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## Chamber welcomes over 110 new members during campaign

The North Central Massachusetts Chamber of Commerce held a successful 2015 New Member Campaign with the help of over 65 enthusiastic volunteers from local businesses.



*Chamber members were actively involved in the campaign, calling, texting and making new contacts with businesses throughout the region.*

The multi-faceted campaign ended on October 15th and included a mailed invitation to over 3,000 businesses in the region and personal phone-calls from Chamber business leaders encouraging them to join. The campaign was one of the most successful that the Chamber has held in years. Volunteers competed for bragging rights as the top recruiter and some great prizes including overnight trips, gift certificates to restaurants and stores, and much more.

“The success of the North Central Massachusetts Chamber of Commerce’s membership campaign is evidence of the

strength of our local business community,” said Doug Petersen, president & CEO of Workers Credit Union and chair of the Chamber’s Board of Directors. “Chamber membership has never been more valuable to local businesses and it is particularly heartening to see so many new businesses take advantage of the many benefits offered by the Chamber.”

The top producing team for the campaign was Enterprise Bank. Ken Ansin, vice president of community relations and Jim Adams, vice president and business advisor at Enterprise Bank served as the co-captains of the team. The Enterprise Bank team recruited 25 new members and were recognized for their efforts with a special award at the Chamber’s Good Morning North Central Breakfast on Friday, November 13th at the Doubletree in Leominster. In addition, the four members of the Enterprise Team will also be honored in a special luncheon hosted by Paul DiGeronimo, president of Geronimo Properties and chair of the 2015 New Member Campaign.

Jim Adams was also the campaign’s top individual recruiter who personally brought 11 new businesses into the Chamber. Ray LaFond of Enterprise Bank placed second with nine new members and Will Aubuchon of W.E. Aubuchon came

in third with eight new members. Other top recruiters included Julie Paradise of Bin There Dump That who recruited seven new members; Scott Aubuchon of W.E. Aubuchon who recruited five new members; Andrea Tourigny of Franklin Professional Associates who recruited four new members; and Tony Mercadante of Mercadante and Mercadante P.C., CPAs



*Ray Lafond (left) and Jim Adams, from Enterprise Bank, were top recruiters.*

who recruited three new members.

The second place team was the “Independents”, captained by Steve Rocheleau of Rocheleau Tool & Die, Inc.; the third place team was W.E. Aubuchon, captained by Will Aubuchon; and the

*Continued on Page 7*

## New website launched

The Chamber recently unveiled a newly redesigned and responsive website. The site – northcentralmass.com - features a fresh new look and feel and intuitive, easy to use menu options which will enhance the user experience. Users can easily access information on all of the Chamber’s news, initiatives, events, members, staff and more.

The new site also incorporates new capabilities that allow for online payments, an online member log-in, a more simplified event registration process, as well as other upgrades to make it easier for you to manage your membership. The new site is responsive so whatever method is used to access the website— a smart phone, tablet, or computer—it will adapt to the screen size for easy viewing and navigation. The website launch culminates several months of technological upgrades to improve operations and support members.

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# New Members ~ Please welcome these businesses

**619 Realty LLC**  
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Fitchburg, 01420  
John Zarrella  
REAL ESTATE

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AUTO REPAIR

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Acton, 01720  
Heidi Kidd  
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DERMATOLOGY

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Ayer, 01432  
Ryan J. McGuane  
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FINANCIAL PLANNING

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Amy Tuliano  
(978) 537-7237  
HEALTH & FITNESS

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Lowell, 01851  
Ray Anstiss  
(978) 674-6677  
ACCOUNTANTS

**Assurance Home Care, Inc.**  
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Catherine Githaibi  
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HOME HEALTH SERVICES

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Westminster, 01473  
Gregory J. Moran  
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REAL ESTATE - IND./COMMERCIAL

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Matthew Brothers  
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Newton, 02466  
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Boston, 02210  
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Nicholas Carbone  
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# Board Member Profile - Neil Abramson



A dedicated advocate for small business, Neil Abramson has been a Chamber member for ten years and sees service on the Board of Directors as an opportunity to help business start-ups and entrepreneurs. He and his wife Cassandra created Cutie Patooties, the Leominster-based “resale” operation, 17 years ago and have grown it from 1,200 sq.ft. to 12,000. They employ about 30 full and part-time employees in what has evolved into three separate stores.

