economic rebound and job growth will, alongside the Americans with Disabilities Act, increase access and opportunity for Americans with disabilities.”

Proactively recruit people with disabilities

During National Disability Employment Awareness Month (NDEAM), employers can identify strategies for proactively advertising job openings where they may be more likely to reach candidates with disabilities. Examples include the American Job Center on Field Street in Torrington, state vocational rehabilitation agencies including the state Bureau of Rehabilitation Services (BRS), Employment Networks under the Ticket to Work program and independent living centers. Disability student services offices at educational institutions and non-profit and social service agencies, including The Arc of Litchfield County (LARC), may also be of assistance.

Chamber MEMBERS



For more information or to talk about a customized program that exactly meets your companies needs, email Jane Williams at JWilliams@nwcc.comnet.edu or Gary Carra at gcarra@asnuntuck.edu

ANNOUNCING NOVEMBER AND DECEMBER NEW NORMAL WORKSHOPS! ALL WORKSHOPS NOW PRICED AT \$285 PER PERSON!

November Workshops

Dump the Drama! Managing Workplace Emotions

Tuesdays: November 3, 10, 17

Learn how to better understand the five major types of dramatic roles, how to create healthy boundaries for you and your staff, and coach employees through personal drama to reduce on-the-job impact. You will gain greater understanding for dealing with negative emotions and learn how to protect yourself in a potentially hostile workplace, as well as gain valuable tools for transforming anger and other strong emotions into productive energy.

Taking Minutes & More:

Everything an Admin Needs to Know

Fridays: November 6, 13, 20

This course looks at key responsibilities of administrative assistants to help them gain more success working in both a conventional and online office. Learn tips to increase your skills taking minutes, writing clear, concise emails, editing for clarity, and streamlining office procedures. You'll learn how to enhance virtual workplace communication, what are the best practices for conflict resolution, and shortcuts that will help you manage the flow of any office.

Be Your Own Coach, Cheerleader, and Change Agent

Mondays: November 9, 16, 23

Learn how to actively coach yourself through both change and challenge. This workshop will show you how to coach yourself toward progress and success by delivering powerful insights and techniques to make self-coaching a way of

life. You will learn how to employ power questions and the process of inquiry to clarify thinking and help in your decision-making process. You will also learn to better understand emotional intelligence in your journey toward improving both professional and personal relationships.

All About Grammar and Punctuation

Thursdays: November 12, 19

Painless and practical, this workshop can help you gain a working knowledge of grammar and punctuation that will increase your writing and editing skills. You will learn the 20 percent of rules that writers use 80

percent of the time—and where to easily find the rest of them. Led by a professional writer, this workshop will also reveal your recurring errors and show you how to eliminate them forever! *Note: This course will be held in a computer classroom.*

December Workshops

A Positive Work Environment: Leading Virtual and In-Office Work Worlds

Tuesdays: December 1, 8, 15

Designed for supervisors, managers, and anyone who hears the call to leadership hoping to influence their work environment in a positive way, this workshop will provide practice pointers, action items, and strategies to transform work environments that will encourage dialogue and foster team building and discourage negativity and the rumor mill.

All About Emotional Intelligence!

Thursdays: December 3, 10, 17

Managing emotions effectively is a critical skill that will produce positive outcomes in any work environment. Runaway emotions, on the other hand, can influence our behavior, reputation, and even our career path. This dynamic workshop will show attendees how to recognize their own emotional patterns and manage them in a productive way, as well as foster self-awareness and improve interactions with co-workers, direct reports, and management in a thoughtful, effective way that is truly satisfying.

For more information visit: [Northwestern Continuing Education Business & Industry](#) or contact [Jane Williams](#), Director of Workforce Development

Chamber MEMBERS

PATHWAY TO MANUFACTURING

Virtual Classes begin December 3rd, 2020

***No cost free training. In just 2 short weeks obtain the skills
to enter a career in manufacturing at a higher wage.***

Contact NCCC by 12/1 to reserve your seat now. Seats fill quickly!



