

SEPTEMBER — NOVEMBER 2018

chamber

north central massachusetts report

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chamber

north central massachusetts report

About the Cover: The cover features a mix of iconic and relevant images of the great work that we have achieved recently and the great things to come. Come see what your Chamber has been accomplishing and our plans to continue to grow North Central Massachusetts.

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Editorial:

Contact Matt Myers

mmyers@northcentralmass.com
978.353.7600 x244
chamber@northcentralmass.com

To Advertise:

Contact David Ginisi

dginisi@northcentralmass.com
978.353.7600 x240

phone: 978.353.7600
fax: 978.353.4896

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North Central MASSACHUSETTS

CHAMBER OF COMMERCE



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The Leominster Dixie® plant is proud to call north central Massachusetts home, and we're proud to be a good employer and a good neighbor. We have a long history of investing in safety, quality and productivity, and you can find the cutlery we make in places like restaurants and hospitals.

Our employees and our company are committed to serving the community. For example, we work side-by-side during the United Way's Day of Caring to help clean up and restore local schools and homes in disrepair.

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CHAMBER RECIEVES NATIONAL HONOR

The North Central Massachusetts Chamber of Commerce has been awarded 4-star Accreditation from the accrediting board of the United States Chamber of Commerce for its sound policies, effective organizational procedures, and positive impact on the community.

Accreditation is the only national program that recognizes chambers for their effective organizational procedures and community involvement. In order to achieve this recognition, a chamber must meet minimum standards in their operations and programs, including areas of governance, government affairs, and technology. This comprehensive self-review took over six months to complete and required



preparation of an extensive application, compilation and review of volumes of materials required by the Accrediting Board and demonstration of competency in nine core areas ranging from finance to facilities.

Of the approximately 7,000 chambers in the United States, only 204 have earned the recognition as an accredited chamber of commerce. These elite institutions represent the top 3% of all chambers in the United States. In Massachusetts, the North Central Massachusetts

Chamber is one of only four chambers to have received accreditation, and is the only chamber in Central Massachusetts.

"We are incredibly honored to receive this national designation that places us among the best chambers of commerce in the country," said Roy M. Nascimento, president & CEO of the Chamber. "We challenged ourselves to improve our Chamber for the betterment of our members. Receiving this accreditation only motivates us to continue to remain engaged, active and

innovative on behalf of our members and communities in North Central Massachusetts."

The accreditation report noted that the North Central Massachusetts Chamber has demonstrated an excellent track record of operating a successful chamber and achieving desirable results for its members. Several of the Chamber's programs, events and initiatives were highlighted for special recognition, including the loan programs of its economic development arm and its special forums. The Chamber also received special recognition for its successful efforts in expanding its government affairs and advocacy capabilities for the benefit of its members and region, as well as for its brand standards and guidelines. ♦

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GOVERNMENT AFFAIRS UPDATE

The last few months have been very active on Beacon and Capitol Hill. Well before the supposed “Grand Bargain” compromise made headlines, the Chamber had reviewed the list of ballot initiatives likely to move forward and developed a concise voter’s guide explaining how passage of each would impact our business community. As events took shape in the days and weeks that followed, the staff remained very active on the advocacy front. The Chamber hosted Senate President Chandler at a breakfast forum the morning after the compromise was announced and issued a statement about the compromise shortly after. Now, with only one of the original five key issues remaining, the Chamber continues to advocate against arbitrary, government imposed staffing requirements in our hospitals that raise costs for local employers.



Former Senate President Harriette L. Chandler discusses the Grand Bargain legislation at a Chamber event.

In addition to its efforts around the ballot questions, the Chamber also worked with legislators to ensure the region’s interests were not overlooked by Beacon Hill in the state budget. With dedicated assistance from the region’s delegation, the Chamber helped secure \$3.4 million of funding that will benefit projects throughout the region. In addition,

several of our legislative priorities were also successful in passing during the session, including passage of the economic development bond bill and the sales tax holiday.

