

Chamber’s membership campaign offers opportunity to reach out

Membership growth is important to the vitality of our Chamber for many reasons. Of course, more dues revenue funds a wide variety of Chamber programs. New members give us a stronger voice to impact business interests. Additional members mean more businesses join our network to utilize your products and services, and also provide you with products or services.

New members bring new energy to the Chamber that challenges the organization to be responsive, progressive, and innovative. They expand our pool of contacts and lend more hands to Chamber and community projects, not to mention that membership growth helps strengthen our communities by engaging new businesses in the future prosperity of North Central Massachusetts.

Companies join the Chamber every month throughout the year, but on September 27 and 28, 2016, we will be reaching out to more than 3,000 businesses in North Central Massachusetts that are not yet benefiting from Chamber membership -- through



our annual New Member Campaign. Doug Petersen, President & CEO of Workers’ Credit Union and former Chairman of the Chamber Board, will lead this year’s campaign. Prospects will receive a mailed invitation, followed by personal phone calls from a team of enthusiastic volunteers, encouraging them to join.

Some terrific, committed members have already

Continued on Page 6

Chamber unveils new branding and business plan

The Chamber revealed its new logo (see top of page) to a packed-house audience of members at its Annual Business Meeting in June. The objective of the new logo design was to present a fresh, more contemporary look that was respectful of the Chamber’s brand and history, yet reflective of the organization’s continued growth and transformation.

The new logo was created by Lysa Miller of 3MediaWeb, a marketing firm and member of the Chamber.

The new design maintains elements of the original logo, while incorporating more contemporary fonts and an updated image to reflect the dynamic regional organization. The swirl image from the original logo – which signified regional focus, leadership and collective action – remains, but has been updated with a more modern design.

The Chamber’s new tagline, “Building Businesses. Building Communities” succinctly communicates the Chamber’s principal mission of creating a stronger, more dynamic and

prosperous business sector, while speaking to the connection between a strong business sector and a healthy prosperous community. The new tagline conveys the goal, of the Chamber and its affiliates, around supporting the economic advancement of the region.

During the Annual Meeting, the Chamber also unveiled a new forward-looking business plan for the organization, which included goals and objectives around five priority areas: community development; economic development; government affairs; membership advancement and organizational sustainability.

It is the goal of the Board of

Continued on Page 6

New Members ~ Please welcome these businesses

Do you know someone interested in joining?

Contact the Chamber at 978-353-7600 x234 or online at www.northcentralmass.com

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SEASON TICKETS are available for a discount on all nine seminars presented by the Human Resources Council, and for all five Good Morning Breakfast events. These tickets may be transferred among co-workers within a company. Order on the Chamber website or contact Maria at 978-353-7600 x235



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October leads awareness of careers in manufacturing

With the largest concentration of manufacturers in Massachusetts, North Central is no stranger to the importance of careers in advanced manufacturing. Throughout October, manufacturing awareness will spread across the nation. The Chamber and its Development Corporation will host several events highlighting the value of careers in manufacturing.

“Workforce development is the cornerstone to a thriving economy and manufacturing accounts for one in four jobs in North Central,” said Roy Nascimento, Chamber president and CEO. “Educating students, parents, educators, and our elected officials is important to ensuring employers and jobs remain in Massachusetts.”

The Chamber plans on coordinating tours of local manufacturers as well as highlighting how rewarding careers in manufacturing can be. This spring, the Chamber hosted a regional bus tour of local manufacturers for legislators and school superintendents, spurring a healthy dialogue on ways to promote pathways for manufacturing careers.

“As an employer in North Central, it’s very important that we have a steady pipeline of skilled employees,” said John Witkowski, General Manager of NYPRO, a Jabil Company, with locations in Clinton and Devens which

produces medical devices. “Manufacturing has changed a lot over the last few decades, and we need to break the existing stigmas that these are ‘dirty’ jobs.”

The Chamber has actively partnered with its Manufacturing Roundtable and Mount Wachusett Community College in promoting careers in manufacturing. Mount Wachusett has developed a number of workforce training and degree programs to help address manufacturing workforce shortage issues.

Stay tuned throughout the month of October for more information on these events. For more information contact Sandie Cataldo at scataldo@northcentralmass.com.



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In August, Mass. Office of Travel & Tourism Director Francois-Laurent Nivaud toured Johnny Appleseed Country with JATA and Chamber staff. He is shown (left) learning about locally brewed beers from the brewmaster at Gardner Ale House, one of six stops along the tour.



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Anthony Mercadante to chair Chamber Board of Directors

Anthony J. Mercadante, CPA, Managing Partner of Mercadante & Mercadante PC, a certified public accounting firm has been elected Chairman of the North Central Massachusetts Chamber of Commerce Board of Directors for 2016-17. The announcement was made at the chamber's Annual Business Meeting on June 16, 2016.