Jane Williams

860-738-6444 | jwilliams@nwcc.edu



Job offers subject to Dymax screening standards, including background checks.

News and NOTES

REGRETS By JoAnn Ryan

A number of years ago, I spent a week every summer at Villanova University with the Institute of Organizational Management and Chamber leaders from throughout the country. It afforded me the opportunity to take courses offered on a variety of topics pertinent to the Chamber world.

The connections made with instructors and fellow leaders was one of the highlights. We still correspond and share ideas. One of my favorite teachers was Glenn Shepard who created the Glenn Shepard Seminars and continues to send out meaningful and timely messages weekly.

This week he asked *“What’s your biggest regret in life?”* He included some of the most common answers:

Living my life as it is, rather than trying something new
 Spending too much time working and too little time with my family
 Not letting myself be happier
 Not pursuing my dream job or career
 Not facing my fears
 Not taking better care of my health
 Not living up to my full potential
 Worrying far too much
 Holding grudges far too long
 Not appreciating the small blessings

During these challenging times of COVID-19 in a very different mode of life, professionally and personally, more thought is given to decisions made in one’s lifetime and some regrets. Glenn suggests that regrets are not necessarily a bad thing. He cautions that we should not beat ourselves up or cry over spilled milk. It is more beneficial to consider the paths we have taken and to make more thoughtful changes that minimize regrets.

As the Chamber moves forward planning for the last quarter of the year and 2021, we are giving careful thought to those initiatives and events that are meaningful, beneficial and effective. Not knowing the far reaches of COVID-19 and the consequences that have occurred or may occur, working together is essential and you must be involved. Thank you to those who joined us for the inaugural meeting of the Restaurant & Retail Peer Group. Under the leadership of Betsy Paynter of SBDC, it will continue on the 3rd Thursday of each month. All are welcome. Watch for the excitement on the Chamber’s Membership Recruitment Campaign, the Economic Summit, Business Showcase and Celebration – all virtual. Watch for details. There will be no regrets.

JoAnn Ryan is President & CEO of the NW CT Chamber of Commerce. You can reach her by email: joann@nwctchamberofcommerce.org or phone: 860-482-6586

10 TIPS FOR TOURISM RECOVERY

By The Connecticut Office of Tourism

We know that our tourism industry partners have been greatly impacted by COVID-19. In light of these difficult times, we’ve launched the Tourism Insights: Tips for Recovery program, a research-based program that will generate Northeast-specific data aimed at supporting the Connecticut tourism industry.

We will be publishing a monthly insights report and will email you tips like these, along with a [link to view the full report](#). Here are 10 tips from this month’s report.

- 1) Make safety priority #1. It’s not just the right thing to do, it’s also what will get people visiting again. Research clearly shows: intent to travel or visit hotels, attractions and restaurants increases as COVID-19 cases decrease.
- 2) Tell them you require masks. It’s good for business. 75% of Northeastern residents are more or just as likely to visit an attraction that requires masks.
- 3) Tout your cleaning protocols. Travelers in the Northeast say one thing they want most in hotels today is information regarding stepped-up cleaning

Continued on page 17

Chamber MEMBERS

10 TIPS FOR TOURISM RECOVERY (con't) efforts. It doesn't sound glamorous, but sharing this information could bring business.

4) Let them bring Fido. Due to a surge in demand for rescue dogs and Google seeing a huge upward trend in searches for "dog friendly hotels," Forbes predicts that 2021 will be the year of dog travel.

5) Promote your readiness for workcations. Like the staycation, workcations are gaining traction. Since much work and school is now conducted online, workers and children can do what they need to from virtually any location.

6) Try a subscription model. Many restaurants are finding success offering a monthly subscription service that saves loyal customers money on entrees or drinks.

