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CHAMBER OF COMMERCE**

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2016 Volume 2 • Business Advocacy Since 1924

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IT'S YOUR BUSINESS

.....
CONNECTIONS FOR SUCCESS

42ND ANNUAL PREMIER GOLF OUTING

TUESDAY, JUNE 7th @ 9AM

Join us! See page 3 for the details.



SAVE THE DATE
LOBSTERFEST
Wednesday, July 13th



Longfellow's Wayside Inn, 72 Wayside Inn Road, Sudbury, MA 01776

5:30 PM - 8:00 PM

Enjoy a relaxing summer night filled with
delicious seafood, entertainment, and more!



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PRESIDENT'S UPDATE - JUNE 2016

Picture Courtesy of David Fox Photography



Time to Boost Your Business! You could spend hundreds, if not thousands of dollars, in advertising to get the message out about your company's products and services. The Marlborough Regional Chamber is here to help promote, support and guide you and your company. Your Chamber continues to attract business and recruit new members. We are continually looking for ways to create better events, along with strategies, programs and services that promote a favorable business climate.

Think of all the possibilities: attend multiple networking opportunities at breakfast, lunch meetings, and events, volunteer your time for committees to raise your profile and connect with many others, participate in educational seminars, sponsor the Business Card Wall which is seen by everyone who comes into the Chamber offices (more than 100 per week), sponsor major events exposing your company to many more people, Business Expo display space – the list goes on and on.

Like anything else, in order to maximize the results of your Chamber membership, you need to take advantage of a few of these simple steps; attend monthly networking events, send an email blast to all the Chamber contacts, have your business cards up on the business card wall, or even take advantage of the low cost advertising in the Chamber's Guide, to promote your business. The more your message is seen in person or by sponsoring an event, the more you will be known. Visibility is the key. We want to watch you thrive and celebrate your success!

LEVERAGE your membership in the Marlborough Regional Chamber of Commerce. Get more involved! Stimulate the positive force in your business and community that lays the groundwork for economic prosperity! Isn't that the type of organization we would all like to be associated with? The good news is that **YOU ARE** part of that group and we want you to continue to be an active participant, so that you continue to prosper and succeed!

Remember, "The World is Run by Those Who Show Up!" I look forward to seeing you at the next Chamber event!

~ Susanne Morreale Leebler, CCE, IOM ♦ President & CEO ~

STAY INFORMED & KEEP IN TOUCH

The "It's Your Business" newsletter publication is from the MRCC: Marlborough Regional Chamber of Commerce. Celebrating over 90 years of service!

ADDRESS: 11 Florence St., Marlborough, MA 01752

PHONE: 508-485-7746

WEBSITE: www.marlbroughchamber.org

EMAIL: marlcham@marlbroughchamber.org



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2015 BUSINESS AWARDS RECIPIENTS

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BOSTON SCIENTIFIC

SMALL BUSINESS OF THE YEAR
OLIVE GARDEN ITALIAN RESTAURANT

CUSTOMER SERVICE OF THE YEAR
DAVID AND DARLENE WELCH OF MINUTEMAN PRESS

MARLBOROUGH SPIRIT AWARD
ST. MARY'S CREDIT UNION

MARLBOROUGH GREEN AWARD
ENERGY EFFICIENCY & SUSTAINABILITY CONSULTING

ROOKIE OF THE YEAR AWARD
JOE DON RICHARDSON OF TURNING POINT IMAGES

LIFETIME ACHIEVEMENT AWARD
JOSEPH VALARIOTI OF CENTRAL AUTO REBUILDERS, INC.

AMBASSADOR OF THE YEAR
MARIA BENTLEY, MURPHY INSURANCE

PRESIDENT'S AWARD FOR OUTSTANDING MEMBER
LUCY SERVIDIO
CAPACCIO ENVIRONMENTAL ENGINEERING, INC.

Pictured Below: Photos from the Business Awards Evening



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Bruce Saluk P.E., P.L.S.
President
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Marlborough, MA 01752

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Bruce@Salukassoc.com
Salukassoc.com

2016 CALENDAR OF UPCOMING EVENTS

JUNE 2016

June 7 (Tuesday) – 42nd Annual Golf Tournament. 8:00 am registration. 9:00 am Shotgun start. Marlborough Country Club, 200 Concord Road, Marlborough, MA 01752. Cost \$185 per person. \$720 Foursome. Entry fee includes: Green fees, Cart, Continental breakfast, Dinner, Awards, Auction & Raffle. Be a Tee & Green Sponsor for \$165 or Cart Sponsor for \$75. Registration is required.

