

MARLBOROUGHCHAMBER.ORG | BUSINESS ADVOCACY SINCE 1924

2017 VOLUME 1

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SUMMER BBQ SAVE THE DATE

JULY 26, 2017
LONGFELLOW'S WAYSIDE INN
SUDBURY, MA





What's In It For Me?

May 2017

Have you ever paid for a membership to a health club and not worked at taking advantage of all the benefits?

As a member you have the opportunity to attend networking events, participate in political breakfasts or even take advantage of low cost advertising on the Chamber website and Chamber publications.

Marlborough Regional Chamber of Commerce has a myriad of benefits and programs to help your business become successful. Your Chamber is the best resource for you to connect to many potential customers.

Did you know that Paula Camara, Senior Management Counselor for the Small Business Development Center, from Clark University, has helped more than 100 business people annually to tackle issues that lead their business to grow and prosper? The best thing is, that you have the advantage of utilizing her expertise and the Clark University team for no cost!

Now is the time to take advantage of a great opportunity to advertise on the Marlborough Regional Chamber's web site. Our web site receives over 10,000 hits per month. Just think about how effectively you can get your message out.

Do you know of any business people who could use the resources of the Chamber who are not currently a member? Bring your vendors and clients to one of our events to let them see first hand how the Chamber can help them expand their circle of contacts and potential customers.

Just think, if every Marlborough Regional Chamber member brought in one new member, what we could accomplish together. The more members in our Chamber the more effective we become in getting the business issues addressed at the State and local level.

Working Together Works Better!

Susanne Morreale Leeber, CCE, IOM

President & CEO



BUSINESS OF THE YEAR GE Healthcare

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stayinformed

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

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6 business awards



SMALL BUSINESS OF THE YEAR Downey Insurance Group



ENTREPRENEUR OF THE YEAR Luiz Thomaz, Modular Cleaning Concepts



BUSINESSPERSON OF THE YEAR Molly Brodeur, Al Brodeur's Auto Body Shop



LIFETIME ACHIEVEMENT AWARD Richard P. Robinson, R.P. Robinson Consulting

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General Manager

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scholarship

(L to R) Susanne Morreale Leeber, Donna Groccia, Business Technology Teacher, BPA Co-Advisor; Jessica Salles (Senior), Victoria Silvia (Sophmore), Mary Miller, Health Technology Teacher, BPA advisor; Darren McLaughlin

first tuesday

Chamber members meet for First Tuesday Business Talks at Main Street Cafe





women's lunch

April Women's Lunch Sponsored by Minuteman Press



3 DAY FESTIVAL **SEPTEMBER 15-17**

QUESTIONS?

Email us at info@heritagefestival.com

Checking-in With Your Target Audience

by Mike Pascarella, President, Pascarella Multimedia



As busy business owners, we sometimes forget to check-in with our clients, and more importantly, our prospective clients. Today's business climate is always changing - being driven by trends, technology, and evolving consumer/business behavior. To be successful, we need to remain aware of that target audience - their current needs, expectations, and motivating factors. We also need to know where they are, and that can change as well.

I hear lots of business owners talk about the importance of social media, websites, email campaigns, radio advertising, etc. But I hear very little about content. Without content, those vehicles are just empty channels. So what's so important about content? Well, that's where your business message is. If you want to drive clients and customers to your business, that message needs to be relevant, compelling, convincing, and timely. Easier said than done, but without knowing your target audience as they are today, you run the risk of spending lots of time, and money, chasing down an elusive prize.

When it comes to delivering content and messaging, it's important to know where your target audience is. You wouldn't try throwing darts unless you knew where the dartboard was, right? Well, your aimless business messaging may not hurt as much as an aimless dart, but it will certainly be as ineffective. And what if that dartboard is always moving? So, keep track of your audience's social media, networking groups, industry circles, and regional organizations like the Chamber of Commerce.

Checking-in with your target audience keeps you informed and better connected with the life-blood of your business. Happy marketing, fellow Chamber members!



