



New Chamber president seeks input from members

As the new President of the North Central Massachusetts Chamber of Commerce, Roy Nascimento has been busy meeting with staff and getting up to speed on the status of the Chamber’s many programs and initiatives since he started on January 26.

He notes that he’s filling some “big shoes” as outgoing President David McKeehan had the position for over 30 years, serving as first executive when the Leominster and Fitchburg chambers regionalized in 1984. He credits McKeehan as “helping make the Chamber one of the best and most effective in New England, with an aggressive agenda focused on supporting members and the economic development of the region. David will be a very tough act to follow, but I promise that I will do my best.”

A 16-year veteran of the chamber profession, Nascimento previously served as president & CEO of the New Bedford Area Chamber of Commerce since 2006. Under his leadership, that Chamber expanded member offerings and revitalized its advocacy, economic development and communications programs. Nascimento had also led the Attleboro Area Chamber and served as vice president at the Metro South Chamber in Brockton.

Nascimento is a leader within the chamber industry. He currently serves as president of the board of the Massachusetts Association of Chamber of Commerce Executives (MACCE) and is a past chair of the New England Association of Chamber of Commerce Executives (NEACCE). He is also the recipient of the 2011 New England Chamber Executive of the Year Award.

Nascimento holds a bachelor’s degree in political science from the University of Massachusetts Dartmouth and a



Roy Nascimento

master’s degree in public administration from the Sawyer Business School at Suffolk University. He is also a graduate of the U.S. Chamber of Commerce Institute for Organization Management at Villanova and the Economic Development Institute at the University of Oklahoma.

Nascimento is a native of Southeastern Massachusetts, growing up in Taunton. He currently resides in Plainville with his wife, Maura, who works

as a speech language pathologist in Clinton. They have one daughter and plan to relocate to the region.

His immediate goal is to hear from members. He wants to know your thoughts, ideas, concerns and suggestions about the Chamber and the region. To this end, he has implemented a series of initiatives to help gather input from members and other stakeholders in the community. First, over the next few months, the Chamber plans to host several informal roundtable discussions with small groups of members. These roundtables are an opportunity for him to meet members and gather input about the Chamber and the business community. Any member is welcome to attend one of these meetings. Secondly, the Chamber will be conducting a short electronic membership survey in the near future. Members are encouraged to take a few minutes to complete this survey online at www.northcentralmass.com. All responses will be confidential. Only the summary findings will be shared with the Board of Directors. Third, he has implemented an open door policy to make himself available to hear directly from any members who wish to meet with him face to face.

To schedule a meeting or to participate in one of the roundtable discussions, contact Lauren Goulet at (978) 353-7600 ext. 222 or via email at goulet@massweb.org. Members are also welcome to contact him directly anytime at ext. 225 with any concerns or to discuss any ideas for growing our region’s economy and enriching the communities in North Central Mass.

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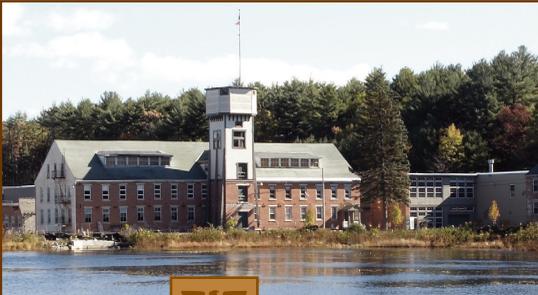


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New Director Profile - Deborah Weymouth

Deborah K. Weymouth is president and CEO of HealthAlliance Hospitals, Inc. and Central New England HealthAlliance, Inc. She has been in healthcare for 20 years; before that, she was a vice president with Citicorps in Los Angeles in charge of lending to nonprofits.

Ms. Weymouth has a bachelor of science degree from Springfield College, and an MBA from Thunderbird Global Management School, Phoenix, Arizona. She is an eight-time collegiate All-American competitive swimmer and has been a swim coach. She is also the mother of 25-year-old identical twin daughters, and states, "I'm an advocate for women leaders as well as for health and wellness. This is an issue for business owners in dealing with problems of absenteeism and sick time."