June 7 (Tuesday) – Post Premier Golf Open Networking Dinner. 2:30pm at the Marlborough Country Club, 200 Concord Road, Marlborough. Cost \$35 per person. This event includes dinner, networking, raffles/silent auction, & more! Registration required.

June 9 (Thursday) – Business After Hours Scholarship Evening. 5:30 – 7:30. Hosted by Wayside Athletic Club, 80 Broadmeadow Street, Marlborough. This event is free to Chamber Members & guests. Registration is required.

June 17 (Friday) – Third Friday Eye Opener Networking, 8:00 AM – 9:00 AM, Chamber Conference Room, 11 Florence St., Marlborough. The Chamber hosts an orientation to the Chamber. Event is free to current members, past members & future prospective members.

June 22 (Wednesday) – Wayside Run for Fun 5K. Race starts at 6:30. Hosted by Wayside Athletic Club, 80 Broadmeadow Street, Marlborough. To register go to www.firm-racing.com

June 23 (Thursday) – RisingYoung Professionals Joint Chamber Business After Hours. 5:30 PM. – 7:30 PM. Hosted by the Rising Young Professionals at Employment Options, Inc. 82 Brigham Street, Marlborough 01752. This event is only \$20. Registration is required.

JULY 2016

July 5 (Tuesday) - First Tuesday Business Talks. 9:00 AM – 10:30, Main Street Café, 182 Main St., Marlborough. Event is free to current members, past members & future prospective members.

July 13 (Wednesday) - Annual Lobster Fest, 5:30 PM to 8:00 PM, Longfellow's Wayside Inn, 72 Wayside Inn Rd, Sudbury. \$60 per person. Register online marlboroughchamber.org

July 15 (Friday) – Third Friday Eye Opener Networking, 8:00 AM – 9:00 AM, Chamber Conference Room, 11 Florence St., Marlborough. Event is free to current members, past members & future prospective members.

July 25 (Monday) – President's Luncheon, 12 Noon – 1:00 PM, Chamber Conference Room, 11 Florence St., Marlborough by invitation only.

To register for any of these events, or to find out more information, please call or email the Chamber.

JOIN US!



JOIN US FOR OUR ANNUAL
BUSINESS AFTER HOURS
AND SCHOLARSHIP AWARDS CEREMONY

THURSDAY, JUNE 9TH | 5:30 - 7:30 PM



Wayside Athletic Club,
80 Broadmeadow Street,
Marlborough, MA 01752

PLEASE JOIN US AS WE RECOGNIZE THE FIVE DESERVING STUDENTS WHO WILL RECEIVE THEIR \$1,000 SCHOLARSHIPS! A BARBECUE WILL FOLLOW THE EVENT - COMPLIMENTS OF WAYSIDE ATHLETIC CLUB.

THIS EVENT IS **FREE** AND OPEN TO ALL.

To register please contact the
Marlborough Regional Chamber of Commerce:
www.marlboroughchamber.org
(508) 485-7746
marlcham@marlboroughchamber.org
Registration for this event is required.



WAYSIDE ATHLETIC CLUB
RUN FOR FUN 5K



WEDNESDAY, JUNE 22 | 6:30 PM
80 BROADMEADOW STREET, MARLBOROUGH

This 32 mile run/walk is a great family event. The race concludes with a poolside Dj, barbeque and awards ceremony for all participants. Proceeds from the race benefit the Marlborough Regional Chamber of Commerce's Scholarship fund which annually awards five \$1,000.00 scholarships to students from the surrounding communities.

To register go to
www.firm-racing.com



MRCC AROUND TOWN EVENTS



Pictured Above: Assabet Valley JRROTC at St. Patrick's Day Party at Bell Marlborough



Pictured Above: Program & Event Coordinator Jackie Smith & Linda Vissat Membership Director at the St. Patrick's Day Party at Bell Marlborough



Pictured Above: Health & Wellness Expo at ForeKicks Marlborough



Pictured Above: Folks from EES at St. Patrick's Day Party



Pictured Above: Maria Bentley, Murphy Insurance at the St. Patrick's Day Party at Bell Marlborough



Pictured Above: Health & Wellness Expo at ForeKicks Marlborough



Pictured Above: St. Patrick's Day Party at Bell Marlborough



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Pictured Above: DruMais Hair Salon Night at the Spa event



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AMBASSADOR SPOTLIGHT: STEVE LUTCH

THE POWER OF NETWORKING!

