# Chambel et al massachusetts report

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# ADVOCACY IN ACTION

















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## North@Central MASSACHUSETTS

The Chamber Report (USPS 773-650) is published quarterly by the North Central Mass. Chamber of Commerce, 860 South Street, Fitchburg, MA, for \$15 per year which is withheld from annual membership dues. Periodicals postage paid at Fitchburg, MA.

#### For Editorial & Advertising

Contact David Ginisi dginisi@northcentralmass.com 978.353.7600 x240 | phone: 978.353.7600 | fax: 978.353.4896 www.northcentralmass.com

#### **About the Cover:**

The cover design and feature story in this edition of the Chamber Report were selected to highlight the Chamber's commitment to advocacy efforts that benefit our members and improve our business climate. The Chamber has consistently been a strong voice for the business community and for North Central Massachusetts. This Chamber offers a strong and dynamic program of work around government affairs and advocacy that helps connect, engage and influence. See page 8 and 9 for more information on the contributions these industries are making to the region.



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## DEAL, McDermott Complete First Year Of Institute for Organization Management

North Central ▲ Massachusetts Chamber of Commerce is pleased to announce that Kat Deal and Christopher McDermott both recently completed their first year of the Institute for Organization Management, nonprofit four year leadership training program at Villanova University in Villanova, Pennsylvania.

Deal, who started working at the Chamber in 2018 as the Events & Programs Manager, and McDermott, who started one year prior as the Public Affairs Manager, both serve in pivotal roles.

"Having the opportunity to collectively meet with other organization professionals nationwide and bring back what I have learned to implement here in our own organization has been an



Kat Deal.

that we continue to innovate and originate..."

incredible opportunity," said Kat Deal. "It's important that we continue to innovate and originate while we position



Christopher McDermott.

our members as proactive leaders in North Central Massachusetts."

"Institute graduates are recognized across the country as leaders in their industries and organizations," said Raymond P. Towle, IOM, CAE, the U.S. Chamber Foundation's vice president of Institute for Organization Management.

Since its commencement in 1921, the Institute program has been educating associations, chambers, and other nonprofit leaders on how to build stronger organizations, better serve their members and become strong business advocates. Institute's curriculum consists of four week-long sessions at five different university locations throughout the Through a combination of required courses and electives in areas such as leadership, advocacy, marketing, finance, and membership, Institute participants are able to enhance their own organizational management skills and add new fuel to their organizations, making them run more efficiently and effectively.  $\Diamond$ 



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### 2019 North Central Massachusetts Congressional Luncheon scheduled



U.S. Representatives Niki Tsongas and Jim McGovern answer questions from members at last year's luncheon

The Chamber's Annual Congressional Luncheon is scheduled for Thursday, October 10, 2019 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 Lori Trahan – 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.  $\Diamond$ 

Pre-registration is required and easy. Simply call the Chamber at 978.353.7600 ext. 235, email kdeal@northcentralmass.com or register online at https://web.northcentralmass.com/events/CongressionalLuncheon-1198/details The cost is \$40 for members and \$55 for non-members.

### STEVEN ROCHELEAU

### TO CHAIR CHAMBER BOARD OF DIRECTORS

Steven Rocheleau, president of Rocheleau Tool & Die Co., Inc. has been elected Chair of the North Central Massachusetts Chamber Board of Directors for 2019-

Headquartered Fitchburg, Rocheleau Tool & Die is a third generation family owned business that makes extrusion blow molding machinery, blow molds and other related automation equipment.

Rocheleau grew up in the family owned business, starting after completing college as a machine assembler and field service technician, eventually moving into head of sales in 1996. In 2001, he took over as President of the company as it transitioned second generation from to the third generation of family ownership. Under his leadership the company has continued to grow over the years, including expanding its presence in forty international markets and opening a second manufacturing facility.

A lifelong resident of North Central Massachusetts. Rocheleau serves as a member of the Capital Planning Committee in Westminster and a member of the Heritage Bible Chapel in Princeton. He attended Oakmont Regional High School before going on to earn a Bachelor's degree in business from Bucknell University. He has been married for 30 years to Karla (Swedberg) Rocheleau, and they have four children and three grandchildren.

Rocheleau was first elected to the Chamber's Board in 2015 and has held several leadership positions including Vice Chair. Treasurer and has served on the Chamber's Leadership Council, the Manufacturing CEO Roundtable and the Manufacturing Taskforce.

"As Chairman, Steve will play a significant role in advancing the Chamber's goals and initiatives," noted Roy Nascimento, Chamber president & CEO. "We are fortunate to have his respected leadership. We look forward to working with him to advance the interests of our members and promote North Central Massachusetts."

