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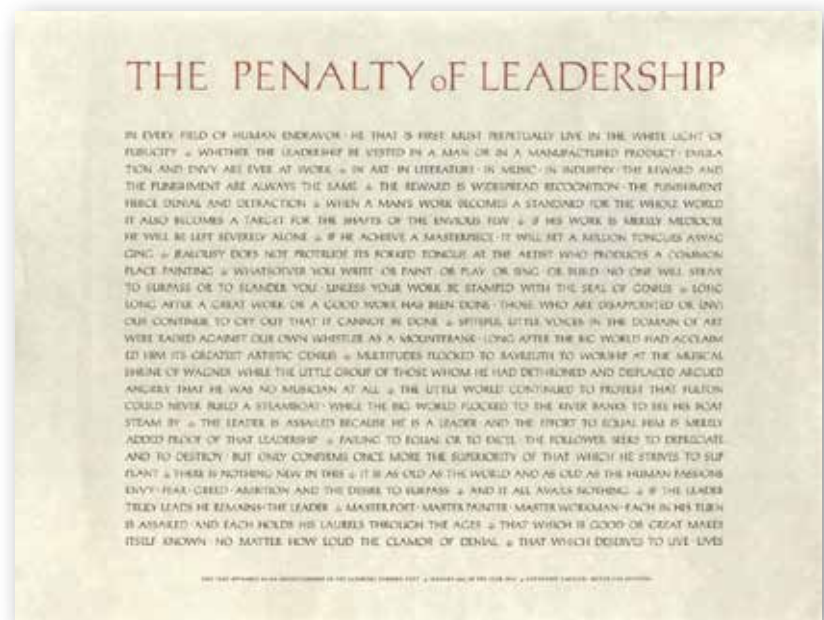
## *From the Desk of Our President & CEO* **JoAnn Ryan**



## The Penalty of Leadership

On occasion I am reminded "The Penalty of Leadership" written by Theodore MacManus, an article my Mom sent me when I was President of my graduating class in college. The powerful message is worth repeating:

"In every field of human endeavor, he that is first must perpetually live in the white light of publicity. Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. In art, in literature, in music, in industry, the reward and punishment are always the same. The reward is widespread recognition; the punishment, fierce denial and detraction... If his work be mediocre, he will be left severely alone - if he achieves a masterpiece, it will set a million tongues a-wagging... Whatsoever you write, or paint, or play or sing, or build, no one will strive to surpass or to slander you unless your work be stamped with the seal of genius. Long, long after a great work has been done, those who are disappointed or envious, continue to cry out that it cannot be done... The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership... If the leader truly leads, he remains- the leader. Master-poet, master-painter, master-workman... each holds his laurels through the ages. That which is good or great makes itself known... That which deserves to live-lives."



Just think about the magnitude of the decisions our leaders make, locally, nationwide or worldwide, whether it is in the public or private sector, in business large or small, in the non-profit or for-profit world! The consequences profoundly affect our business and impact our lives.

It is presumptuous of me to think that the decisions we make are as crucial. However, in all circumstances, the ramifications do have an effect on the path we choose and directly impact the economic climate.

*(Continued on next page)*

*Upcoming***CHAMBER MEETINGS & EVENTS**

Nov. 2 Small Business Council Meeting – 8 AM  
 Nov. 4 Membership Committee Meeting – 8 AM  
 Nov. 5 Manufacturers' Coalition Meeting at  
 American Mural Project – 8 AM  
 Nov. 8 Leads I – 12 Noon  
 Nov. 9 Leads IV – 8 AM  
 Nov. 10 Leads II – 8:30 AM  
 Nov. 11 Closed in observance of Veterans' Day  
 Nov. 12 Government Relations Committee – 8 AM

Nov. 16 Business After Hours- Location TBD – 5-7 PM  
 Nov. 17 – Health Council Meeting – 8 AM  
 Nov. 17 Leadership Northwest – 8:30 AM - 12 Noon  
 Nov. 22 Leads I – 12 Noon  
 Nov. 23 Board of Directors Meeting – 8 AM  
 Nov. 24 Leads II – 8:30 AM  
 Nov. 25 & 26 Closed in observance of Thanksgiving  
 Nov. 30 Business with Breakfast hosted by Torrington  
 Savings Bank – 8 AM

*Save the Date***Job Fair**

Date and Location TBD

**Hope for the Holidays – Nov. 29 – Dec. 24**

FM 97.3 WZBG and the Chamber  
 December

**(The Penalty of Leadership *continued*)**

In order to fulfill our mission of promoting economic growth while enhancing the quality of life in NW CT, I would like to challenge you to become involved by joining the Chamber.

