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*From the Desk of Our  
President & CEO*

**JOANN RYAN**



### Optimist or Pessimist?

Who doesn't think about Walt Disney? He was rejected by at least 10 people who didn't believe that Mickey Mouse had a life. Today, long after his creation, Mickey is alive and well and a character we all remember from our childhood. Optimist or pessimist?

Winston Churchill perhaps personified the attitude of optimism over pessimism. He suffered numerous political defeats and yet became Great Britain's prime minister and was recognized as a world leader during World War II. During an address to a graduating class at Oxford University, he simply said, "Never, never, never give up."

You must have heard about the record of Abraham Lincoln. Throughout his lifetime, he suffered defeats in business, Congress, a run for US Vice President only to be elected President of the United States. There is no question; he had to be an optimist.

Now, perhaps more than ever, we need optimism if we are going to succeed. There is no question we must be realistic in addressing our challenges but every challenge creates an opportunity. Some Chamber friends suggest the following:

"Stay relevant and innovative...the landscape is changing dramatically...determine the best way to deliver your message and do this constantly...refocus on your core business but shape your message differently to meet these challenging times...make note of the differences in communication, technology and generational preferences...increase those valuable partnerships...do an audit of happiness and hope at the end of each day..." *C. Wayne Mitchell, founder of PRODCOMM, a company that assists organizations with public relations, strategic planning and communication*

"Get back to basics...don't ever forget those personal relationships...create your message so that it is meaningful on a local level...highlight your successes and use them to sell your organization...keep up with the social networking through blogs, Facebook, Linked In and Twitter...all of your messages should be a call to action..." *Tom Collamore, Senior Vice President of Communications and Strategy for the US Chamber of Commerce*

Considering the roller coaster economy, a highly competitive global marketplace and the pressures of dealing with the professional and personal challenges we face, optimism, if we choose to go that route, must prevail.

Find our new office on the [MAP](#)

### Did You Know...

You can scroll through the pages of the newsletter by clicking on the link to the right of this page.

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# NORTHWEST COMMUNITY BANK FOUNDATION ACCEPTING FALL GRANT APPLICATIONS

Northwest Community Bank Foundation, Inc. is currently accepting grant applications for its third cycle in 2022. Funded and organized by Northwest Community Bank and its Divisions, Collinsville Bank and Litchfield Bancorp, the Foundation operates as a separate non-profit entity. The Foundation's mission is to extend the bank's number of contributions to non-profit agencies and organizations working to address the needs of the communities the bank serves.

Foundation President Stephen Reilly states that, "We have been pleased with the positive response we received from non-profit organizations in our community. In our first grant cycle of 2022 we provided over \$165,000 to numerous organizations, and in our second cycle this spring we granted another \$104,000. We have seen the needs and the work of so many great agencies, and know the impact they can make. We anticipate that our third granting cycle in 2022 will provide many more opportuni-

ties to help, and we hope organizations will make applications with us."

The third cycle opened on August 15, applications are due October 1, 2022. Northwest Community Bank Foundation, Inc. grant guidelines and eligibility information are available on the banks' websites, from branch managers or by email at [Foundation@nwcommunitybank.com](mailto:Foundation@nwcommunitybank.com).

Northwest Community Bank Foundation, Inc. is a charitable entity created to support non-profit organizations through grants. Funded and organized by Northwest Community Bank and its Divisions, Collinsville Bank and Litchfield Bancorp, the Foundation is a separate non-profit entity. The Foundation's aim is to extend the bank's contributions to non-profit agencies and organizations working to address the needs of the communities the bank serves.



In its first grant cycle, Northwest Community Bank Foundation awarded \$15,000 to McCall Center for Behavioral Health for website development. From left to right, Foundation Vice President Paul McLaughlin; McCall Foundation Chief Executive Officer Maria Coutant Skinner; Foundation Chair of the Board Alan Colavecchio; and Foundation President Stephen Reilly.



In its first two grant cycles, Northwest Community Bank Foundation awarded a total of \$50,000 to Northwest CT YMCA for its sports field in Torrington. From left to right, Foundation Vice President Paul McLaughlin; Northwest Y Chief Executive Officer Greg Brisco; Foundation Chair of the Board Alan Colavecchio; and Foundation President Stephen Reilly.

