

MARLBOROUGHCHAMBER.ORG | BUSINESS ADVOCACY SINCE 1924

2016 VOLUME 3

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ANNUAL AWARDS RECOGNITION DINNER FOR 2016

SAVETHE DATE

BEST WESTERN ROYAL PLAZA 181 BOSTON POST ROAD WEST MARLBOROUGH, MA 01752 5:00PM TO 8:30PM

MARCH 22, 2017





December 2016

I would personally like to thank Bob Gustafson, 2016 Chairman of the **Board**, who successfully lead the Chamber this year, the Officers of the Board of Directors, the Directors, Ambassadors, the Committee members and Chamber members for all their support and participation in 2016. I would especially like to thank staff, Linda Vissat, Jennifer Campbell, Michelle Murdock and Stephanie Hirshon, who worked diligently to serve each member and follow the goals and initiatives set by the Board of Directors.

Join me in welcoming Frank Collins, as the 2017 Chairman of the Board of Directors. Frank is Regional President for Energy, Efficiency and Sustainability Consulting, the "go to" company for assistance with increased profitability and energy efficiency solutions. EES works with local utility companies to design and install energy systems and provide rebates among other systems.

2016 brought about many new programs and events. Your Chamber continually is creating and instituting programs that have but one goal, to benefit our members and our community. Each event exceeded our expectations.

Join me in thanking the sponsors and volunteers, including generous businesspeople who donate their time and resources. In 2016 more than 200 people volunteered to work toward making your Chamber the 495 Chamber of Choice. Without these business contributions, we would not have been able to provide all the valuable services to our members.

To quote a rotary sign that I recently viewed, "Volunteers are not paid because they are worthless...They are not paid because they are **PRICELESS!"** The wonderful people who sit at the front desk and greet you when you come in to the Chamber offices are all volunteers. They include: Jim Chaffee, Beth Whitman, Ellen Osgood, Diane Mason, Joan Gregoire, Joan Bertonazzi, Diane Halper and Linda Warren.

Please know that your Chamber staff is always accessible by phone or e-mail. If you have any questions, concerns, or ideas, I would enjoy the opportunity to personally speak with you. By keeping the Marlborough Regional Chamber of Commerce membership in your business plan, we will work together to continue to be You're Connection for Success in 2017.

Susanne Morreale Leeber, CCE, IOM

President & CEO

For complete Board of Directors list, visit www.marlboroughchamber.org.

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

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Why You Should Be a Member of MRCC*

Being active in the local chamber of commerce is an effective business strategy. It communicates to consumers that a company uses good business practices, is reputable, cares about it customers, and is involved in its community.

If a company shows that it is highly involved in its local chamber (e.g., sits on the chamber board), consumers are 10% more likely to think that its products stack up better against its competition.

When a consumer thinks more favorably of a company because the company is highly involved in its local chamber of commerce, it is because he or she infers that the company is trustworthy and cares about its customers.

When a consumer knows that a restaurant franchise is a member of the chamber of commerce, they are 68% more likely to eat at the franchise in the next few months.

When a consumer knows that an insurance company is a member of the chamber of commerce, they are 36% more likely to think favorably of the company.

When a consumer knows that a small business is a member of the chamber of commerce, they are 49% more likely to think favorably of it and 80% more likely to purchase goods or services from the company in the future.

The positive impacts of chamber membership have remained the same and even increased over time.

*A RESEARCH STUDY DONE BY THE SCHAPIRO GROUP, ATLANTA, GA 12/2012 UPDATED ON MAY 17.2016



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January 2017

January 3 (Tuesday) – First Tuesday Business Talks. 9:00 AM - 10:30 AM, Main St. Café, 182 Main St., Marlborough.

This small networking opportunity gives the attendee time to talk about issues and to find out what connections and resources can be utilized through the Chamber and its members. Event is free to current members, past members and future prospective members. Coffee free with breakfast purchase – compliments of Main Street Café.

January 20 (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. Existing, new and prospective members come together to learn about the many benefits and opportunities that the Chamber provides and hear a new networking topic each month. Event is free to current members, past members and future prospective members.

January 30 (Monday) - President's Luncheon, 12 Noon - 1:00 PM, Chamber Conference Room, 11 Florence St., Marlborough by invitation only.

February 2017

February 7 (Tuesday) – First Tuesday Business Talks. 9:00 AM - 10:30 AM, Main St. Café, 182 Main St., Marlborough.