Our goal is clear...we are striving to retain, attract, promote, and help business thrive for the purpose of encouraging economic growth while preserving the quality of life in the Litchfield hills. We sponsor and encourage collaborations, celebrations, seminars, coalitions, and alliances. We are not afraid to take on the big issues facing our legislative delegation like healthcare costs, the high costs of doing business in CT and transportation initiatives in order to develop a competitive business climate that fosters innovation and a renewed confidence.

The tangible returns on your Chamber investment result in very specific services that we continue to provide and improve upon daily. They include:

- The opportunity to advertise in our monthly newsletter

and on our website

- Amazing community client and customer connections using the multitude of networking venues
- Marketing avenues through social media, web and unique promotions
- Collaborations with top business, industrial, professional and governmental leaders all working for the betterment of our region.
- A strong voice through Government Relations, Small Business Council, Manufacturer's Coalition, Leads Groups and webinars
- Business counseling through SCORE
- The resource for answering any and all of your questions and concerns

My guess is that you are up to the challenge. I'm not sure if you agree that we have a "masterpiece", if we will "set a million tongues a-wagging" or if our "work be stamped with the seal of genius." I do know that the penalty of leadership for us is a privilege. Join us and take advantage of that privilege.



## BOOK YOUR HOLIDAY EVENTS WITH US!

Book in advance through November and mention the NWCT Chamber to get 10% off

call or text Brook to book- (715) 771 0421

## Your Business is Our Focus.

Let's Grow it Together.

Torrington Savings Bank is here to support your present and encourage your future with the business banking products and services you need:

- ✓ Small business & commercial lending options
- ✓ Convenient & competitive business checking & savings accounts
- ✓ Payroll processing
- ✓ Credit card processing
- ✓ Cash management services & more

**Connect with a TSB Banker to get started**

[TorringtonSavings.Bank/Business](https://TorringtonSavings.Bank/Business) (860) 496-4495



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*Our newest location is Now Open!*

BRISTOL | BURLINGTON | FALLS VILLAGE | GOSHEN | NEW HARTFORD | TORRINGTON





## Corporate PARTNERS

### AYER NEUROSCIENCE INSTITUTE ADDS MOVEMENT DISORDERS SPECIALIST IN CHESHIRE, WINSTED

The Hartford HealthCare Ayer Neuroscience Institute announces the addition of neurologist and movement disorders specialist Dr. Benjamin Dorfman to its team, seeing patients at the chase family movement disorders centers in Cheshire and Winsted.



Dr. Dorfman's areas of clinical interest include movement disorders such as: Parkinson's disease. Dystonia, facial spasms, involuntary movements, myoclonus; restless leg syndrome; spasticity; tardive dyskinesias; and tremor. He also performs botulinum toxin injections and deep brain stimulation programming for movement disorders.

Dr. Dorfman is a graduate of John Hopkins University, earning a bachelor's degree in neuroscience with university honors. He earned a medical degree from Rutgers New Jersey Medical School and completed an internship at Westchester Medical Center in neurology residency at Montefiore Medical Center. He recently completed a clinical fellowship in movement disorder at Icahn School of Medicine at Mount Sinai.

Board-certified in neurology by the American Board of Psychiatry & Neurology, Dr. Dorfman has published articles on such topics as medications to control tardive dyskinesia, restless leg syndrome, vertigo, and motor and non-motor features of Parkinson's disease.

He is a member of the American Academy of Neurology in the International Parkinson and Movement Disorder Society.

Dr. Dorfman is seeing patients at 280 Main St., Suite 102, Cheshire, and 80 South Main St., Suite 202, Winsted. For appointments in either location, call 860.870.6385.