"I'm getting to know the chamber and I'm eager to get involved however I can." She sees her role on the Chamber Board as a way, "to connect to the community as a health care provider... With the Affordable Care Act, there will be more merging of the business community and health care providers."

Get to know your Chamber on March 31 at Member Orientation

On Tuesday, March 31 – 8 am to 9 am in the Chamber Conference Room, all are welcome to an orientation & reception. At this orientation you will:

- Learn what a chamber does
- Leave understanding the benefits and services provided by a chamber, and
- Learn how a chamber can promote and support your business.

This meeting is for current, new, and prospective members, so bring a business associate.

The event is free and coffee and refreshments will be served. To reserve, register online (Calendar) or contact Yasmin Loft at 978-353-7600 x234 or loft@massweb.org.

BUSINESS AFTER HOURS

May 28 – 4 - 7 pm at Fitchburg Airport

A visit to Fitchburg Airport is back by popular demand!. Join us to see your neighborhood in a whole new way! Attendees will be able to reconnect with friends and colleagues while networking with new contacts and sampling from local food trucks. Free flights will be provided, weather permitting, to all guests.

The best time to fly is as the sun sets, insists pilots from the Fitchburg Pilot's Association, who will provide flights beginning at 4:00 pm and ending shortly before sunset. Attendees can register online under "Calendar" at northcentralmass.com and are encouraged to arrive as early as possible to ensure their flight around the region.



We are growing and looking for exceptional talent across a variety of careers in global locations. Our success is dependent upon having talented, motivated, empowered people making the right decisions for our customers and business. We value entrepreneurial leadership which entrusts you to make new contacts and create innovative solutions for our existing customers. If you want an exciting and dynamic career with unlimited growth potential at one of our worldwide offices, then Nypro, A Jabil Company is the place for you. We are currently looking to fill positions in our Massachusetts locations in Clinton and Devens.

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Chamber recognizes region's outstanding students at Scholarship event on May 15

On May 15, Chamber members have the opportunity to meet the region's most accomplished high school seniors as they receive scholarships from the NCM Chamber Foundation.

A total of \$42,000 in 21 scholarships will be awarded at the "Good Morning" breakfast and HealthAlliance is the sponsor.

Chairman for the Scholarship Committee, Jack Doolin, senior vice president of human resources at Workers' Credit Union, works with his group to select scholarship recipients from among college-bound seniors in the Chamber's service area.

A number of scholarships are permanently endowed. Some of these were established to honor individuals in the business community. Endowed scholarships include: Edward C.J. Healey Scholarship for \$2,000; Ruth Lee Scholarship for \$2,000; Roderick W. & Donna M. Lewin Scholarship for \$2,000; Salny

Breakfast events start at 6:45 a.m. with coffee and buffet breakfast, at the Doubletree by Hilton Leominster 99 Erdman Way off Rte 12 at Rte 2.

Reserve online, or call Maria at 978-353-7600 x235 or mccaffrey@massweb.org

Family Scholarship, for \$2,000; Benjamin Asher Scholarship for \$2,000; Ronald Ansin Scholarship for \$2,000; Barbara Silva Scholarship for \$2,000; George R. Wallace & Alice G. Wallace for \$2,000; and, two from the Chamber Foundation at \$2,000 each.

Several annual scholarships are funded by donors this year. These include: Adams Family, \$2,000; Chamber Golf Tournament, \$4,000 (two at \$2,000 each); Enterprise Bank & Trust, \$2,000; HealthAlliance Hospitals, Inc., \$4,000 (two at \$2,000 each); a \$2,000 award is in memory of Ruth Lee; Rollstone Bank & Trust, \$2,000; and, Workers' Credit Union, \$2,000.