*Corporate Partner* NEWS

# Five-Star care at Sharon Hospital

This year, once again, Sharon Hospital earned a five-star rating from the Centers for Medicare and Medicaid Services. We were one of just three Connecticut hospitals to receive the agency's top-quality rating, a hallmark of Sharon Hospital's commitment to provide quality, personalized care to all who enter our doors.

Today I wish to congratulate the entire Sharon Hospital team who made this recognition possible. Please join me in taking this opportunity to thank them for their continued dedication to our community hospital and — most importantly — our patients. It takes a truly remarkable combination of skill and compassion to earn this federal CMS honor three years in a row.

Patient safety initiatives and programs supported by team members across our facility — both clinical and non-clinical — has long been a driving force in our quality performance efforts, ultimately helping us earn and maintain this top rating as we undergo a transformative plan for the future.

I remain confident that this legacy of nationally recognized care will continue under the leadership of Christina McCulloch, who recently transitioned into her role as President of Sharon Hospital following five dedicated years as our Chief Nursing Officer.

As Christina and I work with our leadership team, Board, and staff to continue planning for Sharon Hospital's future, our shared commitment to maintain five-star care remains at the core of everything we do.

Once again, congratulations to Sharon Hospital's talented workforce for your commitment to service above self. To our patients and community supporters, thank you for making our work so rewarding.

Mark J. Marshall  
Sharon Hospital Vice President of Medical Affairs

## Member NEWS

### Chamber Insurance Trust Offers Relief to Rising Cost of Health Insurance

Steve Glick from Chamber Insurance Trust offered some welcome relief in beating the rising cost of health insurance. Statistics show that 3 out of 4 years are good years. Most insurance companies keep the profits from the good years, yet raise the rates. With CIT's program, monies are returned to the employers during the good years, allowing for lower costs for the employees. Plus, by adding Health & Wellness Programs, paying with pre-tax dollars can reduce the FICA. For more information, contact Steve by email at [steveglick@cfr-cit.com](mailto:steveglick@cfr-cit.com) or by phone at 800-953-4467.



From Left: Lisa Ferris, Jade Athas, Lance Leifert, Jacque Williams, David Oliver, Dennis Murphy, Steve Glick, JoAnn Ryan.

*Member* NEWS

## Northwestern to Offer OSHA 10 For Construction Training

The Office for Workforce Development at Northwestern Connecticut Community College is pleased to announce three upcoming opportunities for community members to receive **OSHA 10 Training for Construction**. Cost for the course to be held at Northwestern is \$125 and high school level reading and comprehension skills are all that are required.

The three separate class opportunities are scheduled for:

August 2, 3, 4 from 5-9 p.m.

September 13, 14, 15 from 5-9 p.m.

October 26 and 27 from 8 a.m. to 3:30 p.m.



Upon completion, class attendees will receive an official OSHA 10 card from the U.S. Department of Labor. The in-person and fully interactive course will provide an orientation to OSHA training standards, cover health hazards and safety practices for people who work on construction sites, and will especially focus on hazard identification, avoidance, control, and prevention.

OSHA authorized instructor, Robin Denny, holds a Bachelor of Science degree in occupational safety and health, a Master's certificate in emergency management, a Master of Science degree in public safety management, and is a State of Connecticut certified Fire Marshal. Denny has spent 37 years in the safety, environmental, and emergency service fields.

For more information or to register, contact John Fiorello, Entrepreneurial Center Director, at 860-738-6444. You can also register online at [www.nwcc.edu/osha](http://www.nwcc.edu/osha).

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# Member NEWS



Northwestern Connecticut Community College  
Park Place East  
Winsted, CT 06098

## Northwestern to Offer C.N.A. Training

Winsted, CT – Registration is now open at Northwestern CT Community College for the Certified Nurse Aide (C.N.A.) training program. The program will run from November 7 through December 22, 2022 for this in-demand and highly rewarding profession.

*Nurse Aides* provide basic care and assist patients with their activities of daily living such as bathing, dressing, grooming, monitoring of health status, and feeding. Students will be trained by a Registered Nurse in a state-of-the-art allied health skills lab. They will take lectures online and practice their clinical skills in a long-term care setting.

