

CT Main Street Success Stories

Main Street Entrepreneur

Herman Todd
Living Word Imprints
Hartford CT



Herman Todd, President of Living Word Imprints, immigrated to Hartford from St. Ann, Jamaica in 1979 as an accomplished electrical engineer. Prior to coming to the United States, Herman worked for the U.S. Navy as a fire fighter in Guantanamo Bay, Cuba. Upon his arrival in Hartford, he joined the IBEW and spent over 20 years working on projects throughout Connecticut.

An entrepreneur at heart, Herman explored various business opportunities before starting an import/export business. After reconnecting with his Christian faith, he began to explore methods of bringing the Christian message to the public without knocking on their doors. **In 1995, Living Word Imprints was born in the basement of his Hartford home with a 4-color press, a flash unit and a few inspired designs.**

The business quickly outgrew its rudimentary beginnings and was moved to a newly built garage. With the additional space, Herman set out to build new equipment. What he was not able to build, he purchased. These added machines brought all phases of production in-house, allowing for faster turnaround and better quality at the best prices possible. **Within 6 years, Living Word Imprints expanded its offerings to include a full line of clothing, signs, banners, posters, promotional items and uniforms.**

The growing business quickly outgrew the garage space and Herman knew it was time to look for storefront commercial space. In exchange for reduced monthly rent, Herman agreed to finish the interior of 450 Homestead Avenue, including gutting the space, stripping the floors and installing all electrical and plumbing work. Living Word Imprints now has two production rooms and a showroom for customers. With the addition of a 6-color automatic screen press, Herman is now focused on reviving his pre-print shirt line. **The increase in sales through the pre-print line and e-commerce products enabled Herman's business to be debt-free by 2009!**

Herman Todd and his business has been a participant in Upper Albany Main Street's Micro Business Incubator Program since its inception, having worked with University of Hartford - Barney School of Business students in financial literacy, business planning, loan packaging, website building, on-line banking, merchandising and marketing. He is an active member of the Upper Albany Merchants Association, the Blue Hills Civic Association, and Upper Albany Main Street where he serves on the organization's Board of Directors.



At Connecticut Main Street Center we help inspire great Connecticut downtowns, Main Street by Main Street. We serve as the champion and leading resource for vibrant and sustainable Main Streets as foundations for healthy communities.