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Aaron Hutchins

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6 Maple Street, Suite 201 Northborough, MA 01532 P: 508-393-6060 F: 508-630-1709

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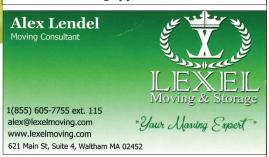
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The MRCC's Premier Golf Open is one of the longest running and most entertaining golf tournaments in the Marlborough area.

TUESDAY JUNE 6TH. 2017 • MARLBOROUGH COUNTRY CLUB 9:00 AM SHOTGUN START

2016 ENTRY FEE

\$185 PER PERSON OR \$720 FOR FOURSOME

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POST GOLF ACTIVITIES*

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Megan M. Martyn, MBA Sr. Branch Manage Megan.Martyn@LibertyMutual.com



welcome new members

Ambassador Maria Bentley welcomes Alana
 Garland of The Floral Gallery
 Ambassador Maria
 Bentley welcomes Gavin Livingston of Bryley
 Systems, Inc.
 Ambassador Jeremy Cohen
 welcomes Mary Ellen Giolito of Salem Five Bank
 Ambassador Clint Chalk welcomes Sandra
 Kearney of GROWTHco
 Ambassador Nelson
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 Staffing and EZ Laundromat



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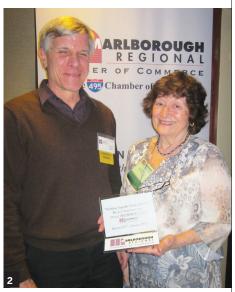
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Maud Dentico Assistant Vice President

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6 Ambassador Steve Lutch welcomes Scott McCarthy of Central One Federal Credit Union 7 Ambassador Darlene Welch welcomes Sandra LaRose of Sandra Ann's Boutique 8 Ambassador Matt Tucker welcomes Alex Lendel of Lexel Moving & Storage

9 Ambassador Mike Pascarella welcomes Heights at Wheeler Hill







· Nolan Financial Services ·



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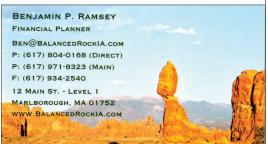
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E-MAIL: jgrimaldo@oconnormaloney.com





new members listings

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Dru Lindgren PO Box 3025 Framingham, MA 01705 (508) 877-4543 www.artbecause.org Human Services - Non Profit

BLUESEL COMMERICAL SOLAR

Ara Merakian 600 West Cummings Park Suite 4200 Woburn, MA 01801 (781) 281-8130 www.bluesel.com Solar Electric Installer

BRYLEY SYSTEMS INC

Gavin Livingstone 12 Main St Hudson, MA 01749 (978) 562-6077 Ext:215 www.bryley.com Computer Information & Technology

CENTRAL ONE FEDERAL CREDIT UNION

Scott McCarthy 148 Main Street Northboro, MA 01532 (508) 393-8112 www.centralfcu.com Banks & Credit Union

ELM ELECTRICAL INC.

Paul Asselin 50 D'Angelo Drive Bldg 1, Ste 4 Marlborough, MA 01752 (508) 480-9300 www.elmelec.com Contractors - Electrical

EZ LAUNDROMAT

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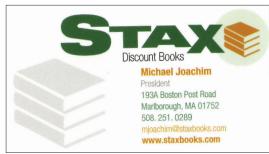
TOTAL HOME INSPECTIONS OF NEW ENGLAND. LLC

Terry Tvrdik 15 Millbrook Lane Bolton, MA 01740 (508) 735-5941 inspector-ne.com Home Inspections



Does your business need a SPRING TUNE UP? Is your business stuck? How do you cope with tight cash flow?

Paula Camara of Clark University provides counseling in a variety of areas including finance, marketing, accounting, operations, planning and much more. All counseling services are free of charge. You need not be a Chamber member to take advantage of this great opportunity. Call the Chamber at (508-485-7746) or email penny@marlboroughchamber.org to set up an appointment with Paula. Appointments are available every Thursday from 9:00-11:00 AM.







Michele Slafkosky

Regional Membership Director Northeast | Central ph 617.488.8381 fx 617.536.6785 mslafkosky@aimnet.org



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