Contact: Susan McDonald  
Senior Communications Specialist  
860.874.2196 (mobile)  
[Susan.McDonald@hhchealth.org](mailto:Susan.McDonald@hhchealth.org)



## Corporate PARTNERS

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FM 97.3WZBG  
FuelCell Energy, Inc.  
Innovative Health Concepts  
Litchfield Bancorp  
National Iron Bank  
Northwest Community Bank  
Nuvance Health  
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## Corporate PARTNERS

### Sharon Hospital Hosts Community Roundtable Discussions

SHARON, Conn. — Sharon Hospital will host two in-person roundtable discussions to provide an open forum for community members to ask questions and provide feedback on the facility's transformative plans.

Sessions will meet at the following locations and are limited to no more than 15 people, in compliance with COVID-19 safety protocols. Advance registration is required on a first come, first served basis. Masks are required and social distancing will be enforced.



Because of the limited capacity available, community members are respectfully requested to register for only one session.

#### Meeting dates are as follows:

- Tuesday, November 9, from 6 to 7:30 p.m., at the Sharon Town Hall, 63 Main Street, Sharon, Conn.
- Thursday, November 18, from 4 to 5:30 p.m., at the Interlaken Inn, located at 74 Interlaken Road, Lakeville, Conn.

To register, email [SharonHospital@NuvanceHealth.org](mailto:SharonHospital@NuvanceHealth.org) or call (845) 554-1734 with your name and phone number (TTY/Accessibility: (800) 842-9710). Community members are encouraged to visit [www.nuvancehealth.org/sharonhospitaltransformation](http://www.nuvancehealth.org/sharonhospitaltransformation) for the latest updates on the hospital's transformational plan, including a recording of the September 29 Community Update presentation.

To ask questions or schedule an additional small group conversation to discuss our plans, please email [SharonHospital@NuvanceHealth.org](mailto:SharonHospital@NuvanceHealth.org).

#### CONTACT

Marina Ballantine, Associate, Public and Community Affairs  
(845) 554-1734 | [marina.ballantine@nuvancehealth.org](mailto:marina.ballantine@nuvancehealth.org)

## Chamber MEMBERS

### SARA MURPHY TO MANAGE THE MILLERTON BRANCH OF SALISBURY BANK

Lakeville, CT – Salisbury Bank is pleased to announce that Sara Murphy has accepted the Assistant Vice President, Branch Manager position at the Millerton, NY Branch.

"I am extremely pleased to welcome Sara to our Branch Management Team," said Amy Raymond Executive Vice President, Chief Retail Banking Officer, CRA Officer. "Sara is a dedicated and committed



member of our team. With her knowledge of the Millerton market and the experience she has gained working in that branch over the past few years, I am confident that she will be successful in her new role." As Branch Manager, Sara will lead the team and oversee every aspect of customer service in the Millerton Office, ensuring our customers continue to receive the level of personalized service they have come to know and expect.

Sara started with the Bank in 2015 as a Customer Associate at the Millerton branch, and served as the Assistant Branch Manager since April 2018. Sara started in her new role on Monday, October 4.

## Chamber MEMBERS

### PRIME FINDS HOME FOR THE HOLIDAYS ANNOUNCES LOCATION

Prime Time House is excited to announce this year's location for its annual pop-up shop PRIME FINDS Home for the Holidays! Thanks to the generosity of State Representative David & Lynne Wilson, owners of the property, the shop will be located at 760 Bantam Road in Bantam CT. It will open on Saturday, November 20 through Dec. 30, 2021. Now in its sixth year, the boutique showcases gently used home furnishings, accessories, holiday decorations and gifts at wildly affordable prices. All proceeds benefit Prime Time House and all donations to the shop are tax deductible.



In addition to The Wilson's, sponsors include Torrington Savings Bank, ALTEK Electronics, Inc., Carmody Torrance Sandak & Hennessey LLP, Daley Moving & Storage, Luce & John Jakimetz, Northwest Community Bank, Thomaston Savings Bank, Cramer & Anderson Law Office, E.J. Murphy Realty, LLC, Dr. Michael Kovalchik & Susan Vontell, Northwest Hills Automotive, LLC, O & G Industries, Union Savings Bank, Brooks, Todd & McNeil, Goulet



Connections. Community. Mental Wellness.



Printery, Marrin Santore Realty, LLC, Wisdom House Retreat & Conference Center, AFLAC, Judi Armstrong, Eastside Electric, Inc., King, King & Associates, CPAs, Northwest Hills Credit Union, Thurston Rowe Funeral Home, Dorothy Beckley, and Litchfield Ford.