The Chamber kept a close watch on events in Washington as well. Recognizing the region’s dire need for skilled labor, the Chamber’s president & CEO joined business leaders from

across the nation in signing a letter urging the US Senate to pass the Perkins Career and Technical Education Act. This Act represents the largest block of funding for high school education in the federal budget and would reinstate a Reagan era program that supports skills related training.

The Chamber is also deeply concerned by the current rhetoric surrounding trade and tariffs and the uncertainty it creates for local businesses. The need to identify a coherent policy with which to move ahead is clear. The Chamber will continue to monitor developments at the local, state, and federal levels, ensuring that the needs and concerns of North Central Massachusetts’ businesses are accounted for in the discourse.

For more information please contact Christopher McDermott, the Chamber’s Public Affairs Manager at 978.353.7600 ext. 224. ♦

ECONOMIC DEVELOPMENT

OCTOBER LEADS AWARENESS OF MANUFACTURING IN NORTH CENTRAL MASSACHUSETTS

As part of national Manufacturing month, the Chamber and our economic development arm, the North Central Massachusetts Development Corporation will host a series of events and programs to promote manufacturing and highlight the importance of the industry to the economy of the region.

“Manufacturing is alive and well in North Central Massachusetts,” said Roy Nascimento, president & CEO of the Chamber. “Supporting careers in advanced manufacturing and serving as fierce advocates for local manufacturers are a priority for our Chamber.”

The Chamber plans on

coordinating tours of local manufacturers as well as highlighting how rewarding careers in manufacturing can be through a social media campaign, showcasing Chamber produced manufacturing videos and hosting special events. The Chamber will be partnering with local manufacturers, Mount Wachusett Community

College and MassHire North Central Workforce Board in these efforts.

Stay tuned throughout the months of September and October for more information on these events. Visit www.NorthCentralMass.com or contact Sandie Cataldo at SCataldo@northcentralmass.com. ♦

MULLANEY TO CHAIR CHAMBER BOARD OF DIRECTORS

Stephen J. Mullaney, PE, President of S.J. Mullaney Engineering, Inc. has been elected Chair of the Chamber's Board of Directors for 2018-19.

Mullaney, a Leominster native, is a registered professional civil engineer, licensed in Massachusetts and New Hampshire. He founded his company, S.J. Mullaney Engineering, Inc. in Leominster in 2004 and joined the Chamber in 2005. He has nearly thirty years of experience in site design and land entitlement for development projects and facility expansions.

In addition to this involvement with the Chamber, Mullaney is a member of the American Society of Civil Engineers; the Institute of Transportation Engineers; and the Massachusetts

Aggregate and Asphalt Pavement Association.

Mullaney is very active in the community, having served in a variety of appointments for City of Leominster over the years. He has also provided pro-bono services to area communities in developing and updating land use regulations. He is a 1991 summa cum laude graduate of Northeastern University in Boston.

Mr. Mullaney involvement with the Chamber spans back to the 1990s when he was active through his previous employer. He was elected to the Chamber's Board of Directors in 2011 and has held several leadership positions including Vice Chair and Treasurer. He has also served on the Chamber's Government Affairs and Nominating Committees.

As the Chair of the Chamber, Mr. Mullaney will work with the Board, Chamber staff, and membership to champion the Chamber in its mission to serve the region's business community.

He succeeds Mark Freeman, president SteelFab, Inc., who now moves to the position of Immediate Past Chair of the Board of Directors.

"It is an honor and privilege to have been elected Chair of the Chamber, an organization that plays an important role in supporting businesses of all sizes in North Central Massachusetts," expressed Mr. Mullaney, "I am excited to continue Mark's efforts and work to ensure the Chamber remains a strong resource for the local business community."