The business partners met while students at Bentley College. They got married and started careers in corporate jobs. After having a baby daughter, they saw an opportunity to enter the entrepreneurial world with the unique concept

of a children’s consignment shop. After researching the local area, states Mr. Abramson, “We thought Leominster was a good fit for our business model... We started with Cutie Patootie for kids in 1998, on Central Street. After a few years it doubled in size, and we’re still growing!”

He is currently vice president of the National Association of Resale Professionals and serves as a mentor for aspiring entrepreneurs. Mr. Abramson is also focused on promoting small business interests in local government and has been to Washington with the NCM Chamber and with a retail trade organization.

Away from work, he and his wife enjoy travel, although lately, he notes, since their daughter is no longer a baby, “It’s been a road trip... to visit college campuses.”



The Chamber hosted a Congressional Lunch on October 15 with Congressmen Niki Tsongas and Jim McGovern at the DoubleTree by Hilton. Shown above (from left) are Chamber Government Affairs Committee members Steve Mullaney with Chairman Ken Gurge, Chamber members Neil Abramson and Deb LaPointe and Chamber Public Affairs Manager Patrick Lawlor.

## Cost savings on solar available for Chamber members

Businesses are eligible for discounted services and goods just for being a North Central Mass. Chamber member, as part of the Chamber’s “Affinity” program

EnergySage is a new Affinity partner and will offer savings to Chamber members on its solar installations.



Going solar has a wide range of benefits and is a great way to reduce cost and increase profits. Businesses can significantly lower

or completely eliminate their electric bill.

Visit <https://www.energysage.com/p/north-central-ma-chamber/> to learn about the basics of solar, get an instant estimate, compare quotes online, and more. Contact John Gingrich at (617) 453.8924.

To learn more about the Chamber’s Affinity partners, please contact Yasmin Loft at 978-353-7600 x234, [loft@massweb.org](mailto:loft@massweb.org).

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Don't miss the region's best morning gathering! Breakfast events start at 6:45 a.m. with coffee and full, buffet breakfast followed by a high profile, fast-paced and educational program, at the Doubletree by Hilton, 99 Erdman Way, Leominster.

Pre-registration is required. For more information or to register, call 978-353-7600 ext. 235 or visit [www.northcentralmass.com](http://www.northcentralmass.com). The cost is just \$25 for Chamber members/\$40 non-members.

## Meet the new mayor on January 8

Changes are coming to Fitchburg and the region, with a new mayor and some major projects slated for the Twin Cities Community Development Corporation (CDC). Guests at the next Chamber Good Morning Breakfast will hear all about these new developments, from CDC Executive Director Marc Dohan and Mayor-Elect Steve DiNatale.

The event will be Friday, January 8th (see above details)

and is sponsored by Luk, Inc., of Fitchburg, the community-based organization that provides multiple services for at-risk youth, families & adults. Mr. Dohan will share information on Leominster housing projects, Fitchburg's "North of Main" project and regionalization to better support the North Central Massachusetts community. Mr. DiNatale will outline his immediate plans as Fitchburg's chief executive officer.

Fitchburg's community television station FATV will be filming the breakfast for local cable broadcast.

For more information please contact Maria at 978-353-7600 ext. 235 or visit [www.northcentralmass.com](http://www.northcentralmass.com) to register online.

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## Four businesses grow with loans from NCM Development Corp.

The North Central Massachusetts Development Corporation (NCMDC) recently granted four small business loans totaling \$109,500 to Ayer Shop and Save; Piland Landscaping, Yolanda's Food Truck and Shancakes, all three in Leominster. The loans enabled these businesses to start-up or expand and create over 25 new jobs.

As a Microloan lender, NCMDC can provide loans to small businesses up to \$75,000 for working capital, equipment, inventory, expansion and working with our banking partners provide gap financing for the final piece of a project.

NCMDC granted Jason Piland, owner of Piland Landscaping, a loan for \$20,000 to assist with the purchase of equipment and to provide working capital to help expand this landscaping and snowplowing business. This loan was referred to the NCMDC by Hometown Bank. Visit their website at [www.PilandLandscaping.com](http://www.PilandLandscaping.com) for more information.

