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# Longtime Local Businessman Offers Fairfield A Deal

Roger Boroway, a softball Hall-of-Famer and Fairfield business owner, believes in the beauty of bartering.

**Jarret Liotta**, Patch Contributing Writer 

Posted Tue, Aug 24, 2021 at 3:48 am ET Updated Tue, Aug 24, 2021 at 3:55 am ET

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Hall-of-Famer Roger Boroway shares a shot of his softball teammates. (Jarret Liotta/Patch)



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FAIRFIELD, CT — Once upon a time, Roger Boroway, of Trumbull, brought his daughter, Brianna, to dinner in Fairfield, where she was taken aback to see how many people shared greetings with him.

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"Dad, are you famous?" she asked.

"Of course I lied and said, 'Yes!'" Boroway remembered.

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But fame is relative, and amid the business community of Fairfield, in particular, Boroway is a well-known and well-liked personage.

Owner and operator of the Fairfield-based branch of Itex — a unique bartering chain with 50 offices throughout

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Up until 1976, as a young man he traveled to different locations throughout the region selling his wares out of his car. Then, by chance, he found the space that formerly housed The Cosmetic Jeweler, and bought it, operating Midas until March 27, 2014, when a fire put him out of business.

Around 1990, however, Boroway also began with Itex, continuing that venture to date, with several employees working out of the Post Road office.

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"It's strictly for business owners," he said, noting that, in essence, Itex operates like a bank.

Clients bring particular wares to the venture and have an account that determines the amount of their worth in terms of barter. They're then able to utilize their balance for goods and services, ideally finding significant cost savings in the process and opportunities through barter they might not otherwise realize.

"We're a bank ... I have people's barter dollars right in my computer," Boroway explained, noting their network includes thousands of businesses around the country and deals in a wide range of services and goods.

"We trade goods and services for goods and services," he said.

Robert Morelli, trade director with Itex, noted that the first bartering was done in Roman times.

"Everyone's eligible," he said, explaining that reciprocal bartering has benefits for all businesses, regardless of their focus.

On Boroway, Morelli offered nothing but praise.

"He's a great guy," he said. "He'll give you the shirt off his back."

But Boroway's fame has not been confined to Fairfield's business sector. Those familiar with men's softball will note that he is also a Hall of Fame pitcher who, at age 78, continues to play his favorite sport.

"I didn't realize how much I missed it," he said, having just gotten back on the field after the pandemic sidelined his over-50 team for more than a season.

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"For about 10 years we were pretty dominant," he said.

Other interests for Boroway include his adoration for vintage cars, of which he owns 19, including a righteous mix from the 1950s and 1960s.

In fact, he and a friend are getting together a new storage and restoration business, he said, soon to come online in Trumbull.

Asked how he manages to do so much — though some might argue he is past the typical age of retirement — Boroway points out that it's all in one's head.

"It's up here," he said. "It's all mental ... I'm in good shape (and) I enjoy meeting people, talking to different people."

There seems to be no point in even thinking about slowing down, he said.

"He's a great guy," noted Hilda Salerno, his office manager. "He's really out to help business owners, to help them find solutions where they don't have to spend cash."

"They really enjoy working with Roger," she said. "He's a stand-up guy."

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Fairfield, CT

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Fairfield, CT

**Greenfield Hill Farmers Market**

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Sat, Oct 23, 2021 at 10:30 AM

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### **FINE ART OPENING RECEPTION: Conversations with Miggs Burroughs and Oksana Tanasiv**

Sat, Oct 23, 2021 at 6:00 PM



### **The Shakespeare Renaissance Festival**

Sun, Oct 24, 2021 at 10:00 AM



### **Unitarian Universalist Worship Service: 10 AM in person and on ZOOM**

Sun, Oct 24, 2021 at 10:00 AM



### **The Third Annual Oddities Bazaar**

Sun, Oct 24, 2021 at 12:00 PM



### **Chamber Music Klezmer Concert**

Sun, Oct 24, 2021 at 3:00 PM



### **Breaking Out of “The Man Box”: National Writer Mark Greene to Speak at Trinity Spiritual Center**

Sun, Oct 24, 2021 at 3:00 PM



### **The Accidentals and Sawyer Fredericks Kick Off Voices Café’s 11th Season**

Sun, Oct 24, 2021 at 7:30 PM



### **10th Fairfield Restaurant Week**

Mon, Oct 25, 2021 at 9:00 AM

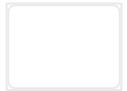


### **November 15th, 16th "Live" Virtual CT Real Estate Licensing Classes!**

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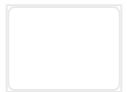
Tue, Oct 26, 2021 at 6:00 PM