In the same election, Deborah Weymouth, president



Stephen J. Mullaney.

of HealthAlliance Hospital, Inc. was elected Vice-Chair and director Steve Rocheleau, president of Rocheleau Tool & Die was elected to the position of Treasurer. Board members elected for a three-year term were Neil Abramson, CFO of ECI Stores; Will Aubuchon, president & CEO of W.E. Aubuchon Company; Matthew Fournier, president of Elite Construction & Design; and Rachel Lopez, president of Resource Management, Inc. ♦



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SEPTEMBER WOMEN'S LEADERSHIP CONNECTION FEATURES LAUREN BAKER



Lauren Baker.

The next edition of the Chamber's Women's Leadership Connection will take place on **Wednesday, September 12, 2018** and will feature Lauren Baker, the First Lady of Massachusetts, as the featured speaker. The program, sponsored by Fidelity Bank, runs from

11:30 a.m. to 1:30 p.m. at the Great Wolf Lodge, 150 Great Wolf Drive, Fitchburg, MA.

The Women's Leadership Connection is a luncheon series held four times per year in September, December, March and June that focuses on empowering women in business. Core topics include professional development and career advancement as well as social and philanthropic events.

Pre-registration is required and easy. Simply call the Chamber at 978.353.7600 ext. 235, email mmccaffrey@northcentralmass.com or register online at www.northcentralmass.com. The cost is \$35 for members and \$50 for non-members and includes lunch. ♦

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TOURISMupdate

Farm to Table Spotlight at Hollis Hills Farm



The Chamber's tourism arm, the Johnny Appleseed Trail Association, hosted a special Farm to Table dinner at Hollis Hills Farm in August to showcase our local farms and food enterprises. Thank you to our many sponsors and to everyone who attended!

North Central Massachusetts Attracts Sporting Events



The Chamber's tourism arm, the Johnny Appleseed Trail Association, attended Connect Marketplace at the end of August in an effort to promote North Central Massachusetts as a destination to major sporting events.

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New Chamber Tourism Website Fall Launch

Stay tuned! The Chamber's Tourism affiliate will be launching a dynamic new tourism website this fall. The new website will have a fresh new look and feature a number of enhancements to help better promote members and North Central Massachusetts. This is part of our efforts around continuous improvements to strengthen our communications, member services and operations. ◇

Need gifts for employees or clients? Gift them the Gift Local Card!

With the holidays swiftly approaching us, do you know what you're getting your colleagues this year? Consider buying them the gift of Gift Local! A regional gift card accepted at over 50 of the region's finest shops, services and restaurants, there's certainly something for everyone to enjoy.

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Gift Local Gift Cards are available for purchase at our chamber office (860 South Street, Fitchburg, MA 01420), at



our Johnny Appleseed Visitors' Center (1000 Route 2 W Lancaster), or on our website at www.GiftLocalMass.com. Call ahead at 978.353.7600 ext. 222 to place your order and we can have the cards ready for you when you arrive.

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A photograph of a woman with blonde hair, wearing a white shirt and a brown apron, looking down at a document or menu she's holding.

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QUICK hits

Ribbon Cuttings



Angel Salon & Spa

Leominster, MA — Owner Angelica Jimenez celebrates her grand opening with business and community leaders including: Representative Natalie Higgins, Leominster Mayor Dean Mazzarella, Ray Belanger and Lisa Dutton-Swain of NewVue Communities, Laura O'Kane of Geronimo Properties, David Ginisi and Sandie Cataldo of the Chamber, Chamber Ambassador Shannon Girgenti, staff and family.



Complete Physical Therapy & Wellness

Fitchburg, MA — Co Owners Tammy Moses, Theresa Brassard, Joanne D'Onfro, Jennifer LeBlanc & Alice Thompson celebrated the grand opening of their brand new building and were joined along with Mayor Stephen DiNatale, Honorary Chamber Ambassador AJ Tourigny and David Ginisi of the Chamber.



Coakley Family Dental

Leominster, MA — Dr. Coakley celebrated his relocation to his brand new office building and was joined along with: Mayor Dean Mazzarella, Bill Brassard of TD Bank, Honorary Chamber Ambassador Melissa Tasca, David Ginisi of the Chamber, staff and family.