Yolanda's Food Truck received a loan from the NCMDC for \$14,500 to help the business grow, selling Uruguayan food as well as hamburgers and hotdogs in the Leominster area. Yolanda Rodriquez, owner, is self-taught and known in the local Uruguayan community for her culinary skills. This loan will provide the funds to outfit the truck with a fire suppression system. This loan was a referral from the Twin City CDC in Fitchburg, one of our community partners.

The NCMDC recently granted a microloan in the amount of \$25,000 to Shancakes, located at 368 Central Street in Leominster. The loan will enable this bakery to expand and create new jobs--doubling its existing size. Owner Shannon Silvia, plans to add a cupcake bar, a panini and soup station and several tables for dining in. She also intends to expand the existing classroom used for decorating classes and special occasions such as birthday parties and showers. Shannon relocated the retail shop to 368 Central Street in 2014 with the help of a NCMDC loan used for leasehold improvements. The business quickly outgrew its current square



*Shannon Silvia is shown at her bakery receiving the 'big check' from NCMDC Loan Specialist Sandie Cataldo (far left) with Chamber President Roy Nascimento and NCMDC Vice Pres. of Lending Bruce Larsen (far right).*

footage; fortunately the building has plenty of space and will be able to accommodate the expansion plan. The loan was referred by Enterprise Bank. Visit the website at [www.shancakes.com](http://www.shancakes.com) for more information.

Ayer Shop and Save is reopening the former Hannaford Supermarket which had closed in 2014. Mike Szelest, working closely with Geronimo Commercial Properties, owner of the site, and the Town of Ayer was granted a \$75,000 loan from the NCMDC to help with start-up costs to re-open the only supermarket located in Ayer. This gap loan was in partnership with North Middlesex Savings Bank.

Since 1996, the NCMDC has granted over \$4,200,000 in loans to small businesses to help grow jobs and the economy in 26 communities in the North Central Massachusetts region. For more information about the NCMDC loan programs, please call 978-353-7607 ext. 323.

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View of Tennessee Gas Pipeline right-of-way from Olivia's Overlook near Lenox, Mass.



# Holiday Social for young professionals to feature president of local brewery in December

Guests at the next HYPE event will be visiting a local brewery and meeting the co-founder. The president of Wachusett Brewing Company in Westminster, Ned Lafortune, is welcoming HYPE attendees to the facility at 175 State Road East (Route 2A), Westminster from 5:30 - 7:30 p.m. on Thursday, Dec. 10.

Mr. Lafortune is the next individual to be featured in HYPE's "CEO Unplugged" series, which gives young professionals access to local leaders for a chance to connect and learn about their journey to success.

In the early 1990s, Mr. Lafortune and his college pals Peter Quinn and Kevin Buckler from Worcester Polytechnic Institute were brewing up beer and ale recipes and decided to go commercial with their creations, opening a small-scale operation within their present location in 1993. The operation today includes dozens of employees and a unique craft beer plant that can deliver product in both bottles and cans.



Come to the Holiday Social and find out about the remarkable evolution of this local success story. Attendance is open to any young professionals within the Chamber membership. For more information, please contact Maria at 978-353-7600 ext. 235 or visit [www.northcentralmass.com/news/calendar-of-events](http://www.northcentralmass.com/news/calendar-of-events) to register.



*Ron Bouchard's Racing Museum, located behind Bouchard's Chrysler-Dodge dealership at 300 Lunenburg St. in Lunenburg, opened in September. From left are shown Joan David, aide to Rep. Steve DiNatale, Paula and Ron Bouchard, Mayor Lisa Wong and Chamber Membership Manager Yasmin Loft.*



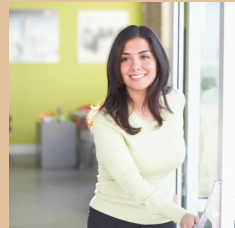
*Montachusett Interfaith Hospitality Network of Leominster, helps homeless families and recently celebrated the opening of a new facility in Leominster. Shown (left) is Mayor Dean Mazzarella handing Adam Weber, chair of MIHN Board of Directors a citation from the city, next to him is Executive Director Dr. Jon Hogue.*

—Photo courtesy Sentinel & Enterprise



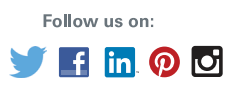
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# Lawlor selected for new public policy position

The Chamber recently welcomed Patrick Lawlor as its public affairs manager, a new position which is tasked with growing the Chamber's advocacy and public policy efforts and increasing the visibility of the region's businesses and economy on Beacon Hill.