He succeeds Stephen Mullaney, president of SJ Mullaney Engineering Inc., who now moves to the position of Immediate Past Chair of the Board of Directors.

In the same election. David Duval, president of

66 We are fortunate to have his respected leadership...

Protective Services, Inc. in Lunenburg was elected Vice-Chair and director Rachel Lopez, president of Resource Management, Inc. of Fitchburg was elected to the position of Treasurer. Board members elected for a three-year term were Duvarney, owner of Duvarney Jewelers in Fitchburg and Clinton; Dr. Richard Lapidus, president of Fitchburg State University



Steven Rocheleau.

in Fitchburg; Anne Leader, president of Vision Payroll in Leominster; Christopher McCarthy, president Fidelity Bank in Leominster; Cheryl Molebash, general manager of Dixie Consumer Products in Leominster; and John O'Brien, president & CEO of Leominster Credit Union in Leominster. ◊





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Be a part of something great! Join the ranks of the more than fifty restaurants, shops, attractions and other businesses that are currently a part of the Gift Local gift card program. Participating in this community-focused promotional opportunity is a great way to engage new customers and promote your business.

A We were an early
adopter of the
Gift Local gift card
program. It just seemed
like a no-brainer for us to
participate..."

- Accepting Gift Local gift cards is hassle-free – no new terminals or software are required.
- Unlike coupons, deal sites and discount cards, you are not asked to provide a discount in exchange for customers. Instead, the Gift Local gift cards drive full-priced customers to your business.
- o Gift Local gift cards do not compete with your own existing gift card or gift certificate program. Instead, Gift Local gift cards help to engage new customers that you can convert into returning customers.

- There are no up-front costs for members to participate in the program and accept Gift Local gift cards.
- Your business also benefits by being listed on GiftLocalMass.com and from the ongoing advertising and promotions conducted to encourage the sale of the cards.

"We were an early adopter of the Gift Local gift card program. It just



seemed like a no-brainer for us to participate," said Rick Walton, owner of the Gardner Ale House and Moon Hill Brewing. "I haven't been disappointed. We've seen hundreds of these gift cards redeemed here since the program started just a few years ago."

Are you a Chamber member and would like to participate in this program? For more information or to sign up, please contact Lauren Goulet at the Chamber at 978.353.7600 ext. 222.



Members and elected officials mingle at last year's legislative reception.

## Annual Legislative & Candidates Reception

ark your calendars for this event scheduled for Thursday, September 19, 2019 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.

The event will feature an open bar and hors d'oeuvres. Cost for members is \$35 and the general public is \$45. Registration is available online at www.northcentralmass.com. Please contact Kat Deal at 978.353.7600 ext. 235 or kdeal@northcentralmass.com for more details. \$\delta\$



## **Connect North Central**

This month we start our season of monthly meetings of Connect North Central. This event is free to our members and only \$10 for general admission. Each session has a featured speaker and each attendee is given time to speak to the group. The program also includes time for networking. Coffee and tea is provided.

We meet on the last Friday of each month August to May at the DoubleTree by Hilton. Please check the calendar and register today!  $\Diamond$ 

### New North Central Chamber Members

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Current Business News, Events & Chamber Updates.



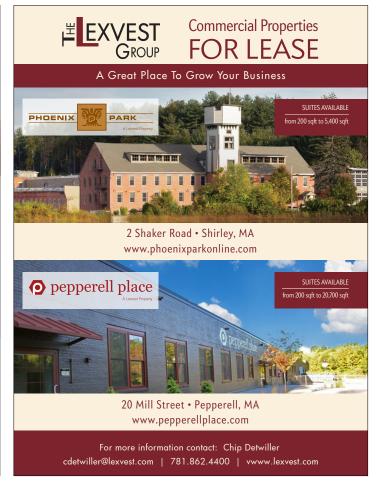
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## -Advocacy in Action:

#### Promoting a Business Friendly Environment in North Central Massachusetts

ne of the most valuable and often overlooked functions of the North Central Massachusetts Chamber is its role as the region's most powerful champion for the business community. The Chamber is uniquely positioned at the crossroads that connect businesses of all sizes and industries, non-profits, and local and state government to tackle the tough issues and get things done. Whether it is setting legislative goals, updating members, engaging elected officials or keeping people informed through its events, the Chamber is on the front lines, focused on promoting what is best for local businesses and that will help the region prosper.