Two scholarships, at \$2,000 each, are offered by the Paul DiGeronimo family and recognize students who will attend Fitchburg State University and Mt. Wachusett Community College. For more information about the scholarship program, call Lauren Goulet at 978-353-7600.

Elected Officials Reception slated for Thursday, May 7

Join us on May 7 from 5 to 7 pm at Great Wolf Lodge to meet your legislators! Members will have the opportunity to meet and talk one-on-one with their local elected officials. Invited guests include our region's state senators, state representatives, mayors, city councilors and selectmen.

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HUMAN RESOURCES COUNCIL HRC

HRC events are on a Wednesday from 11:45 a.m. – 1:30 p.m. in the Chamber Conference Room and include lunch. Register online or call 978-353-7600.

Fidelity Bank's generous sponsorship of HRC has allowed a decrease in registration fees, allowing more businesses in the area to take part in one of the Chamber's longest running programs. The HRC features nine seminars from September to June featuring expert (and otherwise expensive) advice from attorneys and consultants. This program provides considerable value for all members who participate.



March 18 session features 'Wage & Hour Update'

State and federal laws are constantly changing in regard to wage and hour employee regulations.

Just in the past 12 months, many laws have come into effect that impact anyone with employees. Is your firm on the right page? Have you implemented the different standards and do you know when deadlines are set for? Join HRC for this important presentation to stay on top of your wage and hour game.

Hiring procedures are focus for May 20th seminar

Hiring new employees can be a blessing and a curse. Are you filling out the right forms? Did the forms change since last year or even last month? What exactly is your process? Employers especially are concerned about what background checks you can do--including drug testing. Join HRC in May for our "Hiring Process" presentation.

'Controlling Social Media in the Workplace' is topic for April 15

The HRC presents the timely topic of "Social Media & the National Labor Relations Board--What EVERY employer needs to know."

Social media has become one of the largest parts of a business' marketing measures but also one of the larger parts of your employees' lives. How do you limit social media usage in the workplace? What can you do about employees misusing it or misrepresenting the business? Join Mirick O'Connell's Corey Higgins for the important discussion on Social Media and the NLRB.

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Lunch 'n Learn Series

Lunch is included in these free, educational programs aimed at small business owners (non-members \$10).

Held in the Chamber Conference Room, 11:45 a.m. to 1:30 p.m. Registration available online for all events at www.NorthCentralMass.com/calendar or call Maria McCaffrey at 978-353-7600 ext. 235 or mccaffrey@massweb.org.

'Advertising for Small Businesses' presented on March 17

Advertising is one of the most important techniques to get people in the door and small businesses need more than just internet marketing! Join us for the Small Business Lunch to learn more about radio, newspapers and partnerships that will effectively support your advertising efforts. Note that this program will not feature any online advertising which will be discussed on April 21.

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April 21 workshop features internet marketing for small business

Our second in the advertising series features online marketing tools such as Facebook Ads, Google Ads, online banners and more! Join this Small Business Lunch to learn about online advertising, making the most of your dollars and how to utilize local experts.

BUSINESS AFTER HOURS

Thursday, March 26 Plan on Business After Hours for an exciting and fun night hosted by Platinum Productions. Join us at their new location: 555 Chase Road, Lunenburg.

It will be from 4:30 - 6:30 p.m. and includes hot and cold hors d'oeuvres and a cash bar. Connect with old colleagues and new ones as we head into spring.

Platinum Productions will show us all their top of the line equipment to make any event--including this one--exciting and memorable. \$15 for members.

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Mega Networking Breakfast..

Friday, March 6 from 8 - 9:30 am

Devens Common Center at Devens

Join the Greater Gardner, Nashoba Valley, Middlesex West and North Central Chambers of Commerce on March 6th for our Mega Networking Breakfast! This speed-dating style networking event will feature a continental breakfast and full hour of one on one networking. Please note, this event is extremely structured requiring attendees to stay for the entire program.

Contact Maria at 978-353-7600 or reserve online.