Classes will be held on Tuesdays and Thursdays, 9 a.m. to 2:30 p.m. for labs, and 8 a.m. to 2:30 p.m. for clinicals for six weeks. The course fee is \$1,400, and scholarships may be available. The program is free to SNAP recipients. Cost for the course includes textbooks, liability insurance, state examination, and registry fee. The student must purchase a uniform and a watch. This course is offered in the Spring, Summer, and Fall semesters. Job assistance is provided.

To register, or for more information, contact Cheryl Conaty, RN at [cconaty@tunxis.edu](mailto:cconaty@tunxis.edu) or 860-773-1453.



**Brooker Memorial in Torrington is hiring!**

**Administration: Experienced Operations Manager**

For a full job description, email a brief statement of interest to [ccoyle@brookermemorial.org](mailto:ccoyle@brookermemorial.org)

Other open positions:

**Child Care: Float teachers** – full and part-time --- inquire by emailing [CLee@brookermemorial.org](mailto:CLee@brookermemorial.org)

**Pediatric Dental Center - Dental Assistant:** part-time ---- inquire by emailing [Lferris@brookermemorial.org](mailto:Lferris@brookermemorial.org)

**Pediatric Dental Center – Pediatric or General Dentist:** full or part-time --- inquire by emailing [Lferris@brookermemorial.org](mailto:Lferris@brookermemorial.org)

*Member* NEWS**Are you attracting great people to your business?****"Sustainable Growth Masterclass"**

Tuesday, Nov. 8th 11:00-1

59 Field Street, Ste. 120, Torrington

**5 Reasons to attend this workshop****LEARN** You will walk away with strategies to:**at  
LUNCH**

- 1) **Differentiate and market** your business to avoid seasonal slumps & cashflow peaks & valleys
- 2) **Implement systems** to support and sustain growth
- 3) Maximize the value of your **sales pipeline**
- 4) Increase the **productivity & profitability** of your team members
- 5) **Find, Hire & Retain** employees that stay with you

**Register Today!!!***Premier* MEMBERS[Brandywine Living at Litchfield](#)[Commercial Sewing, Inc.](#)[Cook Funeral Home](#)[Eversource Energy](#)[Keystone Place at Newbury Brook](#)[Seitz, LLC](#)[Systems Support Group](#)[T&M Building Company, Inc.  
and Torrington Downtown Partners](#)[UCE Fine Builders](#)[Webster Bank](#)**Welcome New Members**Elite Painting & Remodeling, LLC  
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[seniorhousingct.com](http://seniorhousingct.com)

## Chamber Member **IN THE SPOTLIGHT**



65 Grant Street, Torrington, CT 06790  
Tel (860) 482-5509 Fax (860) 482-7964

[www.outerarmor.com](http://www.outerarmor.com)

### Who We Are

Commercial Sewing prides itself in being the sewn accessory product supplier of choice in the powersports and marine industry. Our niche is engineered medium to heavy duty, outdoor, and or trailerable sewn products.

Our mission is simple. We believe ourselves to be an extension of our customers engineering and manufacturing teams. We value consistent communication and strive to provide our clients with innovative solutions at the highest value and performance.

We are consistently growing and consider ourselves to be the dominant supplier of sewn products to our customers, the original equipment manufacturers. Commercial Sewing was the first to innovate marine fabric when we spearheaded the first solution-dyed polyester material which has since swept across the marine industry as the gold standard for outdoor covers and accessories.

Our exceptional level of quality and innovation is demonstrated as we strive to be flexible and fair to the needs of our employees, customers, and the communities we work in.

### Locations and Partners

Although our headquarters is right here in Torrington, CT., Commercial Sewing has multiple locations in the United States and Mexico, where we design and manufacture custom sewn products for the marine and power sports industries.

### Why join the Outer Armor team?

We are a growing family-owned company. Our doors stayed open during the height of the COVID pandemic just as they have since 1967. We have compassion to train, develop career paths, and promote from within. We continue to be a staple of the Torrington community and take every opportunity to give back.