For information on becoming a sponsor, to donate goods or to volunteer at the shop, contact Kathi Weinstein at [kweinstein@primetimehouse.org](mailto:kweinstein@primetimehouse.org).

Prime Time House empowers individuals from Northwest Connecticut who suffer with mental illness to lead productive and independent lives by providing them with opportunities for education, employment, friendship, housing, transportation and friendship. It is the only program in Litchfield County that provides a no-cost social program to these individuals. This lack of mental health providers and services is especially challenging given the rapid increase of opioid addiction and the mental health problems associated with it.



## Chamber MEMBERS

### ENROLL IN A DAY, AT NORTHWESTERN CONNECTICUT COMMUNITY COLLEGE ON SATURDAY, NOVEMBER 13

WINSTED, CT – Northwestern Connecticut Community College will be open from 9:00 a.m. to 1:00 p.m. on Saturday, November 13 for an **Enroll in a Day** event in Greenwoods Hall, 119 North Main Street, Winsted, CT 06098. Future and continuing students can come to register for the Winter semester, which begins on January 3, 2022 or Spring 2022 classes, which start on January 21, 2022.



Northwestern Community College staff members from Admissions, Financial Aid and Guided Pathway Advising offices will be available to assist students with the application, the financial aid process, and in building class schedules.

New students are encouraged to pre-register for the event, but walk-ins are also welcome. Please visit [www.ct.edu/enroll](http://www.ct.edu/enroll) to register for this on-campus event.

For further information, please contact the Office of Admissions at (866) 526-6008 or email [admissions@nwcc.edu](mailto:admissions@nwcc.edu).

### NCCC Announces New 2021 Team Success Scholars Cohort

WINSTED, CT– October 5, 2021 - The Northwest Regional Workforce Investment Board has generously committed \$192,856 in WIOA (Workforce Innovation and Opportunity Act) funds for the 2021-2022 academic year to sponsor Team Success Scholars, a college success program at Northwestern Connecticut Community College (NCCC). The program helps young adults between the ages of 18 and 24 to achieve their educational and career goals. In its eighteenth year at NCCC, the



### NORTHWEST REGIONAL WORKFORCE INVESTMENT BOARD

FIRST JOB | NEXT JOB | BEST JOB

program has brought in over \$2.7 million in grant funds to the college. Northwest Community Bank, recognizing the value and success of the program, continues to support five students, donating \$10,000 per year to the program. The Greenwoods Scholarship Foundation has additionally donated \$5,000 to support two students in a spin-off peer mentoring program called Peer2Peer.

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## Premier MEMBERS

Brandywine Living at Litchfield  
Commercial Sewing, Inc.  
Cook Funeral Home  
Eversource Energy  
Keystone Place at Newbury Brook  
Litchfield Woods Health Care Center  
Seitz LLC

Systems Support Group  
T&M Building Company, Inc.  
and Torrington Downtown Partners  
UCE Fine Builders  
Valerie Manor  
Webster Bank

## Chamber MEMBERS

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Key elements of the cohort-modeled program include mentoring and internships, along with financial support to help students overcome challenges encountered along the way. An overnight camping trip before classes start engages students in team-building challenges and leadership activities. The program offers college and career exploration, obtainment of workplace recognized credentials, and support towards their Associate Degree and beyond. Upwards of 80% of students graduate within 3 years, a substantially higher rate than the typical student. The majority will transfer on to 4-year universities.

Below are the first- and second-year cohorts with their majors and hometowns.

### First Year Cohort

1. Thomas Busemeyer, Liberal Arts and Science, New Hartford
2. Madeline Colasanto, Medical Assisting, Burlington
3. Alexis Galgano, CSCU Transfer: Biology Studies, Canaan
4. Sarah Haynes, General Studies, Winsted
5. Jaiden Hepburn, Liberal Arts and Science, Colebrook
6. Mila Markovich, Human Services, Colebrook
7. Mackenzie Muzzulin, General Studies/Pre-Nursing, Norfolk
8. Nathaniel Northup, Liberal Arts and Science, Winsted
9. Grace Urban, CSCU Transfer: Biology Studies, Harwinton