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Coffee with HYPE (Helping Young Professionals Emerge) gets together on March 12 – from 7:30 to 9:00 am in the Chamber Conference Room

One key bit of advice given to any young professional is to start investing when you're young, but where do you start? How do you make the best of your 401k? What should you look for while investing? How much of a difference does investing at 30 years old versus 40 years old really make? Join us for this informative program featuring sponsor, Enterprise Bank & Trust!

Join us at more HYPE events on April 16th & May 14th
Check online or contact Maria at mccaffrey@massweb.org



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11:45 a.m. - 1.30 p.m. unless otherwise noted

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To reserve a table top contact Maria McCaffrey at (978) 353-7600, ext 235 or mccaffrey@massweb.org

'Dealing with Dementia' is focus of March 4 workshop

Join David Currier of Life Care Center of America for our March EWN program on dementia and dealing with changes in your family dynamics such as taking the keys away from loved ones. "Dementia Disease: The Facts," will focus on when and how you finally take away the keys.

Forgetting where you put the keys to your car is different than forgetting how to get home. David will provide insight on one of the most challenging and important actions a family caregiver will have to face when dealing with dementia.

Contact Maria McCaffrey 978-353-7600 to be added to the EWN email list to receive updates or for sponsorship information.

Tabletops are available for small businesses at a cost of \$30 for members and \$50 for non-members.

Stay tuned for future notices about guest speakers and topics for EWN brown bag luncheons on April 1st and May 6th.

ECONOMIC FORECAST BREAKFAST

Thursday, April 9, 2015 - 8 to 10 am

The NCMCC and Fidelity Bank with Greater Gardner and Nashoba Valley Chambers of Commerce will present the 4th Annual Economic Forecast Breakfast. Once again this year, the program will feature speakers from the federal, state and local levels to give a broad grasp of our current economic climate as well as survey results from the 4th Annual Economic Outlook Survey, conducted in February and March.

Tables of 10 will be available at a discounted rate. Contact Maria McCaffrey 978-353-7600 for more information including the location which is to be announced.



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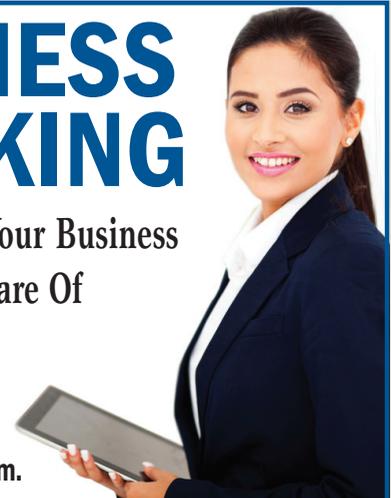
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CHAMBER UPDATES → *Recent Accomplishments*

LOANS: The North Central Mass. Development Corporation, since October 1st, has originated loans including \$15,000 to a retail bakery for a move in location, as well as a trade show exhibit to enhance sales to commercial accounts and wedding planners; a \$17,500 loan for construction on a company's new site; a residential care facility for \$75,000 for renovations and a heating and air-conditioning firm for \$15,000 to add an employee and service the additional business thus generated.

In the fiscal year that ended September 30, 2014, the revolving loan programs have approved and funded loans totaling \$177,000, while leveraging approximately \$750,000 in private or public funds. These projects have created or saved 29 jobs.

COMMUNITY LEADERSHIP: This year, 20 community members are participating in the Community Leadership Institute from a variety of backgrounds. October's two-day program featured guest speakers Mike Greenwood and Paul

Brown along with team building exercises. A successful November event featured cultural diversity within North Central and centered around tours of the Fitchburg Art Museum and local cultural sites. January's leadership institute focused on media and crisis communications with presenters Mark Bodanza, Matt Bruun, Bill White, Charlie St. Amand and Mike Elfland. The program also includes healthcare and community engagement. The April 16th event will feature a meal packaging program through the United Way as a hands-on exercise and culminate with an alumni social directly following. Alumni will be invited to the meal packaging portion as well to connect and give back. Recruitment for the FY 2016 class will begin in May/June.