Mercadante, a CPA and a lifelong Fitchburg resident, became managing partner of Mercadante & Mercadante PC in 1986 at the age of twenty-seven, a family business that has continued to increase its customer base under his leadership. As a community activist, he has served as a director of Massachusetts Share Insurance Corp., HealthAlliance Home Health and Hospice, Rollstone Bank & Trust, the Montachusett Regional YMCA, Fitchburg State University and as treasurer of the Oak Hill Country Club. He has also served as a longtime coach for Fitchburg Youth Soccer.

He earned a bachelor of science degree in economics from the University of Pennsylvania's Wharton School of Commerce & Finance in 1981 and a masters in taxation from Bentley College in 1985.

Mr. Mercadante has been on the Chamber's Board of Directors for several years, and served as vice chair and treasurer. As the chair of the Chamber Board of Directors, Mr. Mercadante will work with the board, Chamber staff, and membership to champion the Chamber in its mission to serve the region's business community.

"As chairman, Tony will play a significant role in advancing the Chamber's goals and initiatives," noted Chamber President Roy Nascimento. "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 Doug Petersen, president & CEO of Workers' Credit Union, 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 the advancement of North Central Massachusetts," expressed Mr. Mercadante, "I am excited to continue Doug Petersen's efforts and



make sure the Chamber remains a strong resource for the local business community."

In the same election, Mark Freeman, president of Steel Fab, Inc. was voted vice-chairman and director Stephen Mullaney Jr., PE, president of S.J. Mullaney Engineering, Inc. was elected to the position of treasurer.

New board members elected for a three-year term were Steve Duvarney, president of

Duvarney Jewelers; Dr. Richard Lapidus, president of Fitchburg State University; Anne Leader, president of Vision Payroll; and Christopher McCarthy, president of Fidelity Bank. In addition, Lea Ann Scales, vice president of external affairs, communications, and K-12 Partnerships at Mount Wachusett Community College was elected to serve a one year term on the board.

Continuing current terms on the Board of Directors are Neil Abramson, ECI Stores; Will Aubuchon, IV, W.E. Aubuchon Company; Wayne Canty, Heat Trace Products; David Duval, Protective Services; Paul DiGeronimo, Geronimo Properties; Ken Gurge, Law Offices of Kenneth W. Gurge; Steve Rocheleau, Rocheleau Tool & Die, Inc.; Eric Shapiro, The Lexvest Group/Phoenix Park; and Deborah Weymouth, HealthAlliance Hospital.



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Good Morning Breakfast

Breakfast program begins season on Sept. 9

September 9, 2016. It is sponsored by Boys & Girls Club of Fitchburg and Leominster.

The breakfast program features a guest speaker (TBA) along with a presentation by Steve Marsden of Marsden Engineering and Game On Fitchburg, which proposes to open a recreational facility in West Fitchburg that would house 10,000 sq. ft. of indoor soccer fields along with other amenities such as a

Good Morning North Central Mass. will begin the program year

restaurant and pro-shop. The fields would potentially bring thousands of visitors to North Central Massachusetts each year.

The next Good Morning breakfast will be November 18 and will be sponsored by the Doubletree by Hilton.

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 mmccaffrey@northcentralmass.com

The cost is \$25 for Chamber members and \$40 non-members. Season Tickets are also available to all five breakfast events for a discount price, and may be transferred among co-workers within a company. To order, go to "Calendar" on the Chamber website: northcentralmass.com or call 978-353-7600 x235.



HYPE is hosting an evening social at Gallery Sitka, 454 Main Street, Fitchburg. It will be on Thursday, October 27, 2016 from 5:30 - 7:30 p.m.

This event for young professionals offers a great opportunity to discover the area's latest artist venue while connecting with associates and making new contacts. It will include hors d'oeuvres and cash bar. Register online at www.NorthCentral-Mass.com/calendar or contact Maria at mmccaffrey@northcentralmass.com or call 978-353-7600 x235.



Gallery Sitka was welcomed to Downtown Fitchburg at a ribbon cutting event in July with community leaders including Fitchburg Mayor Stephen DiNatale, Senator Jennifer Flanagan and Representative Stephen Hay, on hand to welcome owner Tamar Russell Brown (center). An NCM Development Corp. microloan obtained through the Express Loan program, helped with start-up costs at the gallery located at 454 Main Street that features local artists.

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Chamber to host Legislative and Candidates Reception

Premier networking event, sponsored by MWCC, connects elected officials with community leaders

A Legislative and Candidates Reception will be on September 22, 2016 from 5 – 7 p.m. at the Chocksett Inn on 59 Laurelwood Road in Sterling. The event is intended to connect business and community leaders with the region's elected officials, as well as those seeking public office. It is one of the Chamber's premier events of the season, with over 125 federal, state, and local elected officials invited.