**Opening Reception For "When Caged Birds Sing"**

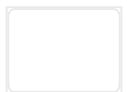
Thu, Oct 28, 2021 at 6:00 PM

**Seven Acres Montessori Virtual Prospective Parent Event**

Fri, Oct 29, 2021 at 9:00 AM

**Anna & Raven Jaguar Land Rover Fairfield Trick or Treat Day**

Sat, Oct 30, 2021 at 10:00 AM

**Halloween Psychic Fair**

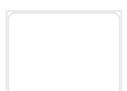
Sun, Oct 31, 2021 at 10:00 AM

**The MindFlex 5-Day Cleanse**

Sun, Oct 31, 2021 at 6:00 PM

**King School Lower School Open House**

Sun, Nov 7, 2021 at 1:00 PM

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Fairfield, CT | Local Post | 2d

**Anna Bybee-Schier**, Patch Staff

The holiday season is fast approaching, and that means many of us will welcome out-of-town visitors. What's the first place in Fairfield you have to show off to out-of-towners?

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Fairfield, CT | Neighbor Post | 3d

 **Michael Tresca**, Neighbor

BSA Troop 90 is pleased to announce the recent completion of an Eagle Scout Project by Andrew Cimmino! Andrew's Eagle Project collected and donated gently used sporting equipment to the Youth Group of St. Charles Parish in Bridgeport, CT. Over 230 items were generously donated by troop families and members of the community. Additionally, Andrew led a team of [Read more](#)

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 **Susan Wholley**, Neighbor

Come to the one and only Fairfield Warde flea market this Sunday, October 24th.

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Fairfield, CT | Local Question | 3d

 **Holly P**, Neighbor

\*FREE SCRAP\* Does anyone want a free dryer to scrap? It's infront of the house on the street. 66 Rosemere Ave - first come, first served! PLEASE do not knock on the door. ☺ Happy scrapping.

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Fairfield, CT | Neighbor Post | 4d

**Heather Adams**, Neighbor

J-Connect Mentoring is a unique program through Family Reentry, which partners with the Juvenile Justice Mentoring Network, a state-wide initiative to provide mentoring support to youth involved in the juvenile justice system, or who are at-risk for becoming involved. Research indicates that youth engaged in a consistent mentor relationship can develop a positive adult-youth connection which helps to foster resiliency

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 **Sarah Karlson**, Neighbor

My partner and I want to give back to the community, so we created a non-partisan, non-profit website for Fairfield voters. It's called Know Your Reps (KnowYourReps.org). Town elections are November 2nd, and there are 114 candidates running for 70 different positions! Know Your Reps has profiles of EVERY candidate running, as well as a super-handy page explaining the structure of our

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 **Rich Salter**, Neighbor

Looks like there is a big movie production being set up in South Benson Marina back near the boat launch/dog park area.

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 **Alla Ionescu**, Neighbor

Happy Hands Art & Pottery is HIRING

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 **Fran Cormier**, Neighbor

Helene Daly was selected as the 2021 Yvette Mac Donald Award recipient at a recent Greater Fairfield Board of REALTORS meeting. Chairman, Kaitlyn Walsh presented the award. Recipients are selected for their outstanding involvement in Board activities and community involvement. The Yvette MacDonald Award is named after Yvette MacDonald, a past president of the Greater Fairfield Board of REALTORS®, with the first

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**Mark Plotzky**, Neighbor

Stamford Mayoral Candidates' Debate

TUESDAY, OCTOBER 19 AT 7 P.M.

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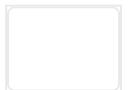
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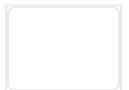


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**Know Your Reps (knowyourreps.org) Fairfield voter guide**



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**Smoothie And Tea Bar Opening In Fairfield**

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