My Two Cents.

When you belong to the Marlborough Regional Chamber of Commerce, networking is the best form of advertising with the exception of word of mouth advertising. As Rick Robinson of Capstone Home Inspections, Inc. often says, "It's who you know, like, and trust."

There is no big secret to it. You need to be an active listener when attending any networking event. Don't just talk to the person. Listen to what he or she is saying. What do they do, and how long have they been in their field? What do they enjoy most about their vocation? It is important to get to know people.

Last year was my best sale year ever. It was a combination of referrals I obtained from my home office, referrals from the Chamber and from my various networking activities. It is also important to have a good team backing you up. I have been fortunate in that regard. Meeting new clients has always been interesting to me. I enjoy meeting people from different backgrounds. I learn something new every time I meet someone at a networking event.

My two cents is to get out there and meet people. As Rick Levin, of ServPro points out, "Don't think about the commission." Think about meeting a new person. "If you do that, everything else will fall into place," as my favorite college professor once told us back in the last century.

Good selling to you all!

Steven Lutch
Promotions Counselor
S&L SALES



**Pictured Above: Our Brand New
Outdoor MRCC Sign!**



Kristen Culver
Independent Beauty Consultant
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MEMBER SPOTLIGHT: KRISTEN CULVER

My job as a Mary Kay Independent Beauty Consultant is to educate and serve my clients skincare needs, in addition to the fabulous color products we're known for. I value good relationships and networking, not just with my clients but with other businesses around me.

Joining the Marlborough Regional Chamber of Commerce was a happy accident, as I had been shopping around several groups at the time. (I had recently joined a networking group the year before and one piece of advice I was given was find a good Chamber to be a member of.) After speaking with Linda and Susanne I knew I had found a great Chamber! As a "one woman show" I had to choose my memberships wisely as to not spread myself too thin. Marlborough is at a major crossroads of Massachusetts and allows me to have connections with people from the metrowest and out to Worcester.

It was in my second year as a Chamber member that I truly embraced my membership by participating in more of the Chamber's events. Now I can recognize many faces and give good referrals as I've taken the time to get to know my fellow Chamber members over the past 2 years.

Kristen Culver

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Cost: \$20.00

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Matthew Parello and Ronald Parello owners of
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Bruce "Two Dogs" Bosum,
Councilor of Tribal Council



Grand-Opening of Jersey Mike's



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NEW MEMBERS WITH AMBASSADORS



Ambassador Nina Sable welcomes Janice Connelly & Millie Roper from The Overlook at Lake Williams



Ambassador Jeremy Cohen welcomes Michelle St. Michael from Rhodes Realty Associates



Ambassador Sandi Barrett welcomes Skinner's Emerson Tuttle and Lindsey McDougall



Ambassador Rick Levin welcomes Gary Goldman, owner of Mr. Pothole Man



Ambassador Rick Levin welcomes Alex Cappella of Advance Auto Parts



Ambassador Sandi Barrett welcomes New England Baseball Complex & Peter Batchelder



Ambassador Steve Lutch welcomes Kelly McCausland of Prana Recovery Centers Inc.



Linda Vissat welcomes Josephine Banigo of Victoria Counseling Services



Ambassador Nina Sable welcomes Arlon Brown of SVN Parsons Commercial Group



Ambassador Maria Bentley welcomes Matt Dykeman of Best Practice Energy



Ambassador Steve Lutch welcomes Barbara Natoli of Applied Behavioral Associates



Ambassador Mike Pascarella welcomes Catherine Dressel of New York Life Insurance



Ellen Goodman welcomes Clint Chalk of All Star Sports Academy



Ambassador Maria Bentley welcomes the team at Jersey Mike's Subs



Ambassador Jay Paranjape welcomes Matt Parello of Downtown Dance Center



Ambassador Steve Lutch welcomes Keith Salerno of Salerno Construction

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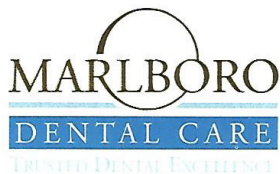
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BUSINESS CARD WALL ADVERTISING OPPORTUNITY

**WHAT YOU GET:**

Your name, business card, or company logo is displayed in lobby on the large poster beside the MRCC Business Card Wall for only \$75 for one month.

WHY YOU SHOULD:

It increases the visibility of your business and its name. Shows you are an active member of MRCC. Increases potential for new business from people walking into the Chamber office. Fantastic way to promote and publicize your business and get referrals.