ADVANCED MANUFACTURING INITIATIVE: In December we were informed that we have again received an AMPitup! Grant for FY 2015. This year we intend

Continued on Page 11

Small-business consulting available at no charge

Business consulting is available free at the NCM Chamber of Commerce through the Mass. Small Business Development Center (MSBDC) which recently appointed Joy Kinnear as senior business advisor and training director. She is replacing Michael Holbrook, who has recently retired after serving the small business community in central Massachusetts for nearly 30 years.

SBDC provides free and confidential

assistance to startups, established firms, and anyone seeking business planning, marketing, product development, access to capital, acquisitions, succession planning and other aspects of running a small business.

Ms. Kinnear has extensive experience in business. She cofounded a medical practice management firm and has led sales, operations and service delivery within financial technology

firms Shareholder.com and the NASDAQ OMX Group. A mentor and adjunct professor, Ms. Kinnear holds a masters degree in law and diplomacy from Tufts University and a B.A. from Clark University.

She will be holding office hours at the NCM Chamber office every Tuesday from 9:00 am to 1:00 pm. For an appointment, call (978) 353-7600 or visit the MSBDC website: www.clarku.edu/

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FACTS

- Identity theft is the number 1 reported crime to the Federal Trade Commission.¹
- 28 million US adults have been victims of identity theft in the past 12 months³
- Concern about the risk of identity theft is at its highest level in recent times⁴
- Credit-monitoring services can sell their customer data legally⁵

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- 3 RESTORE**
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When a threat is detected, LifeLock notifies members by phone, text or email.†††

LifeLock scans over a trillion data points every day and issues 20–30K alerts every week to our members. ¹	Every 2 seconds someone is a victim of identity theft. ³ How many are your employees?	Proposal for: Date:
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[†] Network does not cover all transactions. ^{†††} This information is required to receive LifeLock alerts.

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	Employee + Children**	\$6.87	\$14.22
	Employee + Family**	\$10.79	\$24.03

Service Features	LifeLock	LifeLock Ultimate
LifeLock Identity Alert® System†	✓	✓
Lost Wallet Protection	✓	✓
Address Change Verification	✓	✓
Black Market Website Surveillance	✓	✓
Reduced Pre-Approved Credit Card Offers	✓	✓
Live Member Support 24/7/365	✓	✓
Certified Resolution Support	✓	✓
\$1 Million Total Service Guarantee‡	✓	✓
Fictitious Identity Monitoring		✓
Court Records Scanning		✓
Checking & Savings Account Application Alerts¹		✓
Bank Account Takeover Alerts¹		✓
Credit Inquiry Alerts¹		✓
Online Annual Credit Reports		✓
Online Annual Credit Scores		✓
Monthly Credit Score Tracking		✓
File-Sharing Network Searches		✓
Sex Offender Registry Reports		✓
Priority Live Member Support 24/7/365		✓

LifeLock Standard

LifeLock standard identity theft protection uses innovative monitoring technology and alert tools to help proactively safeguard your credit and finances.†

LifeLock Ultimate

LifeLock Ultimate service provides peace of mind knowing you have the most comprehensive identity theft protection available. Enhanced services include bank account application and takeover alerts, online credit reports and credit scores.‡

LifeLock Junior

LifeLock Junior service is a proactive system rolled into family plans that helps keep your child's information safe. A child's clean and unmonitored credit file is a gold mine for identity thieves, with critical misuse and damage potentially going completely undetected for years.††

Need more detail?

View the detailed product descriptions.

Ready to get started?
Contact me today!



Yasmin Loft: 978.353.7600 x 234

*As LifeLock identity theft protection and LifeLock Ultimate service are available for adults 18 years of age and older, children under the age of 18 will receive a product designed specifically for minors LifeLock Junior service. Enrollment in LifeLock service is limited to employees and their eligible dependents.