## Your Voice: A Special Election Project

The Republican American contacted us to help them with a special reader-driven election project, entitled, "Your Voice". They wanted to "let your voice be heard" by gathering ideas and questions from the public to take our concerns straight to this fall's candidates. Statehouse Reporter Paul Hughes, managing editor Ann Karolyi, and Assistant Managing Editor Lee Lewis met with Your

Voice attendees in our Chamber Conference Room. Some of the concerns expressed included, **How to** make CT more affordable, **The need** for more civic involvement - especially at the high school level, **The tone** of campaigns should change to stop the bashing, **Media Outlets** shouldn't endorse candidates, **Let's be positive** and look at what's keeping people in CT.



From Left: Jacque Williams, JoAnn Ryan, Rep. Michelle Cook, Pamela LaRosa, Ann Karolyi, Paul Hughes, Lee Lewis



From Left: Ann Karolyi, Paul Hughes, Lee Lewis, John Morris

## Member NEWS



### Business After Hours with Avon/Canton Chamber

We had a special Business After Hours at the beautiful Ski Sundown lodge on September 22nd with the Avon/Canton Chamber Of Commerce. The event was sponsored by Barron Financial Group LLP and Ski Sundown with food from Rowley Grill & Tap. It was a wonderful networking opportunity for members of both Chambers. Thank you to everyone who attended! We hope to do this again sometime.

If you would like to host a Business After Hours, please call our office at 860-482-6586.



# Chamber Grand Opening



More than 100 people attended our Chamber's Grand Opening Open House on Wednesday September 14th. A Big THANK YOU goes out to our Sponsors: **Stepcraft, Inc.** and Corporate Partner, **Eastside Electric, Inc.** Food was provided by Catering By Gia. Beverages were from the Village Wine Cellar. Music was by Ryan Walker from Ryz Above Entertainment. Board Chair, Jacque Williams, addresses the crowd in the top middle picture. Register Citizen reporter, Emily Olson, takes notes in the top left picture.



## Legislative Reception

More than 50 people attended our Legislative Reception, held at Northwestern Connecticut State University's Draper Room on Thursday September 8th. In addition to our state reps, joining us were candidates for the House and Senate, Mike Rell (lobbyist), Emily Hultquist (Northwest Hills Council of Governments).