### Second Year Cohort

10. Tyler Carr, Liberal Arts and Science, Goshen
11. Kaitlin DeFrancesco, General Studies, Torrington
12. Andrew Dombroski, Business and Management Administration, Torrington
13. John Ellis, Technology Studies, Winsted
14. Kit Fitch, Engineering Science, West Cornwall
15. Isabella Jacobs, Liberal Arts and Science, New Hartford
16. Elijah Lovejoy, Liberal Arts and Science, New Hartford
17. William Lovejoy, CSCU Transfer: Art Studies, New Hartford
18. Lena Neri, Liberal Arts and Science, Thomaston
19. Peter Pavlidis, General Studies, Torrington

20. Cristina Peguero, Allied Health, Torrington
21. Kirsy Perez Goris, Medical Assisting, Torrington
22. Trevor Woolsey, General Studies, Harwinton
23. Tyrik Wright, Medical Assisting, Torrington

The Northwest Regional Workforce Investment Board (NRWIB) seeks to develop and sustain an effective labor market system that facilitates economic development and business growth in our region. WIOA youth funds are targeted for young people who are out of school to assist them in their career and educational development. These funds are allocated to the states by the US Department of Labor.



Northwest Community Bank is a mutually owned state-chartered bank, headquartered in Winsted, Connecticut since 1860. In addition to Winsted's Main Office, the bank has branches in Avon, Granby, New Hartford, and Torrington; and an academic branch at Northwestern Regional #7 High School in Winsted.

The Greenwoods Scholarship Foundation, incorporated in 1975 and serving the towns of Barkhamsted, Colebrook, Hartland, New Hartford, Norfolk and Winsted, awards scholarships and assistance to students on the basis of financial need, academic achievement and personal potential.

For more information, please contact Susan Dichter, Program Director, Team Success Scholars at [sdichter@nwcc.edu](mailto:sdichter@nwcc.edu).



## News and NOTES

### Litchfield Hills Creative Awards



The ceremony will be held Saturday, November 13 at the Warner Theatre, 6 - 8:30 pm (6 pm cocktail hour, 7 pm ceremony).

The Litchfield Hills Creative Awards are a celebration of the creative leaders, organizations, businesses and programs that help our region's arts community to thrive. The NWCT Arts Council hosts this awards ceremony to recognize those who positively impact the community and enhance the collective wellbeing through arts and other creative means.

This year's theme is "COVID Heroes." The Arts Council will honor those who adapted or provided creative solutions to the challenges caused by the pandemic.

To read more and buy tickets, by [clicking here](#).

### 'It's a door-opener': Google, CSCU declare groundbreaking collaboration at Middlesex Community College *By Adam Hushin*

MIDDLETOWN— U.S. Education Secretary Miguel Cardona, Gov. Ned Lamont, Sens. Richard Blumenthal and Chris Murphy, and Alphabet/Google Chief Financial Officer Ruth Porat met with educational leaders and students at Middlesex Community College Friday to announce the full integration of [Google Career Certificates](#) for community college students.

Connecticut is now the first state in the nation to offer the full suite of Google certificates across its state colleges and universities system. The program is also available to all career and technical education high schools.

After a tour of campus, Cardona, Lamont, Blumenthal, Murphy and Porat joined Connecticut State Colleges



and Universities President Terrence Cheng and three local students for a panel discussion about what the announcement means for the state.

"This is about Connecticut residents having access to education to build a nice life for their families," Cardona said. The setting of the event was special for the education secretary. He said the first college course he ever took was at MxCC, and that these new programs should provide even more opportunities for those entering college.

"It opened the doors of college for the Cardona family," he said. "This is so students like me can see that they can succeed in college."



*From left, U.S. Sens. Chris Murphy and Richard Blumenthal, both D-Connecticut; U.S. Secretary of Education Miguel Cardona, Gov. Ned Lamont, and Alphabet/Google Chief Financial Officer Ruth Porat (not pictured); met with educational leaders and students at Middlesex Community College in Middletown Friday morning. They announced the full integration of Google Career Certificates for community college students. Adam Hushin / Hearst Connecticut Media*

He added that the country's education system needs to evolve quicker to prepare students for the evolving workforce, and that, as the first state to offer all of Google's

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## News and NOTES

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certificate courses, Connecticut is leading the way in that evolution.