"Our region is often overshadowed by the Greater Boston area, and this is an important step in reminding Massachusetts how critical our region is to the overall economy," said Chamber President Roy M. Nascimento. "Patrick's experience working on high profile public policy issues will be a boon to our members."

Lawlor most recently served the commonwealth's Division of Insurance as a communications and external affairs specialist. In that capacity, he led communications and outreach efforts for the insurance regulatory agency, working on a variety of issues including federal health insurance reform, consumer education on auto and home insurance, and disaster response efforts. His experience in state government has positioned him on the frontlines of rolling out major policy initiatives in the last two

administrations.

Lawlor's experience also includes working at the Office of Consumer Affairs and Business Regulation and the Executive Office of Housing and Economic Development, as well as serving as a legislative intern for the House Ways and Means Committee and the Joint Committee on Economic Development and Emerging Technologies. His knowledge will be a great resource to members of the Chamber who want to easily navigate government, whether it is obtaining a license or permit, accessing tax incentives or passing a bill.



## Campaign... Continued from Page 1

fourth place team was the North Middlesex Saving Bank team, captained by Ruth Cavanagh.

"I want to congratulate our top recruiter Jim Adams and thank the many volunteers and businesses who participated in this campaign," said Paul DiGeronimo, "Gaining 116 new members is a tremendous achievement and would not have been possible without the time and effort from our many volunteers."

The Chamber appreciates the efforts of Paul DiGeronimo for serving as chair. The Chamber would also like to thank all of the team captains, volunteer recruiters, and the many members who helped support our successful campaign.

In addition, the Chamber would like to recognize and thank major sponsors Comcast Business and Heat Trace Products. Supporting sponsors included S.J. Mullaney Engineering, Inc. and Burkart-Phelan Inc. In addition, media sponsors for the campaign included the Sentinel & Enterprise, Leominster Champion, Worcester Telegram & Gazette, Worcester Business Journal, WPKZ 105.3 FM, Leominster TV, FATV, and AdvCoach.

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## We're glad to be part of a great community!



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# Members celebrate openings, expansions



Edward Jones recently opened a new office in Leominster. Financial Advisor Holly Noyes is shown cutting the ribbon with Mayor Dean Mazzarella. She will be managing the new branch at 54 Main Street. Shown between them is city Councilor Claire Freda, surrounded by friends and chamber ambassadors.

--Photo courtesy of Sentinel & Enterprise



Roots Natural Foods, Leominster, opened a new cafe next to the store at 100 Crawford St. Marieke Cormier, owner, cuts the 'ribbon' with her chef, Kevin Williams (right) and Mayor Dean Mazzarella (left) along with staff and Chamber representatives.



Webster First Credit Union renovated their North Street branch in Fitchburg and celebrated with a recent grand re-opening. Shown cutting the ribbon is Fernando Soares, branch manager and Michael Lussier, president & CEO (left of him), In attendance were Mayor Lisa Wong, friends/family, chamber staff and ambassadors.



Skills & Thrills is a center for gymnastics, dance, karate and birthday parties, located at 21 Main Street, Lunenburg. It has a new owner Christina Manzo, who is shown cutting the ribbon with her staff at their opening celebration.



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### EANE - Employers Association of the North East

67 Hunt Street  
Agawam, 01001  
Kathleen Brown  
(877) 662-6444  
EMPLOYMENT AGENCIES

### Economy Paint & Supply Co, Inc.

651 North Main Street  
Leominster, 01453  
Ralph Epstien  
(978) 537-5687  
PAINT AND WALLCOVERINGS-RETAIL

### Ed Collier Photography

80 Spectacle Pond Ave  
Lancaster, 01523  
Ed Collier  
(978) 822-8280  
PHOTOGRAPHERS

### Eddy's Music

18 Mill Street  
Fitchburg, 01420  
Eddy Troxler  
(978) 855-3653  
MUSICAL INSTRUMENTS

**Edward Jones**  
Fitchburg, 01420  
Nicholas A. Davis  
(978) 342-2033  
FINANCIAL SERVICES

### Equalizer Home Health Services Inc.

76 Summer Street,  
Suite 325  
Fitchburg, 01420  
E. Kima-Tabong  
(978) 400-7302  
HOME HEALTH SERVICES

### Executive Career Success LLC

Groton, 01450  
Kimberly Meninger  
(508) 740-9158  
COACHING - BUSINESS & PERSONAL