Enterprise Bank

Leominster, MA — Enterprise Bank recently celebrated the grand opening of their new location and were joined along with community and business leaders. Pictured: Mayor Dean Mazzarella, Councilor Claire Freda, Enterprise Bank representatives: Nikki Paglieroni, Ken Ansin, Cheryl Gaudreau, Michael Toomey, Ray LaFond, Jim Adams, Karen Gaffney, Jon Bullock, Chamber Ambassador Tracy Lafleur, Neil Abramson of ECI Stores and David Ginisi and Sandie Cataldo of the Chamber.

Ribbon Cuttings continued...



Groton Inn

Groton, MA — Groton Inn celebrated their long-awaited return with a grand opening. Celebrating the occasion were General Manager Waddy Francis, Holly Varney, Chamber & JATA representatives: Roy Nascimento, David Ginisi, Matt Myers and Diane Burnette, Chamber Ambassadors Amanda Curtis and Tom Littlepage, and other distinguished guests and staff.



Hey Good Look'n Salon

Fitchburg, MA — Owner Vicki Manchester recently celebrated her brand new location with friends and family. Also pictured: Mayor Stephen DiNatale, David Ginisi of the Chamber, and Chamber Ambassadors Shannon Girgenti and Tom Littlepage.



Mill City Pub

Fitchburg, MA — Owner Jessica Lagoy, joined along with her husband Lawrence Lagoy and business partner Chris Cordio celebrated their brand new restaurant with members of the community including: Councilor Sam Squailia, David Ginisi and Diane Burnette of the Chamber, Chamber Ambassadors Harold Mateo, Amanda Curtis, Tracy Lafleur, and Tom Littlepage, friends and family.



Pressed'O

Clinton, MA — Sophyse Maxi celebrates her dream of launching her own organic juice bar and was joined along with Chief of Staff to Rep. Naughton- Susan Templeton, Director of Economic Development- Phil Duffy, David Ginisi of the Chamber, Chamber Ambassador Amanda Curtis, and other friends and family.



River Styx

Fitchburg, MA — We recently celebrated a brand new patio expansion at River Styx! Pictured: Owners Scott & Jackie Cullen, Desiree Cullen, Mayor Stephen DiNatale, David Ginisi of the Chamber, and Chamber Ambassadors Lawrence NFOR and Tim Johnson.

Quick Hits continued...

Nascimento earns Elite Certification

Roy M. Nascimento, president & CEO of the Chamber has been designated as a Certified Chamber Executive (CCE) by ACCE, the Association of Chamber of Commerce Executives.

CCE is recognized by many as the highest, and most elite, professional designation in the chamber of commerce profession. It's the only globally-recognized certification program exclusive to the chamber of commerce industry.

"The CCE program assesses and tests the applicant's knowledge of core chamber management areas—management, planning and development, membership



Pictured in the photo (L-R): Jay Chesshir, president & CEO of the Little Rock Regional Chamber and Chair of the ACCE Board; Roy Nascimento, president & CEO of the North Central Massachusetts Chamber; Sheree Anne Kelly, president & CEO of ACCE; and Bob Quick, president & CEO of Commerce Lexington Inc. and CCE commission chairman.

and communication, and operations," says Bob Quick, CCE commission chair. "Chamber professionals

who are designated CCEs have rightfully earned this outstanding recognition through hard work, countless

hours of dedication to their field, and leadership of their chamber to achieve the chamber's goals. We are proud to have this year's class join a long tradition of professional excellence."

Nascimento is one of 11 chamber professionals from throughout the country to earn the CCE designation in 2018.