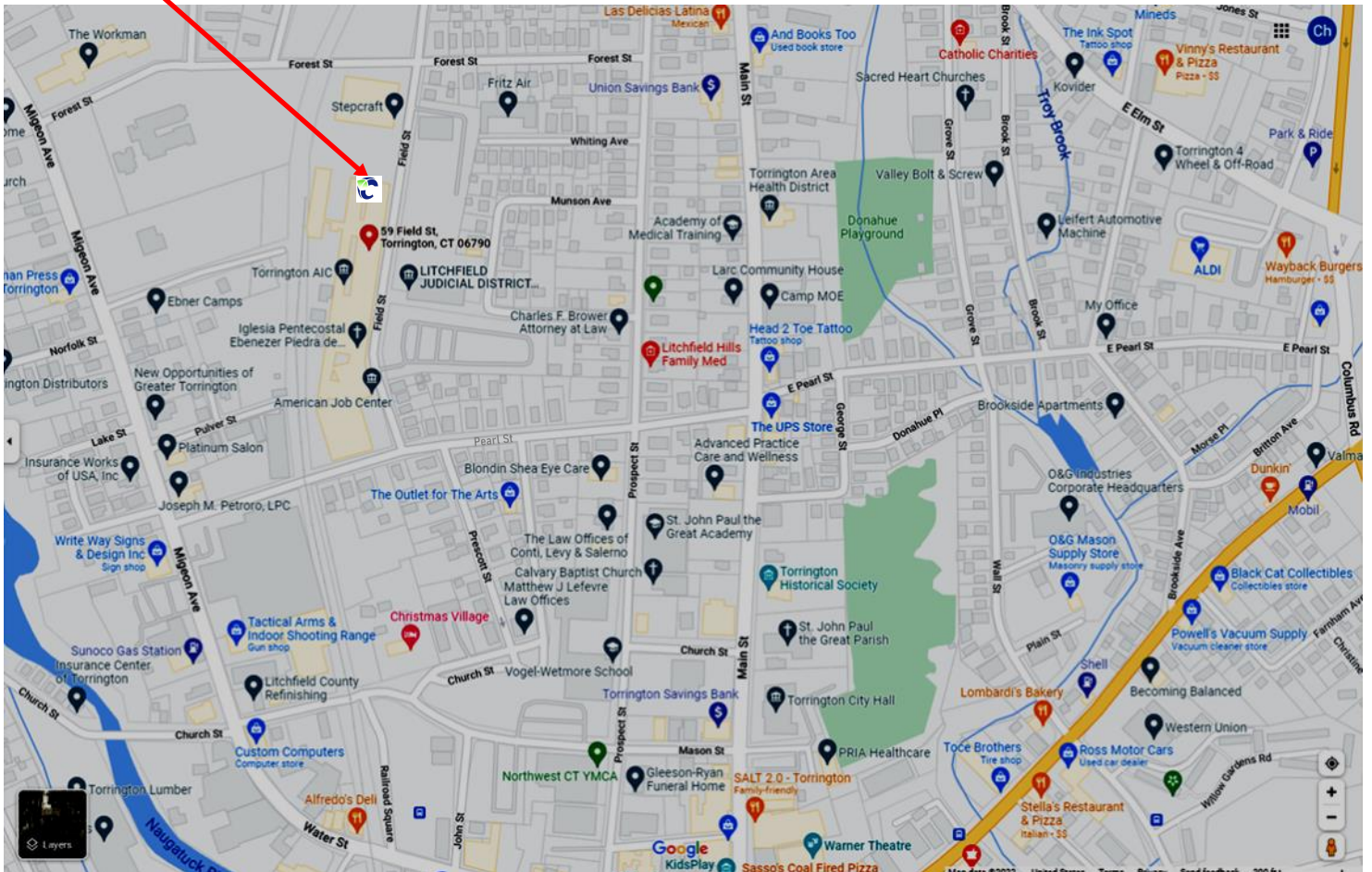
Chamber Board Chair and Government Relations Committee Chair, Jacque Williams (Jacque Williams Entertainment), emceed the event which started with introductions followed by a panelled discussion and Q&A.

Topics of concern were healthcare, broadband, juvenile crime, and small business development.

From Left: Rep. Mark Anderson, Rep. John Piscopo, Rep. Maria Horn, Rep. Michelle Cook, Terrence Cheng (President, CT Colleges and Universities), Rep. Jay Case, Rep. David Wilson, JoAnn Ryan (President & CEO of the NW CT Chamber of Commerce)

# Chamber NEWS

Northwest CT Chamber of Commerce  
59 Field Street, Suite 120, Torrington



## Chamber NEWS

During the Pandemic, our Chamber offered FREE advertising to help support our members. July 1st, we reinstated our reduced ad pricing structure to enable us to better serve you.

# PROMOTE YOUR COMPANY WITH THE



## DON'T WAIT TO TAKE ADVANTAGE OF THESE MEMBER ONLY BENEFITS!

### CHAMBER NEWSLETTER

**Display Advertisements** are available to Chamber members. Deadline is the 15th of the month. Submit ad in JPEG or PNG format to [info@nwctchamberofcommerce.org](mailto:info@nwctchamberofcommerce.org).

Cost:

Full page (7 1/2" w x 9 1/2" h) - ~~\$250~~ **\$125**

1/2 page horizontal (7 1/2" w x 4 1/2" h) - ~~\$150~~ **\$75**

1/2 page vertical (3 1/2" w x 9 1/2" h) - ~~\$150~~ **\$75**

1/4 page (3 1/2" w x 4 1/2" h) - ~~\$75~~ **\$50**

Business card (3 1/2" w x 2 1/4" h) - ~~\$50~~ **\$25**

**Member News** and **Member in the Spotlights** may be submitted for inclusion in an upcoming newsletter and will be placed on a first-come, first-served basis. Bites should be approximately 100 words in length. Spotlights should be approximately 250 words in length and may include a logo or photo. Deadline is the 15th of the month. Email information to [info@nwctchamberofcommerce.org](mailto:info@nwctchamberofcommerce.org).