### Exit New Options Real Estate

100 Erdman Way  
Leominster, 01453  
Susan Wright  
(978) 549-1146  
REAL ESTATE

### Family Day Care System of Children's Aid & Family Service

75 Day Street  
Fitchburg, 01420  
Cheryl Trant  
(978) 342-8971  
SOCIAL SERVICES

### Francis J. Trapasso & Associates

47 Harvard Street  
Worcester, 01609  
Francis J. Trapasso  
(508) 798-0287  
AUCTIONEERS

### Ginny's Helping Hand, Inc.

52 Mechanic Street  
Leominster, 01453  
Sue Chalifoux  
(978) 537-1387  
FOOD PANTRY

### Great Clips

139 Foster Street  
Littleton, 01460  
Alvin Rasmus  
(978) 394-9297  
HAIR SALONS

**Gregory's Carpentry**  
Leominster, 01453  
Gregory Day  
(978) 537-2033  
CARPENTRY

### Guarantee Mgmt. Co.

370 Main Street  
Worcester, 01608  
Tiffany Tavares  
(978) 537-0770  
REAL ESTATE-PROP. MGMT.

### Hackler Associates

978 Merriam Ave.  
Leominster, 01453  
William Hackler  
(978) 847-0140  
FINANCIAL SERV.

### Higgins Mechanical

246 Suffolk Lane  
Gardner, 01440  
Kyle Higgins  
(978) 502-3740  
HVAC

### Hoffmann

**Consulting Services**  
Lancaster, 01523  
Maureen Hoffmann  
(978) 660-4257  
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Leominster, 01453  
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WEB PUBLICATION

### Hunter Automation & Robotics, Inc.

100 Pratts Junction Road  
Sterling, 01564  
Ron Perkins  
(978) 422-0105  
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### J P Electric & Son

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Fitchburg, 01420  
Joshua Page  
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Jermene Stephinger  
(978) 500-2151  
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16 Lomar Park Drive  
Pepperell, 01463  
Janet Cramb  
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REAL ESTATE

### Jenczyk & Calzini

437 Lancaster Street  
Leominster, 01453  
William Jenczyk  
(978) 534-1166  
ACCOUNTANTS

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Christopher Miller  
(978) 537-7464  
AIR CLEANING & PURIFYING EQUIP.

### Kidder Express LLC

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Ayer, 01432  
Margaret Kidder  
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FOOD PROD.-RETAIL

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23 Mill Street, Suite 2  
Leominster, 01453  
Donna DiMarzio  
BUSINESS  
ASSOCIATION

### Lilacs of Sterling

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Sterling, 01564  
Lisa Coleman  
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### LNL Systems, Inc.

8A Pleasant Street  
Natick, 01760  
Mark Barnes  
(877) 456-5797  
COMMUNICATIONS  
CONSULTANTS

### Mantown Barber Shop

45 Sterling Street  
West Boylston, 01583  
Kari Fortin  
(978) 549-7067  
BARBERS

### Martinez Road Construction

142 Clarendon Street  
Fitchburg, 01420  
Luis A. Martinez  
(978) 342-8600  
CONSTRUCTION

### Massachusetts Audubon Society at Wachusett Meadow

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Princeton, 01541  
Deb Cary  
(978) 464-2712  
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CONSERVATION  
ECOLOGICAL ORG.

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Leominster, 01453  
Michael Lavigne  
(218) 725-3918  
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### Mediation Services of North Central MA

853 North Main Street  
Leominster, 01453  
Charlene Huston  
(978) 466-9595  
MEDIATION  
SERVICES

### MFA - Moody, Famiglietti & Andronico

1 Highwood Drive  
Tewksbury, 01876  
Tiffany Appleton  
(978) 557-5353  
ACCOUNTANTS

### Mohawk Communications

77 Meadow Street  
Holyoke, 01040  
Ray Sullivan  
(413) 729-2000  
TELECOMMUNICATIONS

### My Turn, Inc.

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Fitchburg, 01420  
Nicole Conroy  
(978) 345-1092  
TRAINING PROGRAMS & SERVICES

### Natural Balance and Beauty

20 Mill Street  
Fitchburg, 01420  
Alicia Favreau  
(978) 877-6978  
DAY SPA

### Nicholas Pelletier

11 East Road  
Westminster, 01473  
Nicholas Pelletier  
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REAL ESTATE