Porat touched on that as well, saying that digital skills training is extremely important today. "We saw that very clearly during the pandemic," she said.

She said that upwards of 10 million jobs are available to people with digital skills training, and these Google courses offer that training. Course subjects include data analytics, IT support, project management, and UX design.

"That's what we're excited about," Porat said. "It's a door-opener."

Cheng said that he and the rest of the CSCU community are "really proud" to be the first university system to offer the full suite of Google certificate programs, and that preparing students for such jobs is a primary reason for choosing to offer them.

"That allows us to immediately meet the needs of the workforce," Cheng said.

He credited Lamont for making it happen. For his part, the governor said it was necessary to make sure Connecticut does not fall behind in the tech-dominant future.

"We're doing everything we can to compete in the 21st century," Lamont said.

Offering these courses to community college and high school students helps to level the playing field when it comes to education and career opportunities, the governor added. Some students are already taking advantage of these courses. Ahmad Salaam, of Cromwell, is studying computer and information technology at MxCC. He said he was already interested in technology, and these programs are a great way for him learn all aspects of his chosen field.

"It's a really, really great course," Salaam said. "I'm interested in IT, but this program allows me to explore."

The full suite will be available to students in the spring, Cheng said. Registration is not yet open, but will be in the near future. For information, visit [ct.edu/google](http://ct.edu/google).

Outside of Chapman Hall, where the panel discussion

was held, dozens of members of [the 4Cs, SEIU 1973](#), which represents higher education employees in the state, and individuals from other supporting unions, gathered to continue the [protest against the consolidation of community colleges](#).

Following the event, Murphy met with the protesters to hear their concerns. The group said it hopes to meet with Lamont as well in the near future.

### State of Connecticut/ Governor's Innovation Fellowship (GIF)

Do you know a recent or upcoming college graduate looking for full time employment? CTNext is currently recruiting qualified students for a new statewide program connecting eligible students with great jobs at some of Connecticut's most innovative companies.



The Governor's Innovation Fellowship (GIF) offers ambitious, high-achieving recent graduates who qualify:

- a growth-track job in a quality innovation-based company
- a cash grant of \$5,000
- career development training and social networking with others in their cohort
- the chance to launch their careers as part of a growing group of young, high-potential business leaders.

**EARLY DECISION:** If you are a member of the class of 2021 or 2022, don't wait to apply! Get your application in by November 5th and you'll qualify for Early Decision. If selected, you'll be in the first round of qualifiers to have access to our Jobs Board and to the interview scheduling process.

Apply today at <https://ctnext.com/programs-and-resources/programs/ctgif/apply-now/>.

If you have any questions about GIF, please contact CTNext Program Associate Julia Napolitano at (860) 258-7892 or email [julia.napolitano@ctinnovations.com](mailto:julia.napolitano@ctinnovations.com). This free program is offered through CTNext, the State of Connecticut's resource for entrepreneurs and innovation-based businesses.



# News and NOTES



Northwestern CT  
Community College is  
proud to announce a new,  
never-before offered



## ADVANCED MANUFACTURING SYSTEMS CERTIFICATE PROGRAM.

**FREE**  
for businesses  
that Qualify!\*

Restrictions apply

Contact Gary Carra at [gcarra@nwcc.edu](mailto:gcarra@nwcc.edu) or  
860.253.3128 for more information.

This program can provide employees 100 hours  
towards a certified apprenticeship!

Over 100 hours of ONLINE training starting this FALL, 2021!  
One day a week for two semesters/total program is less than  
one year in duration!

No classes over holidays and winter or summer.



### TOPICS INCLUDE:

- SHOP MATH
- OVERVIEW OF BLUEPRINT
- GEOMETRIC DIMENSIONING & TOLERANCING
- OVERVIEW OF MECHANICAL MAINTENANCE
- OVERVIEW OF INDUSTRIAL MAINTENANCE



Certificate issued by Northwestern CT Community College through the CT College of Technology



## News and **NOTES**



### The New England Economic Development Course

Accredited by the



**INTERNATIONAL  
ECONOMIC  
DEVELOPMENT  
COUNCIL**

#### The 41st New England Economic Development Course Goes Virtual

Seven half-day, morning (8:00 am to 12.15 pm) sessions: Monday November 1st, Wednesdays November 3rd, 10th and 17th and December 1st, 8th and 15th. The first six sessions will be held via Zoom – the final session will be in person at the Greater New Haven Chamber of Commerce offices (but will also be available by Zoom for those unable to travel) and will include a graduation ceremony and luncheon.