Cost: Complimentary

### MEMBERSHIP DIRECTORY

**Display Advertisements** are available to Chamber members in the Annual Business & Membership Directory. Ads should be submitted by the 15th of February. Information and pricing are available by contacting Lauren Zordan at [lauren@nwctchamberofcommerce.org](mailto:lauren@nwctchamberofcommerce.org).

### CHAMBER EXCHANGE – MEMBER TO MEMBER E-MAIL BLAST ADS

The Chamber sends e-mail blasts to all members with special offers and advertisements. These e-mails are sent separately from the standard member e-mails and are specially identified as offers from members. Members are able to place one ad per month. Ads can be linked to a website or FaceBook page. The e-mail distribution list exceeds 1,500 individuals. Ads should be submitted in JPEG or PNG format and should be 7" wide x 3-5" high. The fee is \$50 per ad. To schedule your Chamber Exchange ad, contact JoAnn Ryan at 860-482-6586 or [joann@nwctchamberofcommerce.org](mailto:joann@nwctchamberofcommerce.org)

### MEMBER TO MEMBER

Present a **Member to Member Workshop** to fellow members and highlight the products and services of your business. Utilize the Chamber's conference room, obtain a set of mailing labels, receive a 1/2 page advertisement in the newsletter and an email to the membership promoting the workshop. Contact Lauren Zordan to schedule at [lauren@nwctchamberofcommerce.org](mailto:lauren@nwctchamberofcommerce.org).

Cost: ~~\$300~~ **\$250**

# Chamber Space Rentals



Conference Room - Conference Style (seats up to 28)



Conference Room - Classroom Setup (seats 20-25)



Library - (Seats up to 6)



Reception Area - (Seats up to 8)

**Member Room Rates:** 8 am – 5 pm, \$35 for the 1<sup>st</sup> hour, \$20 per hour thereafter  
 5 pm – 10 pm, \$45 for the 1<sup>st</sup> hour, \$35 per hour thereafter

**Non Member Room Rates:** 8 am – 5 pm, \$80 for the 1<sup>st</sup> hour, \$55 per hour thereafter  
 5 pm – 10 pm, \$125 for the 1<sup>st</sup> hour, \$100 per hour thereafter

*After hours (5 pm – 10 pm) rates also apply to weekend use.  
 Corporate Partners of the Chamber may utilize the conference rooms at no charge.  
 Premier Members of the Chamber may utilize the conference rooms at half price.*

**Projector, Whiteboard, and Flip Chart are available at no additional charge**



## *Upcoming* **CHAMBER MEETINGS & EVENTS**

- Oct. 4 - Small Business Council - 8 AM
- Oct. 4 - **Business After Hours** @ Prime Time House, 810 Main Street, Torrington, 5 - 7 PM
- Oct. 5 - WOW Advisory Committee - 9 AM
- Oct. 6 - Membership Committee - 8 AM
- Oct. 7 - 18th Annual WOW! Forum @ Warner Theatre's Carol & Ray Neag Performing Arts Center, 82 Main St, Torrington, 7:45 AM - 4 PM
- Oct. 10 - CHAMBER CLOSED (Columbus Day)
- Oct. 13 - Government Relations Committee - 8 AM
- Oct. 13 - Leads III - 12 PM
- Oct. 19 - Health Council - 8 AM
- Oct. 19 - Leadership Northwest Session #1 - 8:30 AM
- Oct. 24 - Leads I - 12 PM
- Oct. 25 - Business with Breakfast @ TBD, 8 - 9 AM
- Oct. 27 - Board of Directors Meeting - 8 AM
- Oct. 27 - **Business After Hours** @ Brooker Memorial, 157 Litchfield Street, Torrington, 5 - 7 PM (Co-Sponsored by Conquest)

**PLEASE NOTE: There are TWO Business After Hours events this month**

### *Save the Date*

**November 8 - Learn at Lunch: Sustainable Growth Masterclass—Are You Attracting Great People to Your Business? @NWCT Chamber, 11 AM—1 PM**

**November 10 - Economic Forecast, Keynote Speaker: Chris DiPentima, President of CBIA, @ Torrington Country Club, 8 AM**

**November 16 - Business After Hours @ (Available Retail Space), 118 East Main Street, Torrington, 5-7 PM (Hosted by Sheaffer & Co. Real Estate)**