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12/16-3/17



**TUESDAY JUNE 6TH, 2017**  
**MARLBOROUGH COUNTRY CLUB**  
**9:00 AM SHOTGUN START**  
SEE PAGE 5 FOR DETAILS

# 43rd Annual Golf Tournament

**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**

## stay informed

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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# 2016 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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## scholarship

(L to R) Susanne Morreale Leeber, Donna Groccia, Business Technology Teacher, BPA Co-Advisor; Jessica Salles (Senior), Victoria Silvia (Sophomore), 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

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## 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!



## 43rd Annual Golf Tournament

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

### ENTRY FEE INCLUDES

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\*DINNER ONLY \$35



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# welcome new members

**1** Ambassador Maria Bentley welcomes Alana Garland of The Floral Gallery **2** Ambassador Maria Bentley welcomes Gavin Livingston of Bryley Systems, Inc. **3** Ambassador Jeremy Cohen welcomes Mary Ellen Giolito of Salem Five Bank **4** Ambassador Clint Chalk welcomes Sandra Kearney of GROWTHco **5** Ambassador Nelson Santos welcomes Hitesh Aurora of Managed Staffing and EZ Laundromat



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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



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