For more than 40 years, the New England Economic Development Course has provided economic development professionals, board and commission members, elected officials and others with a broad background in the fundamentals of economic development. The course is sponsored by the Connecticut Economic Development Association (CEDAS) and accredited by the International Economic Development Council.

#### Sessions include:

<input checked="" type="checkbox"/> An Economic Development Overview	<input checked="" type="checkbox"/> Location and Site Selection
<input checked="" type="checkbox"/> Analyzing Your Local Economy	<input checked="" type="checkbox"/> Managing an Effective EDO
<input checked="" type="checkbox"/> Business Retention and Expansion	<input checked="" type="checkbox"/> Marketing to the Private Sector
<input checked="" type="checkbox"/> Community and Neighborhood Development	<input checked="" type="checkbox"/> Real Estate Issues
<input checked="" type="checkbox"/> Diversity and Equity in Economic Development	<input checked="" type="checkbox"/> Small Business and Entrepreneurship
<input checked="" type="checkbox"/> Economic Development Finance	<input checked="" type="checkbox"/> Strategic Planning
<input checked="" type="checkbox"/> Ethics and Economic Development	<input checked="" type="checkbox"/> Workforce Issues

The cost of this intensive course is \$350 for one person; \$325 each for two people from the same employer; \$300 each for three or more people from the same employer. Comparable courses across the country cost \$500 to \$695.

CEDAS will cover \$100 of the course cost for current or newly joining members. Contact CEDAS President Kristen Gorski at [kristen.gorski@westhartfordct.gov](mailto:kristen.gorski@westhartfordct.gov) for more information.

Graduation from NEEDC fulfills one of the prerequisites for those who wish to pursue the Certified Economic Developer designation (CEcD) through IEDC.

For more information, visit the course website at <https://needc.org/> or contact Course Director Mark Waterhouse, CEcD at [mwaterhouse@snet.net](mailto:mwaterhouse@snet.net) or 860-379-7449.

## News and NOTES



SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. We have been doing this for more than 50 years.

Because our work is supported by the U.S. Small Business Administration, and thanks to our network of 10,000+ volunteers, we are able to deliver our services at no charge or at a very low cost. Learn more about SCORE: [Visit our website](#)

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.



### Webinars and Seminars

The Community Economic Development Fund (CEDF) offers excellent webinars and seminars on a wide range of subjects specifically tailored to new and existing small business. Their mission is to strengthen neighborhood economies by providing flexible financing, technical support and educational opportunities to businesses, community organizations and initiatives in communities throughout Connecticut.

[WeTeachSuccess.org](http://WeTeachSuccess.org)

### LIVE WEBINAR

#### Building Employee Satisfaction & Engagement David O'Brien, President, WorkChoice Solutions

Thursday, November 4, 2021; 1:00 PM – 2:00 PM

Live webinar

Free but registration required.

[More Info & Register](#)

#### A leader's guide to maximizing employee capacity

A common denominator for market leaders in any sector during these turbulent times is the ability to harness employee engagement to create customer loyalty. Simply put, when companies put employees first, their employees are satisfied, their customers are loyal and their profits increase. In this practical small business webinar, participants explore a variety of proven techniques for turning employee satisfaction and engagement into increased stakeholder value and bottom-line results. The program also offers valuable insight into the critical role that leaders must play to ensure employee engagement.



David O'Brien

*(Continued on next page)*

## News and NOTES

### LIVE WEBINAR

#### Do You Really Own that Bit of Intellectual Property?

Steven Cooper, Esq., Ware, Fressola, Maguire & Barber LLP

Wednesday, November 10, 2021; 1:00 PM – 2:00 PM

Live webinar

Free but registration required.

[More Info & Register](#)

Small businesses are more reliant than ever on the creation and control of copyrighted material, trademarks and patents. But what you think is yours may not be. If you didn't take the right steps at the creation, you may find your rights of ownership compromised. If fact, you may even be infringing on your vendor's intellectual property. Learn how to protect your investments:

- Identify proper steps with employees and contractors before they develop intellectual property to ensure that your company owns the work.
- Discover what "work made for hire" means and why it's important.
- Find out what transactions can be used to derive value from your intellectual property after its creation.
- Protect against pitfalls when selling or and licensing your intellectual property.