7) Don't try adding COVID fees. 89% of Northeasterners are deterred by additional COVID fees like the ones tried in NYC and Chicago.

8) Figure out a way to let them take it home. Food-at-home is increasing in popularity as consumers spend more



on groceries than dining out. Consider offering "assemble-at-home" meal kits, special meals to go, or delivery.

9) Create an in-car experience. New data reveals a surge in drive-in events as consumers feel safer in their cars than in crowds. This trend is working for comedy shows, concerts, fitness classes, movies, and beyond.

10) Add a food truck or two! As consumers have shown more willingness to eat outdoors during the pandemic, attractions are seeing that food truck partnerships can create an attractive new experience for visitors.

YMCA "SHOW & GO" RUN SERIES – NOW THROUGH NOV. 30TH

[Norbrook Farm 5K Trail Run](#) [Highland Lake 5K](#) [Canaan 5-Mile Run](#)

Chamber MEMBERS

A NONPROFIT COMMUNITY NEWSPAPER SERVING NORTHWEST CONNECTICUT

WINSTED PHOENIX



WINSTED • BARKHAMSTED • COLEBROOK • NEW HARTFORD • NORFOLK • TORRINGTON

FREE!
ISSUE 24
EARLY OCTOBER 2020
WINSTEDPHOENIX@GMAIL.COM
WINSTEDPHOENIX.ORG
860-469-2115

WINSTEDPHOENIX

A NONPROFIT COMMUNITY NEWSPAPER SERVING WINSTED, BARKHAMSTED, COLEBROOK, NEW HARTFORD, NORFOLK AND TORRINGTON

LIFELONG RESIDENT CELEBRATES 96TH BIRTHDAY



Dave Roberts helping his uncle Doug Roberts celebrate his 96th birthday. Photo submitted by Dave Roberts.

By SHAW ISRAEL IZIKSON
RIVERTON — Residents helped Doug Roberts, celebrate his 96th birthday on Friday, Oct. 2. Roberts is a well-known and prominent member of the community. He served in the Army during World War II and has also been a member of the Riverton Fire Department for 75 years, serving as its chief at one point during the 1960s. Roberts has also served as Barkhamsted's Town Historian for several decades. As part of a celebration for Roberts, members of the Riverton Fire Department sang "Happy Birthday" outside his residence, where he has lived since 1963.

"Doug always loved the fire department and the Barkhamsted Historical Society," Roberts' nephew Dave Roberts said. "He is probably one of the most knowledgeable people I have ever met when it comes to local history. He just loves to tell stories about how things used to be here and how times have changed." For years his uncle operated a furniture refinishing business in town for many years, expertly restoring Hitchcock chairs. "Both Doug and my father were really good salt of the earth men," Dave Robert said. "Doug is an institution in this town," Riverton Fire Department Deputy Chief Norman Bird said. "He is a great storyteller. He was a

quiet person, but all you needed to do was ask him a question. It was like hitting the play button on a tape recorder. He would just keep telling you stories. If you ever had a visit with Doug, you would end up spending at least 15 minutes with him before you could escape from all of his stories. I would call him a world-famous storyteller." "I would describe Doug as a Yankee gentleman," Ted Sweeney said. Sweeney is the Post Commander of the Riverton American Legion Post 159, where Roberts has been a 75-year member. "A handshake is his bond," Sweeney said. "He is a man of many stories who has done so many great things for the community. He's also done a lot of behind the scenes things, then he would allow others to take the fame for the outcomes of it, but he was always there for others." "He has a very long history of service in this town," Barkhamsted First Selectman Donald Stein said. "Doug has more insight into what has taken place in this town over the past 90 years than anyone can imagine. He has been a terrific resource in so many ways." "To me, it's not 96 years-old," Dave Roberts added. For Doug it's 96 years young."

