

# The CW REPORT

Empowerment through Employment

Winter 2009

**CW Group, Inc.** is a nonprofit corporation with the mission of creating employment opportunities for persons with disabilities and other challenged populations, as well as supporting and assisting small businesses.

It is comprised of three subsidiaries:

**CW Resources,**  
**Connecticut Enterprise Center**  
and  
**CW Enterprises.**

**In this issue:**

<b>CW Resources</b>	
CW Stays True to Its Mission	1
A J Wright Selected as Employer of Year	2
Food Service Adds Meals Post Traumatic Stress Disorder	3
<b>Connecticut Enterprise Center</b>	
What is a Business Incubator?	4
Rebuilding Together New Britain	4

## CW Stays True To Its Mission



From left, Brenda Pajor, Alix Capsalors, Bill Blonski and Ron Buccilli, celebrate as the first 28,000 pound shipment of Maxwell House Coffee is loaded onto trucks. U.S. soldiers in Kuwait are now enjoying this coffee produced by CW clients.

CW Resources' mission is to serve the needs of persons with disabilities and the socio-economically challenged through the creation of integrated vocational training and employment opportunities. To this end, CW actively looks for jobs and creates employment opportunities whenever possible.

In today's world of economic uncertainty, employment is on everyone's mind. For those with a disability, it can be even more difficult. According to the Disability Funder's Network, the unemployment rate for persons with disabilities is ten times higher than that of the nation as a whole.

To create more jobs CW began looking into an array of possibilities more than four years ago to replace our powdered milk business. We

were looking for a dry food product that could be run on our dormant machines and get our River Valley Products plant back up and running once again. After much research, it was decided that coffee was the ideal product because of its broad appeal and the volume consumed.

We zeroed in on the 39 ounce resealable bags for the military and 6 ounce filter packs for the field troops as these items best suited our machinery. After two long years, with the help of John Steenberge from the Defense Supply Center Philadelphia and NISH, a national nonprofit agency designated by the Committee from People Who are Blind or Severely Disabled, CW developed a partnership with three commercial coffee suppliers: Kraft (Maxwell House), Sara Lee and S & D Coffee.

Two more years went by while the co-branding, pricing and approval from The Committee for Purchase from People Who Are Blind or Severely Disabled, a Federal government agency, were worked out and our items were placed on the federal procurement list. Before any coffee ever arrived at



Side panel of Maxwell House coffee bag showing our collaboration.

....See *Coffee* on page 2

## *A J Wright Selected as Employer of Year*



*From left, Ron Buccilli, CW President, Don Murry, AJ Wright Manager accepting the award and Dawn Santilli, CW Team Leader.*

The 2008 New Britain Commission on Disabilities Employer of the Year Award went to AJ Wright, a new retail store in the city. CW Resources nominated them because they were willing to give persons with disabilities a chance at employment, for looking at the ability and not the disability and for treating all workers with the respect and dignity they deserve.

AJ Wright took four CW clients for a situational assessment, a trial employment to evaluate a client's work skills. They also carved out a position for one person and gave a number of high school students in our school to work program an opportunity to explore different jobs in the retail field.

Congratulations AJ Wright on a well deserved honor.



*Nearly 200 CW Elderly Nutrition Program volunteers were honored at a dinner at the New Britain Senior Center. CW Senior Cafes are located in New Britain, Berlin, Bristol, Plainville, Southington and Terryville.*



*....Coffee from page 1*

our CW River Valley Products plant on Production Court in New Britain we had to go through many audits to satisfy our partners that procedures and all safety systems were in place. Fortunately, the plant had already been dairy certified and had Total Quality System Audits in place.

Finally, on November 2, 2008 it was announced in the Federal Register that we were on the procurement list. No sooner were we on the list than we began receiving orders thanks again, in great part, to John Steenberge from the Defense Supply Center Philadelphia (DSCP) and his advance communication. Our first two orders, which just happened to be Maxwell House product, were shipped by the end of that month to Kuwait.

Since then orders are coming in at a faster pace than originally expected. This month we will be packaging coffee for Sara Lee that will be going on our navy ships out of Norfolk, VA. Alix Cap-salors, CW Vice President of Production and the individual who has spearheaded this project, is very pleased. "We have been in production only six weeks and are already surpassing our expectations. We look forward to reaching full capacity sometime later in the new year."

Currently, CW is employing approximately 15 persons at our new production plant. The goal is to have 30 or more individuals employed when we are fully up to speed.

Has the four years of intense and many times frustrating work been worth it? Just ask one of the people employed there. Heather is thrilled with her job. She knows that this is a good steady job that will train her for the years ahead and is happy to be making good money. "I love my job. It makes me feel good to be able to work and earn my own money," she said. This is what CW is all about — creating job opportunities.



*Carlos greets Santa at CW's West Hartford holiday party.*

## *CW Food Service Division Adds 1,000 Meals*



*Workers packing hot meals that have just come out of thermalization units in background.*



*Prepping cold food items on site in Springfield.*

Imagine preparing, cooking and delivering 7,000 meals throughout Connecticut and Southwestern Massachusetts each and every day. That's what CW's Food Service Division does out of their kitchens in New Britain. One thousand of those meals are for the Greater Springfield Senior Services Elderly Nutrition Program, a new contract as of October of this year.

The meals are delivered each evening to a CW facility in Springfield in a refrigerated truck. In the morning the meals are put into thermal units to heat. These six thermalization units are specifically manufactured to reheat food in a slow process taking 1 1/2 to 2 hours, ensuring quality and providing the correct temperature. Desserts, fruits and some cold food items are also prepped there on site. The meals are then picked up for delivery to the homebound and more than a dozen senior café sites in Greater Springfield.