For more information contact the Chamber office: 508-485-7746.

EAO: EMAIL ADVERTISING OPPORTUNITY PROGRAM



THE EAO PROGRAM is a marketing opportunity for our members to directly promote their information to all Marlborough Regional Chamber of Commerce members and non-members via a single email blast.

You will have the opportunity to communicate directly with this affordable and effective marketing tool. Research shows that repeat marketing is more effective!

FEATURES:

- We will send emails on your behalf to promote your business, offer a new service, post a job, launch a new promotion, advertise a special offer or any other information you would like our members to know about.
- This is a single email blast that will be sent to our entire membership.
- This email will be sent out on Tuesdays or Thursdays only. It is your choice of which day and dates the email will be sent out.

COST:

- The cost of one email blast is \$149.
- The cost for 2 will be \$250.
- Special: Package of 6 for \$600.

PAYMENT INFORMATION:

- When your advertisement is received and your date(s) have been confirmed, we will accept either check, cash, or credit card in advance.

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- Provide us with EXACTLY what you want in the "subject line" of the email.
- Please email created advertisement in PDF file only to amangsen@marlboroughchamber.org.
- Provide contact information: company name, contact and phone/email.

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www.itsEESy.com/metrowest

***Please note the EAO Program will be on a first come, first serve basis. Limited space is available, so plan ahead! Submission deadline is a minimum of two weeks prior to email ad request date. To reserve your EAO please contact the Marlborough Regional Chamber of Commerce office: (508) 485-7746 or marlcham@marlboroughchamber.org

LIST OF NEW MEMBERS: FEB 2016 - APRIL 2016

Advance Auto Parts

Alex Cappella
19 Brigham Street
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Customers Bank

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One International Place
26th Floor
Boston, MA 02110
(617) 443-1121
www.CustomersBank.com
Banks & Credit Union

Forever Slender

Maria Martin
109 Andrew Ave., #103
Wayland, MA 01778
(508) 733-4370
www.foreverslender.org
Health - Fitness & Recreation Clubs

Hilton Garden Inn Boston/Marlborough

Donna Libby
170 Forest Street
Marlborough, MA 01752
(508) 450-2657
www.hiltongardeninn.com
Hotels & Motels

Jersey Mike's

Bethany Seidel
44 Boston Post Road
Marlborough, MA 01752
(508) 485-5940
www.jerseymikes.com
Caterers

Miracle Ear

Michele Merolla-Serating
286 Main Street
Suite 3A
Marlborough, MA 01752
(508) 460-3821
Hearing Education

Modular Cleaning Concepts LLC

Luiz Thomaz
241 Boston Post Road West
1st Floor
Marlborough, MA 01752
(508) 658-0303
www.cleanwith.us
Cleaning - Commercial & Industrial

New England Baseball

Peter Batchelder
333 Southwest Cutoff
Northborough, MA 01532
(603) 321-1720
www.newenglandbaseball.com
Baseball Complex

Orangetheory Fitness

Denielle Caron
40 Boston Post Road W
Marlborough, MA 01752
(508) 762-1808
www.orangetheoryfitness.com
Health - Fitness & Recreation Clubs

Porch Conversion

Erik Maki
PO Box 175
Lancaster, MA
(978) 733-0066
www.porchconversionmassachusetts.com
Home Improvement -- Windows, Siding,

Prana Recovery Centers Inc.

Kelly McCausland
PO Box 376
Marlborough, MA 01752
(978) 580-0631
www.pranarecoverycenters.org
Organizations - Health & Human Services

Rhodes Realty Associates

Michelle St. Michael
119 Dudley Road
Berlin, MA 01503
(978) 660-9242
www.michellestmichael.net
Real Estate & Realtors

Riverview Hudson Portuguese Club

Fernando Melo
13 Port Street
Hudson, MA 01749
(978) 567-1929
www.riverviewhpc.com
Function Hall

S2S Performance Consulting

Sharon Decker
146 Bolton Street
Marlborough, MA 01752
(774) 249-5687
Business Consulting

Salerno Construction

Keith Salerno
361 Berlin Road
Marlborough, MA 01752
(508) 873-0099
www.salernocontracting.com
Construction

The Overlook at Lake Williams

Richard Roper
PO Box 377
Marlborough, MA 01752
(774) 225-0666
www.overlookatlakewilliams.com
Real Estate - Condominiums



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