"Gaining access to legislators and those who seek public office is just as important for small business owners as it is for CEO's in the region," said Ken Gurge, Esq., Chamber director and chair of the Government Affairs Committee. "This will be a tremendous opportunity for anyone with passion for North Central Massachusetts."

Tara Williams, the Chamber's young professionals committee chair and assistant branch manager at Worker's Credit Union, takes an active role in the Chamber's various events. "As a young professional, it's important for me to get to know my legislators and make changes in my

community. I look forward to discussing how we can work together for the future of North Central at the Legislative and Candidates Reception."



Tara Williams

Government affairs and public policy advocacy are key components to the Chamber's efforts to promoting a healthy and active business climate throughout the region.

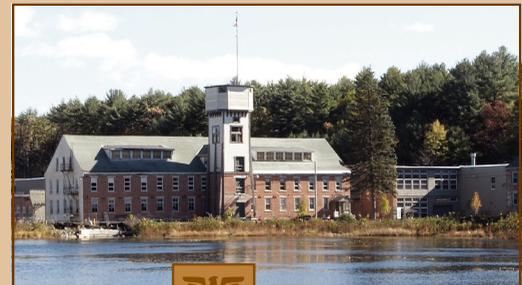
Recognizing that the business community and legislators are partners in economic vitality and growth, events like these align well with the Chamber's mission.

Sponsored by Mount Wachusett Community College, the event will feature an open bar and gourmet appetizers and hors d'oeuvres.

"Connecting our community and those in a position to effect change is important to Mount Wachusett

Community College," said MWCC President Daniel M. Asquino. "We are delighted to support this opportunity for engaged business leaders, legislators, and policy-makers to meet and network in our region."

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.



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'New branding'continued from Page 1

Directors to develop and implement strategies to take the Chamber into the future. The plan is designed to serve as a blueprint for the future success of the Chamber and its affiliate organizations.

The Chamber's Annual Meeting also included recognition awards and the commencement for the 2016 class of the Chamber's Community Leadership Institute. Visit www.northcentralmass.com for more information or to view the business plan.

'Campaign'continued from Page 1

stepped up to support this campaign, by sharing their positive experiences and the many benefits of Chamber membership during the campaign. But we still need your help! If you are not already part of a corporate team, please consider volunteering just 3 hours of your time on either day.

If you own a business, even a small gift certificate donation will heat up the competition and drive results. If a company you do business with isn't already a member, please tell them the value you've gotten from your Chamber membership. There has never been a better time to join!

To participate, win prizes and make contacts in the New Member Campaign, please contact Jeff Ardis, member services manager at (978) 353-7600, x234, jardis@northcentralmass.com. We know you will want to help and we hope we can count on your involvement.

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This service can help members make their existing direct-mail or telemarketing lists more efficient by analyzing sales data to build a profile of their ideal customer targets. Companies can even build a marketing list from scratch based on more than 100 data points such as a potential customer's age, income level, geography, and purchasing tendencies. This information can help local businesses in North Central Massachusetts learn more about their current customers, help them find and reach like-minded prospects, and acquire new customers.

For example, a landscaping company might benefit from

knowing which families have purchased new homes or recently moved into a particular area. Targets can be selected based on interests from "boat-owner" or "camping" to "computers" or "gourmet cooking." Customized Portrait Reports can compare key characteristics from your current customer database with those of a target geographic area to market to more of the same. Additional tools enable businesses to update and verify information, remove duplicates, and improve the odds of response to direct-mail offers.

Anyone interested in learning more about the customized market research offered through the Chamber should contact Jeff Ardis, manager of member services at (978) 353-7600 ext. 234 or via email at jardis@northcentralmass.com



Assurance Home Care owner Catherine Githaibi & her husband Njoroge are shown with Leominster Mayor Dean Mazzarella as she cuts the ribbon at their grand opening earlier this year.

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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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Coming Events

View all events, register and pay online:
northcentralmass.com

For more information, contact Maria McCaffrey at
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September 7: CEO Unplugged
September 9: Good Morning North Central Breakfast
September 13: Entrepreneurship Seminar
September 14: Sales Leads
September 14: Women's Leadership Connection
September 20: Lender's Forum
September 20: Small Business Lunch 'n Learn
September 21: Human Resource Council
September 22: Legislative & Candidates Reception

November 1: Entrepreneurship Seminar
November 3: 7 Chamber Business After Hours @ Great Wolf Lodge
November 9: Sales Leads
November 15: Small Business Lunch 'n Learn
November 16: Human Resource Council
November 17: CEO Unplugged
November 18: Good Morning North Central Breakfast
November 23: Sales Leads

October 4: A Chance to Meet the Buyer
October 6: Business After Hours
October 7: National Manufacturing Day
October 12: Sales Leads
October 18: Small Business Lunch 'n Learn
October 19: Human Resource Council
October 21: MegaNetworking Breakfast
October 25: Tools for Change: An Advocacy and Politics Workshop
October 26: Sales Leads
October 27: HYPE!

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