This is not the first contract outside of Connecticut. The WestMass ElderCare Program in Holyoke, MA is a similar type of contract that has provided 1,000 meals each day since 2005. "The Holyoke contract helped pave the way for the Springfield one. We now are more familiar with the area and local food preferences. CW was also lucky enough to be able to hire the former food manager, Kathy Kennedy. This has made a much smoother transition," said Steve Sutcliffe, Food Service Manager.

CW's investment in thermal units, vehicles and a facility is an investment in our mission of employing persons with disabilities and other challenged individuals. CW's Food Service Program began in 1976 as an opportunity to train persons with disabilities to work in the food service field. The food was prepared at an old school and employed maybe five people. Now, more than eighty people work in our kitchens cooking, prepping and plating meals. Hundreds more, including many of our clients, help in the delivery process.

And there's room for growth. Feeding the homebound and elderly at senior cafés sites is still an expanding field as our population ages and CW has the knowledge and experience to grow with it.



## *Post Traumatic Stress Disorder*

Post Traumatic Stress Disorder (PTSD) occurs in certain individuals who experience a traumatic event which may involve a threat of harm, danger or death. It sometimes occurs when a person witnesses violence or an accident, natural disaster or other attack. Soldiers who experience combat sometimes develop PTSD.

Other instances that might trigger PTSD include living in a combat area, experiencing physical or domestic abuse or rape, or surviving a life-threatening injury, illness or natural disaster. Any event that causes fright, helplessness or terror can trigger PTSD.

The resulting stress after such an event is an anxiety disorder. Symptoms of PTSD include sleep problems, nightmares, flashbacks, panic attacks or feelings of guilt, detachment or paranoia. Flashbacks are troubling, realistic memories of the traumatic event which can result in impairing a person's ability to function on a daily basis.

Some victims may experience extreme anxiety that the traumatic event is recurring. Others may be unable to talk about the event or feel unable to express feelings or emotions with those unrelated to the tragedy. Another symptom is extreme tension which can cause anger or irritability. Other symptoms include having an unexplainable fear, becoming easily startled or experiencing difficulty with concentration.

Someone experiencing PTSD symptoms for over a month should seek help from a mental health professional or medical doctor. Counseling, drug therapy and relaxation therapy are effective forms of treatment.

## *What is a Business Incubator?*

Business incubation is a business support process that accelerates the successful development of start-up and fledgling companies by providing entrepreneurs with an array of targeted resources and services. A business incubator's main goal is to produce successful firms that will leave the program financially viable and freestanding. These incubator graduates have the potential to create jobs, revitalize neighborhoods, commercialize new technologies and strengthen local and national economies.

CW Group, the parent of CW Resources, runs a nonprofit business incubator called the Connecticut Enterprise Center (CEC). The 40,000 square foot facility is located within the CW headquarters building in New Britain and is a mixed use facility. That means that it services a variety of different kinds of businesses, from light manufacturing to food processing to technology.

CEC offers its tenants a supportive, professional environment in the New Britain Enterprise Zone. This is a specific geographic area targeted for economic revitalizing by using tax advantages and incentives to businesses. Other amenities are shared common space including receptionist, meeting rooms and a shipping & receiving department. An expandable on-site work force is available if or when needed.

Currently, there are two spaces available, each about 1,500 square feet. For more information contact Ron Buccilli, CW Group President, at 860-229-7700 or rbuccilli@cwresources.org.

CW Group, Inc. Headquarters  
200 Myrtle Street  
New Britain, CT 06053

The CW Report is published quarterly by CW Group, Inc. Contact Joan Rhinesmith, editor, with any comments or suggestions.  
860-229-7700  
jrhinesmith@cwresources.org



## *Rebuilding Together New Britain Moves into CEC*

Rebuilding Together New Britain is a volunteer based nonprofit that helps low income homeowners, particularly the elderly, disabled and families with children, with home repairs that they are unable

to physically or financially manage on their own. This fall they found themselves looking for a new home that could accommodate their needs and turned to the Connecticut Enterprise Center (CEC).

CEC's traditional tenants are entrepreneurs. They run small or start-up businesses and benefit from the nurturing that a business incubator can offer. In this case, the business is not a start-up and is tied into a national organization with over 200 affiliates nationwide, seven of which are in Connecticut. What it does offer is community awareness, activism and pride. A portion of CEC's mission is to improve the economy in an economically depressed area. This fits in, along with improving the lives of challenged individuals, with what Rebuilding Together New Britain is all about.

Founded in 1992 as Christmas in April it was renamed in 2003. Originally they confined themselves to one rebuilding day each year, but now run a year round program. Since its inception they have repaired and revitalized more than 340 homes for low income New Britain homeowners allowing them to continue to live in warmth, safety and independence.

As an aside, CW Resources has provided volunteers to the program each year since 1992 and has assisted in the coordination of each home revitalization. CW has partnered with employees from the City of New Britain for many years and look forward every year to working together again.

Kathi Brummett, Rebuilding's Executive Director, said, "We're still working on settling in, but everything is really shaping up to becoming the professional, functional and efficient office space that we planned. We're quite comfortable here; the other tenants are friendly and have made us feel welcome. We know that we made the perfect move and look forward to "showing off" Rebuilding Together New Britain's new HOME!"

We're on the web!  
cwresources.org