"We speak loudest when we speak with one voice. We do this through the strong network of business and community leaders that come together through the Chamber to advocate for their businesses and the advancement of the region," said Stephen Mullaney, President of SJ Mullaney Engineering and a Past Chair of the Chamber's Board of Directors. "As the largest and most effective business organization in North Central Massachusetts, the Chamber is a powerful influence for positive change. No other organization has the ability to pull together influential leaders and community stakeholders like the Chamber."

The Chamber has built strong relationships with elected officials throughout the region to effectively represent members and their interests. "Our only agenda is to effectively serve our members



A delegation of Chamber staff and members meet at the State House with Senator Harriett Chandler's General Counsel to discuss a legislative issue.

when we speak loudest when we speak with one voice. We do this through the strong network of business and community leaders that come together through the Chamber to advocate for their businesses and the advancement of the region." — Stephen Mullaney

and to advance North Central Massachusetts," said Roy Nascimento, President & CEO of Chamber. "I am proud that we are able to work closely with our elected officials – regardless of their party affiliation or office – to advocate for the region and a positive business climate."

"Without a doubt, the North Central Massachusetts Chamber is the most influential and effective business organization in the region,"



Christopher McDermott, the Chamber's Public Affairs Manager testifies at the State House on education reform.

said Bruce Platzman, CEO of AIS, Inc. in Leominster. "If there is a critical issue that affects local businesses, the Chamber is there working to convene key decision makers to ensure that their voice is heard and that their concerns are addressed."

One of the Chamber's most notable successes this past year was improving the commercial and industrial tax burden in Fitchburg and Clinton. Both communities have struggled in the past with an excessive tax rate for businesses that has hampered economic growth.

As part of its advocacy efforts, the Chamber also provides numerous opportunities throughout the year for members to come together at various events, forums and meetings. The goal with these programs is to make sure that members are informed and that they have a voice in decisions that impact the communities of North Central Massachusetts. Even if members can't find the time to participate in these programs, they can take comfort in knowing the Chamber is working diligently on behalf of their business. It is one of the few Chambers in the state with a registered lobbyist-Christopher McDermott- on its professional staff. On occasion, the Chamber will also hire outside experts or partner with other trade associations to get more done for members. The Chamber also maintains a member-led Government Affairs Committee, which plays an important role in guiding its advocacy efforts. This non-partisan committee

is comprised of members from diverse industries and is responsible for reviewing pending issues for their impact, developing positions and advising the staff on programs that inform and encourage member involvement in its government affairs initiatives.

"As a member of the Chamber's government affairs committee, I have seen first-hand how this Chamber is an influential voice for North Central Massachusetts," said Lea Ann Scales, Vice President of Enrollment and Public Affairs at Mount Wachusett Community College. "They provide genuine leadership to influence the issues that impact our region."

This fall, the Chamber's events calendar will put the Chamber's proactive advocacy efforts on full display. September's Legislative and Candidates Reception will

bring the region's elected officials, business leaders, and office seekers together in one place to connect over drinks and hors d'oeuvres. One of the region's most anticipated events, the reception attracts over 150 business and community leaders. In October, the Chamber's Congressional Luncheon, featuring the newly appointed Chair of the House Rules Committee - Congressman Jim McGovern - and the newly elected U.S. Representative for the state's Third Congressional District - Congresswoman Lori Trahan. These annual events will be complimented by the Chamber's Good Morning North Central breakfast series. Our September breakfast will feature House Speaker Robert DeLeo followed in November by Governor Charlie Baker. These events all represent a unique opportunity to directly



Congresswoman Lori Trahan meets with members of the Chamber's Leadership Council to discuss federal priorities.

engage with policy leaders who impact businesses on a daily basis.

As a member, you have all of the Chamber's resources and connections at your fingertips, and we encourage you to take advantage of that benefit and stay connected. If you have an issue or policy concern that you believe the Chamber should be aware of, please reach out to Christopher McDermott at 978.353.7600 ext. 224 or email him at cmcdermott@northcentralmass.com. ◊





## TOURISMupdate

## Big Apple of New England Unveiled

This over past July, seventy-five local dignitaries and community leaders officially unveiled the "Big Apple of New England" outside the Johnny **Appleseed** Visitors' Center on Route 2 in Lancaster. This giant red apple structure, which stands at 10 feet tall, is the largest apple sculpture of its kind in all of New England. The apple was installed outside the visitor center to honor region's strona agricultural heritage and connection to apples and that icon of American folk history -Johnny Appleseed. **American** pioneer and folk hero John Chapman (AKA Johnny Appleseed) was born locally in Leominster, Massachusetts. Не the official state folk hero for Massachusetts. The Big Apple of New England is part of an effort to promote North Central Massachusetts to travelers and visitors.