BUILDING DREAMS: TORRINGTON DOWNTOWN PARTNERS CELEBRATE 10TH ANNIVERSARY

By SHAW ISRAEL IZIKSON
TORRINGTON — Sharon Waagner, communications director of the Torrington Downtown Partners, likes to tell stories about the conditions of the buildings in the downtown area before the organization was started in 2010. In an interview with The Winsted Phoenix, Waagner spoke about how the downtown area was filled with decaying buildings. "The conditions of the buildings were truly bad!" Waagner said. "There were many empty

storefronts in the downtown area. We hardly had any stores or anything." The organization was formed in order to revitalize the downtown area on September 27, 2010. The date was also when the organization purchased seven buildings in the downtown area, which represented 27 storefronts and 106,000 square feet of retail space. The organization was formed by Steve Temkin, CEO of TGM Building Co. Inc., and David Bender, owner of Bender

Showrooms. The organization eventually purchased two more buildings and, over the years, went to work on renovating and revitalizing the buildings. "These buildings all have good bones to them," Temkin said. "Torrington is one of the biggest cities in New England for a collection of art deco buildings downtown. They're all aesthetically nice. It's not New York City, but it's still like an urban center with businesses and residences. It can be nice

CONTINUED ON PAGE 12

Torrington

Referendum to build new high school on ballot in Torrington
PAGE 6

Winsted

People In Your Neighborhood: Carol Parent, Beardsley and Memorial Library Children's department
PAGE 8

Winsted

Craft fair and farmers market held at East End Park
PAGE 12

WinstedPhoenix.org



Chamber MEMBERS



Federal PPP Loan Forgiveness Process and New CT CARES Small Business Grant Program

LIVE WEBINAR **Wednesday, Nov 4** **11am - 12:15pm**

How To Get Your PPP Loan Forgiven

There are now three different application forms for **PPP Forgiveness**. We'll explain each and do a brief walk through of how to complete them. Now is the time to prepare your forgiveness application - don't miss this valuable explanation by our financing experts including the latest on forgiveness for loans under \$50K, with an opportunity to ask your questions.

CT CARES Small Business Grant Program

Also, we will provide an overview of the just-announced **Connecticut CARES Small Business Grant Program** which makes available one-time \$5,000 grants. Eligible small businesses and non-profits can use these funds for rent, payroll, utilities, and other allowable expenses. DECD is expecting to release the application the week of November 9th.

How our COVID-19 Business Advisors can help:

- Understand PPP forgiveness rules and complete your application
- Apply for the new CT CARES program when the application opens
- Discuss other financing options for your business
- Create marketing strategies to help recover your revenue

In partnership with:



There is no charge for this event but advance registration is required.

Register Now



Upcoming

CHAMBER ZOOM EVENTS

Nov. 3rd	Small Business Council 8 am	Nov. 12th	Leads III 12 Noon
Nov. 3rd	Election Day 6am to 8pm	Nov. 17th	Insurance Committee 8am
Nov. 4th	WOW Advisory 8:30 am	Nov. 18th	Health Council 8am
Nov. 5th	Membership Services 8am	Nov. 19th	Chamber Board Meeting 8am
Nov. 5th	SBDC Cares Act Webinar 2pm	Nov. 19th	Restaurant & Retail Peer Group 9am
Nov. 6th	Manufacturer's Coalition 8am - Rev-Up CT, CT Center for Advanced Technology	Nov. 20th	Economic Forecast @ 12 Noon – Don Klepper-Smith, Economist
Nov. 9th	Leads I 12 Noon	Nov. 23rd	Leads I 12 Noon
Nov. 11th	Veteran's Day Chamber Closed	Nov. 24th	Business With Breakfast 8am
Nov. 11th	Leads II 8am	Nov. 25th	Leads II 8am
Nov.12th	Government Relations 8am – CT Paid Leave Authority – Keynote	Nov. 26th	Happy Thanksgiving Chamber Closed
		Nov. 27th	Thanksgiving Holiday Chamber Closed