"We are very proud of Roy in achieving this professional designation," said Stephen J. Mullaney, president of S.J. Mullaney Engineering, Inc. and Chair of the Board of the North Central Chamber. "This designation is a positive reflection of our Chamber's commitment to excellence, professional development and leadership for the benefit of our members and the North Central Massachusetts region." ♦

Winter Reception
 Thursday, December 6, 2018
 5 pm to 7 pm
 The Groton Inn
 128 Main Street, Groton
 \$20 members, \$30 non members

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North Central MASSACHUSETTS
 CHAMBER OF COMMERCE

Chamber receives national Communications Award

The North Central Massachusetts Chamber of Commerce has been named an "Award of Excellence" winner in the Communications Excellence awards program presented by the Association of Chamber of Commerce Executives (ACCE), an Alexandria, VA -based association that represents chamber of commerce professionals and chambers from around the world.

ACCE's annual Awards for Communications Excellence showcases the top communications and marketing work of chambers of commerce and similar organizations.

The Chamber received an Award of Excellence for a

special digital campaign that featured video testimonials from businesses. Twenty-one different videos were shot entirely using an iPhone. The videos were shared through NorthCentralMass.com and on social channels allowing people to hear about the benefits and impactful work of the Chamber directly from members enjoying the benefits. The videos culminated in a four minute highlight video that premiered at the Chamber's Annual Meeting in June.

A panel of communications and marketing professionals from five U.S.-based chambers of commerce evaluated the more than 150 entries that were received. ♦

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We need your help to grow! **From September 24th through October 26, 2018** we will be hosting a special New Member Referral Campaign. When a business or organization that you referred to us joins the Chamber during that period, you will receive a \$50 Gift Local Gift Card that can be used at many of the finest restaurants, shops and attractions in the region. There is no limit to the number of referrals you can make!

How does it work? Just identify a business, vendor, or acquaintance who could benefit from Chamber membership and then submit your referral either online or via our printed referral form to the Chamber. If your referral joins the Chamber during the campaign period, and pays for one full year of membership, you will receive a \$50 Gift Local Gift Card. In addition, you will entered into a drawing for a chance to win a \$500 Gift Local Gift Card!

There is no limit to the number of referrals you can make, but you do have to submit the referral form to be eligible to receive the gift cards. When we contact the



referred business, we will mention you or your company as the referring business. If a referral is submitted more than once, the Chamber will honor the first referring party only. Also, the referring member must be in good standing with current year's dues fully paid.

For a referral form or for a complete list of the terms and conditions, please visit www.northcentralmass.com/member-referral-program or contact us at 978.353.7600 ext. 240. ◇

Myers graduates from Institute for Organization Management



Matt Myers, who was selected president of his IOM class, delivers remarks during the graduation ceremony.

Matthew Myers, IOM, Marketing and communication manager at the Chamber has recently graduated from the Institute for Organization Management, the professional development program of the U.S. Chamber

of Commerce Foundation program, and has received the recognition of IOM. The IOM Graduate Recognition signifies the individual's completion of 96 hours of course instruction in nonprofit management. The program of study includes required courses and electives in areas such as leadership, advocacy, marketing, finance, and membership intended to enhance their own organizational management skills and help their organization's run more efficiently and effectively.

Since its commencement in 1921, the Institute program has been educating tens of thousands of association, chamber, and other nonprofit leaders on how to build stronger organizations, better serve their members and become strong business advocates. ◇

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North Central Calendar **EVENTS**

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September 6

Grand Bargain Information Session

Chamber Office, 8:30 a.m.

September 12

Women's Leadership Connection featuring First Lady of Massachusetts Lauren Baker

Great Wolf Lodge, 11:30 a.m.

September 12

Getting to Know Your Chamber

Chamber Office, 3:30 p.m.

September 14

Good Morning North Central

DoubleTree by Hilton, 6:45 a.m.

September 20

Legislative & Candidates Reception

Chocksett Inn, 5 p.m.

September 25

Small Business Roundtable: Competing with online retail during the holidays

Chamber Office, 8 a.m.

September 28

Connect North Central

DoubleTree by Hilton, 8 a.m.

October 5

Congressional Luncheon

Great Wolf Lodge, 11:30 a.m.

October 11

Business After Hours: Celebrating Manufacturing Month

Fitchburg Art Museum, 4:30 p.m.