† Network does not cover all transactions. †† Must be enrolled with an adult member.

‡ The benefits under the Service Guarantee are provided under a Master Insurance Policy underwritten by State National Insurance Company. Under the Service Guarantee LifeLock will spend up to \$1 million to hire experts to help your recovery. As this is only a summary please see the actual policy for applicable terms and restrictions at LifeLock.com.

CONTINUED.... CHAMBER UPDATES

focus on tours of manufacturers, which is where we seem to get the best reactions from students. We had successful tours at Burkhart Flutes, New England Studios, and PCI Synthesis over last summer, for young students participating in Academic Adventures at MWCC, making a connection between the STEM programming in these courses and modern manufacturing. The plan this year is to build on that, and create more opportunities for those kinds of connections.

REGIONAL ECONOMIC DEVELOPMENT: The November elections have changed the political landscape somewhat, and may be in our favor. A meeting with Sen. Eldridge is scheduled for early Feb, at his request, specifically to discuss this issue, and we are working on meeting the newly elected Sen. Gobi, and the new senate president, Sen. Rosenberg, as well as new representatives Susannah Whipps Lee and Donald Barthiaume.

NCMDC has been working with MassMEP and RTI on a project to identify challenges and opportunities for manufacturers through a detailed survey process. Overall, the results confirmed much of what we already knew were challenges in this region, with a significant one being the lack of resources available to introduce new products and processes into the manufacturing stream from entrepreneurs or researchers working on new ideas. This has led to a discussion with MEP and representatives from Greentown Labs in Somerville, an incubator space with a large number of start-ups working in energy and clean technology, and some are

at the stage where they need to consider the challenges of large-scale manufacturing. There is also a plan in place to create an Enterprise Network, similar to an existing model working successfully in Europe, to connect entrepreneurs developing new products with the manufacturers that can build them. The details of how this would work are still being discussed, but Massachusetts is likely to be a pilot program for this project.

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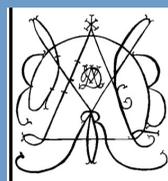
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March 4 – EWN
noon to 1:30 pm, Elks Lodge
134 North Main St., Leominster

March 6 – MegaNetworking Breakfast
8 to 9:30 am, Devens Common Center, Devens

March 12 – Coffee with HYPE
7:30 to 9:00 am, Chamber Conf. Rm.

March 13 – Good Morning Breakfast
6:45 am to 8:30 am, DoubleTree by Hilton
99 Erdman Way, Leominster

March 17 – Small Business Lunch
noon to 1:30 pm, Chamber Conf. Rm.

March 18 – HRC
noon to 1:30 pm, Chamber Conf. Rm.

March 26 – Business After Hours
4:30 to 6:30 pm
Platinum Productions in Lunenburg

March 31 – Orientation
8 to 9 am, Chamber Conf. Rm.

April 1 – EWN
noon to 1:30 pm, Elks Lodge
134 North Main Street, Leominster

April 9, 2015 – Economic Forecast Breakfast
8 to 10 am, Location TBA

April 15 – HRC
noon to 1:30 pm, Chamber Conf. Rm.

April 16 – HYPE
5:30 to 7:30 pm, Location TBA

April 21 – Small Business Lunch
noon to 1:30 pm, Chamber Conf. Rm.

May 6 – EWN
noon to 1:30 pm, Elks Lodge
134 North Main Street, Leominster

May 7 – Elected Officials Reception
5 to 7 pm, Great Wolf Lodge

May 15 – Good Morning North Central Breakfast
6:45 to 8:30 am, DoubleTree by Hilton

May 19 – Small Business Lunch
noon to 1:30 pm, Chamber Conf. Rm.

May 20 – HRC
noon to 1:30 pm, Chamber Conf. Rm.

May 28 – Business After Hours
4:00 to 7:00 pm, Fitchburg Airport

Save the Dates:

June 1 – Golf Tournament

June 11 – Annual Business Meeting

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