Steven Cooper

### LIVE WEBINAR

#### Seven Strategies to Improve Your Business Cash Flow

Dawn Reshen-Doty, President, Benay Enterprises Inc.

Thursday, November 18, 2021; 1:00 PM – 2:00 PM

Live webinar

Free but registration required.

[More Info & Register](#)

Every business struggles with keeping a positive bank balance from time to time. And some struggle all the time. But you might be able to improve your situation without even making more sales, which, after all, may seem to be the most obvious way to improve cash flow. Actually, in some industries, this can make your situation worse by generating expenses before revenues.

The solutions instead require that you implement different strategies and master some specific tactics that have a lot more to do with financial management and much less to do with sales management. Learn seven secrets to making the river of cash that flows through your bank account slow down and get both deeper and wider.



Dawn Reshen-Doty

*(Continued on next page)*



## News and NOTES

### LIVE WEBINAR

#### How Connecticut's New Cybersecurity Law Impacts Your Business

**Michael Giuffrida, President, CISM, Kyber Security**

**Bob Thomas, VCIO/vCISO, CISM, Kyber Security**

Wednesday, November 10, 2021; 1:00 PM – 2:00 PM

Live webinar

Free but registration required.

[More Info & Register](#)

The headlines are full of stories about website hacks that result in stolen data. Being a big company hardly seems to be a defense against these attacks. But small businesses are actually the bigger targets because their systems are often less sophisticated, less secure and subject to easier invasion. To protect their residents, many states including Connecticut have enacted new laws dealing with breaches of private information. While you may not think of your business as a collector of private information, you may be surprised what's covered. As a business owner, you are now subject to new responsibilities in the event of a breach and more severe penalties when bad things happen if you have not prepared properly to protect your client data. Learn from cyber security experts what it takes to put the right safeguards in place to be shielded from both hackers and legal penalties.

Our presenters for this webinar are from Kyber Security, the organization that serves CEDF.



Michael Giuffrida



Bob Thomas

### LIVE WEBINAR

#### Employment Law Changes Impacting Your Business

**Stuart M. Katz, principal, Cohen and Wolf**

Thursday, December 9, 2021; 1:00 PM – 2:00 PM

Live webinar

Free but registration required.

[More Info & Register](#)

New Connecticut legislation changes the way small businesses can hire, discipline and legally discharge workers. Learn the implications for your operation, how to stay in compliance with the law, and what you need to do to avoid penalties or costly, contentious litigation.

Find out what's changed regarding:

- CT Paid Family & Medical Leave.
- CT's new wage range disclosure law.
- CT's new prohibitions on age-related application questions.
- Vaccine mandates, remote work challenges and other COVID-related back to work issues.
- Workplace implications of legalized pot.



Stuart M. Katz



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

Nov. 2 Small Business Council Meeting – 8 AM  
Nov. 4 Membership Committee Meeting – 8 AM  
Nov. 5 Manufacturers' Coalition Meeting at  
American Mural Project – 8 AM  
Nov. 8 Leads I – 12 Noon  
Nov. 9 Leads IV – 8 AM  
Nov. 10 Leads II – 8:30 AM  
Nov. 11 Closed in observance of Veterans' Day  
Nov. 12 Government Relations Committee – 8 AM

Nov. 16 Business After Hours- Location TBD – 5-7 PM  
Nov. 17 – Health Council Meeting – 8 AM  
Nov. 17 Leadership Northwest – 8:30 AM - 12 Noon  
Nov. 22 Leads I – 12 Noon  
Nov. 23 Board of Directors Meeting – 8 AM  
Nov. 24 Leads II – 8:30 AM  
Nov. 25 & 26 Closed in observance of Thanksgiving  
Nov. 30 Business with Breakfast hosted by Torrington  
Savings Bank – 8 AM

### *Save the Date*

**Job Fair**  
Date and Location TBD

**Hope for the Holidays – Nov. 29 – Dec. 24**  
FM 97.3 WZBG and the Chamber  
December