The Big Apple of New England joins a growing collection of unique items at the center that showcase the twenty seven communities North Central Massachusetts. These include the bronze sculpture of the young Johnny Appleseed that greets visitors outside the doors of the Johnny Appleseed **Visitors** Center and 91 apple trees located on the premises, including three Rambo trees that are direct descendants of the last remaining tree known to be planted by Johnny Appleseed. These three trees were planted from saplings from a 200+ year old tree in Nova, Ohio that is the last known tree planted by Johnny Appleseed. The American Historical Forestry provided saplings from the tree in 2003.

> this apple serves as a beacon for travelers looking to explore the wonderful communities we call North Central Massachusetts..."



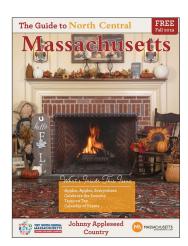
"We are blessed to live in an area steeped in heritage, culture and the great outdoors. We hope this apple serves as a beacon for travelers looking to explore the wonderful communities we call North Central Massachusetts for many years to come. It's location at the Johnny Appleseed Visitors Center solidifies its destination status and local landmark for Route 2 travelers," said Al Rose, Owner of Red Apple Farm in Phillipston and Chair of the Board of Visit North Central Massachusetts. "Stop in, take a picture with the biggest apple in New England!"

"The Johnny Appleseed Visitors Center is not your run of the mill rest stop! The center has evolved into a one of a kind destination that helps

welcome, engage and promote the twenty seven communities that comprise North Central Massachusetts," said Roy M. Nascimento, President & CEO of the Chamber and of Visit North Central Massachusetts. "We are excited to unveil this new attraction at the center that helps to tell the story of this dynamic and beautiful region. We are very grateful for the strong partnerships that we have with our local communities, businesses and the Massachusetts Department Transportation that helped to make this project a reality."

For more information on the Big Apple of New England, please go to VisitNorthCentral.com. \(\rightarrow\)

## The Fall Guide is out!



Contact us to request copies of The Guide for your office or business.

DBurnette@northcentralmass.com

> et the inside scoop  $\mathcal{J}_{ ext{on}}^{ ext{con}}$  all things fall season in North Central Massachusetts - from the best time to harvest apples to a craft beer trail! Find the latest edition at the Johnny Appleseed Center any other local venue and attraction in North Central Massachusetts! more information on the Guide To North Central Massachusetts, how to advertise, or how to get one delivered to you, please contact Diane Burnette | DBurnette@ northcentralmass.com  $\Diamond$ 



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## QUICK hits

#### **Ambassador** of the Year

Congratulations to Chamber Ambassador, Thomas Littlepage of Workers Credit Union, who was voted among his committee peers as the 2018-2019 Ambassador of the Year.





**Gifted Membership:** 

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courtesy of Regional Leader

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**Stratton Players** 

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Stratton

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#### **Connect Chair**

Congratulations to Nancy De La Rosa of Primerica who was selected the 2019-2020 Connect North Central Chair. Connect North Central meets on the last Friday of every month for 8 AM at the Double Tree.



#### Al Fresco Fitchburg

The Chamber staff pictured with Mayor Stephen DiNatale at the Fay Club during the Al Fresco event organized by the City of Fitchburg. The event was held at various locations in the city to showcase local restaurants.



### **New United Way Director**

Chamber President Roy Nascimento recently met with Korry Eng, the new Executive Director of the United Way of North Central Massachusetts.



#### **Annual Meeting** Recap

Back in June, the Chamber held its 35th Annual Business Meeting which featured Boston Marathon Director. McGillivray. The event saw over 400 business and community leaders.



#### **National Cookie Day**

Our friends at the DoubleTree stopped by the office to surprise the staff with boxes of their famous DoubleTree cookies!



## **Gifted Membership:** Central Cup

Congratulations to the Central Cup for receiving a gifted Chamber membership courtesy of Regional Leader level member, Leominster Credit Union!



## Peterbilt Expands to North Central Massachusetts

Chamber President Roy Nascimento recently met with Matt Preston, Vice President of Peterbilt New England to discuss their recent move to the region.



### **Chamber hosts Secretary Kinnealy**

Thank you to Secretary Mike Kennealy of the Executive Office of Housing and Economic Development for meeting with the Chamber recently about our economic development priorities.



## Ribbon Cutting - Dancers Boutique

The Chamber recently held a ribbon cutting for Dancer's Boutique LLC of Fitchburg. Dancer's Boutique offers one stop shopping. Their store has 1500 square feet of dance, gymnastic and theater apparel including shoes, tights and accessories.