### North County Land Trust

325 Lindell Ave  
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Janet Morrison  
(978) 466-3900  
ENVIRONMENTAL,  
CONSERVATION  
ORGANIZATION

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Leominster, 01453  
Staci Halkiadakis  
(978) 534-0600  
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### North End Subaru/Mazda

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Martin Babineau  
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John LaStella  
(978) 425-0001  
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80 Erdman Way,  
Suite 309  
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Barbara Assimakopoulos  
(978) 534-1301  
LAWYERS

### O'Donnell Roofing

Leominster, 01453  
Mark O'Donnell  
(978) 580-0000  
ROOFING CONTRACTORS

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Pepperell, 01463  
Mike Gavin  
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PAINTING  
CONTRACTORS

### Paula K. Aberman Associates

Gardner, 01440  
Carrie Arsenault  
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468 Great Road #5  
Acton, 01720  
Stephen McMahon  
(978) 362-5004  
PAYROLL PREPARATION SERVICES

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19 Pierce Ave  
Fitchburg, 01420  
Jeannie Pinney  
(978) 577-0437  
PEDIATRICS

### People's United Bank

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Worcester, 01608  
Jeanie Connolly  
(508) 890-5102  
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### Piland Landscaping

12 Longwood Ave  
Leominster, 01453  
Jason Piland  
(978) 227-5441  
LANDSCAPE CONTRACTORS

### Pinard Landscaping

120 Central Ave.  
Ayer, 01432  
Jim Pinard  
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Ruth Locke  
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Dana K. Bain  
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Fitchburg, 01420  
Gina Wilson  
(978) 342-6081  
LAWYERS

**R. L. Wilson  
Construction, LLC**  
435 Lancaster Street  
Leominster, 01453  
Ed Frateschi  
(603) 493-7222  
CONSTRUCTION

**Red Dog Roofing**  
264 Fairmount Street,  
Suite 2  
Fitchburg, 01420  
Patrick Cochran  
(978) 342-4009  
ROOFING  
CONTRACTORS

**Rugg Manuf'g Corp.**  
554 Willard Street  
Leominster, 01453  
Bob Montolio  
(978) 227-5039  
MANUFACTURERS

**Secino's  
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25 Crimson Ct.  
Leominster, 01453  
Ryan Secino  
(978) 833-8489  
LANDSCAPE  
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Kevin Coates  
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DAMAGE RESTOR'N

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Lunenburg, 01462  
Laura Caron-Gustus  
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GOLF COURSE

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368 Central Street  
Leominster, 01453  
Shannon Sylvia  
(978) 840-4343  
BAKERIES

**Skills & Thrills**  
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Lunenburg, 01462  
Christina Manzo  
(978) 582-4535  
GYMNASTICS

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Nabil Farooq  
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Jennifer Hoy  
St. Laurent  
(978) 400-1482  
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Factory**  
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Leominster, 01453  
Jennifer Sheldon  
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HEALTH & BEAUTY  
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**Town & Country  
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196 Whalom Street  
Fitchburg, 01420  
Marc DiGeronimo  
(978) 342-2872  
PROPERTY MAN-  
AGEMENT

**Trinity Roofing**  
Leominster, 01453  
Jayson Booth  
(978) 590-8524  
ROOFING  
CONTRACTORS

**Valentine Eye Care**  
80 Erdman Way #205  
Leominster, 01453  
Dr. Henry R. Valentine,  
OD  
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OPTOMETRISTS

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Radhakrishnan, MD**  
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Dr. Vasuki  
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## December

December 2 – Executive Women's Network  
December 3 – Business After Hours  
December 9 – Sales Leads  
December 10 – HYPE!

## January

January 6 – Power of the Inbox: Success with Email Marketing  
January 8 – Good Morning North Central Breakfast  
January 13 – Sales Leads  
January 19 – Small Business Lunch 'n Learn  
January 20 – Human Resource Council  
January 21 – HYPE! CEO Unplugged  
January 26 – A Chance to Meet the Buyer  
January 27 – Sales Leads  
January 28 – Business After Hours

## February

February 3 – Executive Women's Network  
February 10 – Sales Leads  
February 16 – Small Business Lunch 'n Learn  
February 17 – Human Resource Council  
February 24 – Sales Leads  
February 25 – HYPE!

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