This small networking opportunity gives the attendee time to talk about issues and to find out what connections and resources can be utilized through the Chamber and its members. Event is free to current members, past members and future prospective members. Coffee free with breakfast purchase – compliments of Main Street Café.

February 8 (Wednesday) – Tri-Chamber Business After Hours with Corridor Nine and Metro West Chambers. 5:00 – 7:30 PM. Marlborough Courtyard by Marriott, 75 Felton St., Marlborough.

Cultivate new connections with business leaders from the Route 9/Route 20/495 Region. Exchange business cards, ideas, and information. Enjoy great food and a cash bar. Cost \$20 for Members - \$45 for Non-Members. Registration is requested. Call 508-485-7746 or visit our website www.marlboroughchamber. org (snow date is Feb 9th)

February 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. Existing, new and prospective members come together to learn about the many benefits and opportunities that the Chamber provides and hear a new networking topic each month. Event is free to current members, past members and future prospective members.

Visit www.marlboroughchamber.org for our full calendar of events.



Linsey MacDougall

Marketing Programs Manager

Imacdougall@skinnerinc.com 508.970.3240

Skinner, Inc.

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www.skinnerinc.com



Patricia Teager Vice President Operations

www.forekicks.com

patteager@forekicks.com

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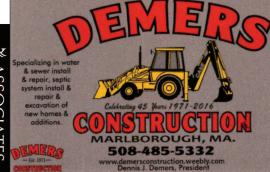
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women at lunch networking

There's a brand new program at the Marlborough Regional Chamber of Commerce this year: Women At Lunch Networking. This is a monthly luncheon held at one of our chamber member establishments where women can come to network, make new connections, talk about their business, and sample cuisine at one of our many member restaurants, hotels and cafes.

"It is a great way to get to know your chamber colleagues in an informal relaxed setting," said Chamber Membership Director Linda Vissat. "Luncheons are targeted to fellow women in businesses who want to expand their business connections, network with other women, and learn more about other chamber members."

The program was launched in August of 2016 and has consistently had between 30-35 women in attendance each month and the numbers are growing! In addition, registration is now open to

non-chamber members and guests, providing an excellent way for potential new members to meet and interact with other women. Attendees are asked to introduce themselves and share business cards.



"I love the women luncheons!" said Mary Kay Independent Senior Sale Director Rhona George. "I love seeing all the women I know and meeting new ones. Since I have customers, it often reminds them that they need something and so I often get orders. The more opportunities I get to see people, the better. I also like trying new places for lunch."

Space is limited for each event so advance registration and payment is requested and can be easily completed online on the chamber website. Networking begins at 11:30a.m. and lunch is served at 12:15p.m. Luncheon prices include a choice of a pre-selected menu items, beverage, tax and tip.

Each luncheon requires a sponsor and the cost to sponsor is \$200 per event. There are many benefits to sponsorship including having your business listed on all marketing related materials and press releases, an opportunity to speak at the luncheon and pass out literature, and a table is provided to showcase your business products and/or information. Complimentary lunch is also included for event sponsors.

For more information about the program and to sponsor a luncheon, please call the Chamber Office at (508)485-7746.

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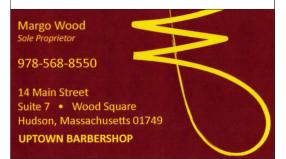
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welcome new members

- 1 Ambassador Bryan Daniels welcomes Laura Robinson of Aflac 2 Ambassador Jeremy Cohen welcomes Keith Reardon of Commonwealth Consulting Group 3 Ambassador Darlene Welch welcomes Laura Butland of Stitch This!
- 4 Ambassador Maria Bentley welcomes Wemmie Viera of Welly's Restaurant 5 Ambassador Maria Bentley welcomes Talia Apartments



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6 Ambassador Rick Levin welcomes Sean Nolan of Nolan Financial Services 7 Ambassador Ellen Goodman welcomes Michelle Mercier of Create Honesty 8 Ambassador Maria Bentley welcomes Ultimate Mobile Gaming 9 Ambassador Steve Lutch welcomes Lynette Becerra of Bertucci's 10 Ambassador Jay Paranjape welcomes Steve Messineo of All-Access Ftness 11 Ambassador Jeremy Cohen welcomes Crystal Ames of Combined Insurance 12 Ambassador Rick Levin welcomes Benjamin Ramsey of Balanced Rock Investment Advisors 13 Ambassador Steve Lutch welcomes Michael Hoban of Mount Royal Associates















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