More Quick Hits Page 17



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Mandeep Hundal,



Payam Aghassi, MD, FCCP



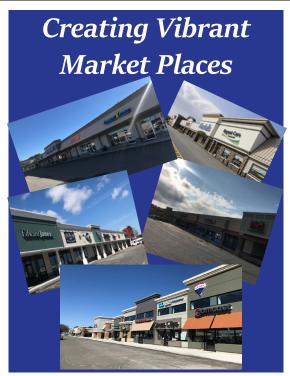
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## Do you need health Insurance?

North Central Massachusetts Chamber of Commerce remains committed to helping our members to access the best health insurance plans available and to make sure that your health insurance needs are met. As always, we are just a phone call or email or visit to our office away from being able to help you decide what health insurance plan best meets your needs. Contact the Chamber at 978.353.7600 ext. 222 for information on available plans and to receive a quote. ◊





#### QUICK HITS CONTINUED...



#### **Ribbon Cutting – Keller Williams**

The Chamber recently hosted a ribbon cutting for Keller Williams of North Central at their brand new headquarters in Leominster.



#### **Ribbon Cutting - Notown Goods**

The Chamber would like to congratulate Notown Goods of Westminster who held their grand opening and ribbon cutting over the summer!



#### **Sponsor Reception**

In June, the Chamber hosted a special reception at Oak Hill Country Club to thank members who sponsored our programs and events over the previous year. Their support of these important programs contributed towards our success in growing the economy and serving our members.





## Think Globally, Act Locally



A business sponsorship of North County Land Trust looks good for your company. We've helped to protect over 5,000 acres of farms, forests, and waters in North Central Mass and we maintain miles of hiking trails throughout the region. Our success boosts your success as we protect quality of life for all.

Let's grow together.

### www.NorthCountyLandTrust.org



For more information, contact Lisa Adams, 978-466-3900 or ladams@northcountylandtrust.org

Corporate Volunteer Trail Projects; Project , Conservation Area , or Event Sponsorship Opportunities

## Become a Season Ticket Holder for 2019-2020

Season Tickets for our popular breakfast programs are now on sale! The season ticket includes our four Good Morning North Central executive breakfasts, Economic Forecast Breakfast, Scholarship Breakfast, Tourism Update Breakfast and the Real Estate Summit.

Season Ticket holders are automatically registered for all 8 events! Season Tickets can be transferred to another colleague within a business as well. Season tickets are on sale at https://northcentralmass.wliinc21.com//events/Series-Season-Tickets-1215/details at \$180 for members and \$280 for the general public. \$

#### Did you know

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## North Central Calendar VENTS

A complete list of events with details can be found at web.northcentralmass.com/events

Please contact Kat Deal with any questions.

## September 12

**Business After Hours** 

Fitchburg Access Television, 5 p.m.

## September 13

**Good Morning North Central** 

DoubleTree by Hilton, 6:45 a.m.

## September 19

**Legislative & Candidates Reception** 

Chocksett Inn, 5 p.m.

## September 23

**Paid Family Medical Leave Act Information Session** 

Chamber Office, 9 a.m.

## September 26

**Small Business RoundTable: Understanding Your Credit Score** Chamber Conference Room. 8 a.m.

## September 27

**Connect North Central** 

DoubleTree by Hilton, 8 a.m.

## October 8

**Business After Hours** 

Oak Hill Country Club, 5 p.m.

## October 10

**Congressional Luncheon** 

Great Wolf Lodge, 11:30 a.m.

## October 21-22

**Quickbooks 2 Day Seminar** 

Chamber Conference Room, 8 to 11 a.m.

### October 25

**Connect North Central** 

DoubleTree by Hilton, 8 a.m.

## October 29

**Young Professionals of North Central MA** 

*AIS, Inc.* − 5 to 7 p.m.

### November 7

**Good Morning North Central** 

Doubletree by Hilton, 6:45 a.m.

### November 14

**6 Chamber Business After Hours** 

Great Wolf Lodge, 5 p.m.

## November 30

Connect North Central

DoubleTree by Hilton, 8 a.m.

## December 4

**Women's Leadership Connection: Being Your Own Boss** 

DoubleTree by Hilton, 11:45 am to 1:30 p.m.



### **Winter Reception**

Wachusett Mountain. 5 p.m.









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- Private and Semi-Private Rooms
- Dvnamic Activities Schedule
- Well-Balanced Meals
- Long-Term Care

### One community. One commitment. One choice.



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