October 18

Congressional Debate

*Fitchburg State University
6:30 p.m.*

October 26

Connect North Central

DoubleTree by Hilton, 8 a.m.

November 8

7 Chamber Business After Hours

Great Wolf Lodge, 5 p.m.

November 16

Good Morning North Central

DoubleTree by Hilton, 6:45 a.m.

November 30

Connect North Central

DoubleTree by Hilton, 8 a.m.

December 6

Winter Reception

The Groton Inn, 5 p.m.

Season Tickets

Season Tickets for one of our most popular programs, Good Morning North Central, are now on sale! New this year, we have expanded the season tickets to also include three of our other popular breakfast events. We have added the Economic Forecast Breakfast, Tourism Update Breakfast and the Real Estate Summit to the season tickets.

Season Ticket holders enjoy a 20% discount as well as the convenience of being automatically registered for each of these popular events. Season Tickets can be transferred to another colleague within a business as well. Season tickets are on sale at www.northcentralmass.com/news/calendar-of-events at \$160 for members and \$260 for non members. ♦

Sponsorships Available

Be visible, participate in Chamber programs and watch your business grow.

The Chamber offers members the opportunity to showcase their products and services by sponsoring programs and events throughout the year. From the smallest to largest business, we provide multiple sponsorships and various programs to meet our member's marketing needs. Regardless of your budget, there is a sponsorship opportunity available for you at the North Central Massachusetts Chamber!

For more information on sponsorship opportunities, please contact Maria McCaffrey, Events & Programs Manager at 978.353.7600 ext. 235 or via email at mmccaffrey@northcentralmass.com. ♦



Local, county and state officials are pictured here with members from last year's Legislative Reception.

Annual Legislative and Candidates Reception

Mark your calendars for the Chamber's Annual Legislative and Candidates Reception scheduled for **Thursday, September 20, 2018 from 5 p.m. to 7 p.m.** at the Chocksett Inn on 59 Laurelwood Road in Sterling, MA. The reception is one of the Chamber's premier events of the season and the biggest of its kind in North Central Massachusetts. Mount Wachusett Community College is the premier sponsor for the event.

This is a great opportunity to connect and engage with elected officials and business leaders from throughout the region. Over 125 federal, state and local elected officials are invited to participate.

As of the printing of this publication, the following elected officials had already confirmed their participation: State Auditor Suzanne Bump; Senator Jamie Eldridge; Senator Dean Tran; Representative Donald Berthiaume; Representative Kim Ferguson; Representative Shelia Harrington; Representative Stephan Hay; Representative Natalie Higgins; Representative Harold Naughton; Representative Suzannah Whippis; Worcester County District Attorney Joseph D. Early; Worcester County Sheriff Lewis Evangelidis along with many other city councilors and local elected officials.

The event will feature an open bar and gourmet appetizers and hors d'oeuvres. Cost for members is \$20 and non-members is \$30. Registration is available online at www.northcentralmass.com. Please contact Maria McCaffrey at 978.353.7600 ext. 235 or mmccaffrey@northcentralmass.com for more details. ♦



Congressional Luncheon in North Central Massachusetts scheduled for October 5

From tariffs and healthcare to immigration and infrastructure, our nation's leaders are tackling issues that impact North Central Massachusetts. How will we be affected?

The Chamber's Annual Congressional Luncheon is scheduled for **Friday, October 5, 2018 from 11:30 a.m. to 1:30 p.m.** at the Great Wolf Lodge, 150 Great Wolf Drive, Fitchburg, MA. This is your opportunity to hear directly from our Congressional delegation – Reps. Jim McGovern and Niki Tsongas – on the issues that matter most to our economy. Attendees will also be afforded the unique opportunity for networking and questions with these members of Congress. The program is sponsored by Fitchburg State University.

Pre-registration is required and easy. Simply call the Chamber at 978.353.7600 ext. 235, email mmccaffrey@northcentralmass.com or register online at www.northcentralmass.com. The cost is \$35 for members and \$55 for non-members. ♦

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