



GET IN THE MIDDLE OF IT ALL

2013 Annual Report  
The Chamber of Central Mass South

## From the desk of the Chair

What a great year it has been for the Central Mass South Chamber of Commerce! Our strategic initiatives developed in early 2012 are being realized, and we are pleased to report an increase in our membership for the first time since 2008.

We continue to provide meaningful programming rich in content and diverse topics ranging from customer loyalty to rebranding. We have been mindful of opportunities that allow the organization to add value to the CMSCC membership, often offering such programs for free to our members.

The monthly Fun at Five networking events continue to be engaging occasions for our members to create business 2 business relationships while enjoying the gracious hospitality of our local venues.

The award of our first REDO grant, spearheaded by Alexandra McNitt, E.D., and a dedicated group of volunteers, provided tremendous support for the Chamber to strengthen public and private relationships extending beyond our catchment area to Webster, Dudley, Oxford and Warren. The grant also buoyed the development of an economic development oriented website boasting the regions vast business prospects. In addition, we engaged area manufacturers in discussions during the economic development forum attended by nearly 60 people and approximately 20 manufacturing firms. We are pleased to share that the Chamber has been awarded its second REDO grant for fiscal 2014.

The generosity of our constituency is demonstrated time and again by their engagement in numerous activities. During our 2013 campaign to raise funds for the Chamber Charities and Scholarships we reached an all-time high compared to the last five years. Further, our special events such as; Restaurant Week, The Annual Golf Classic, Harvest Festival and Annual Clambake continue to foster engagement from both our business partners and the community.

**This year's accomplishments would not have been possible without the dedicated and esteemed Board of Directors, the Chamber staff, and most importantly countless volunteers who offer their skills, talents, time and support of the Chamber.**

The Board of Directors will reconvene early in 2014 to begin work on identifying new strategic initiatives for the next **three to five years. We are excited to begin the process of identifying new goals that will further the Chamber's momentum.** The needs and interest of our constituency remains at the forefront of our efforts.

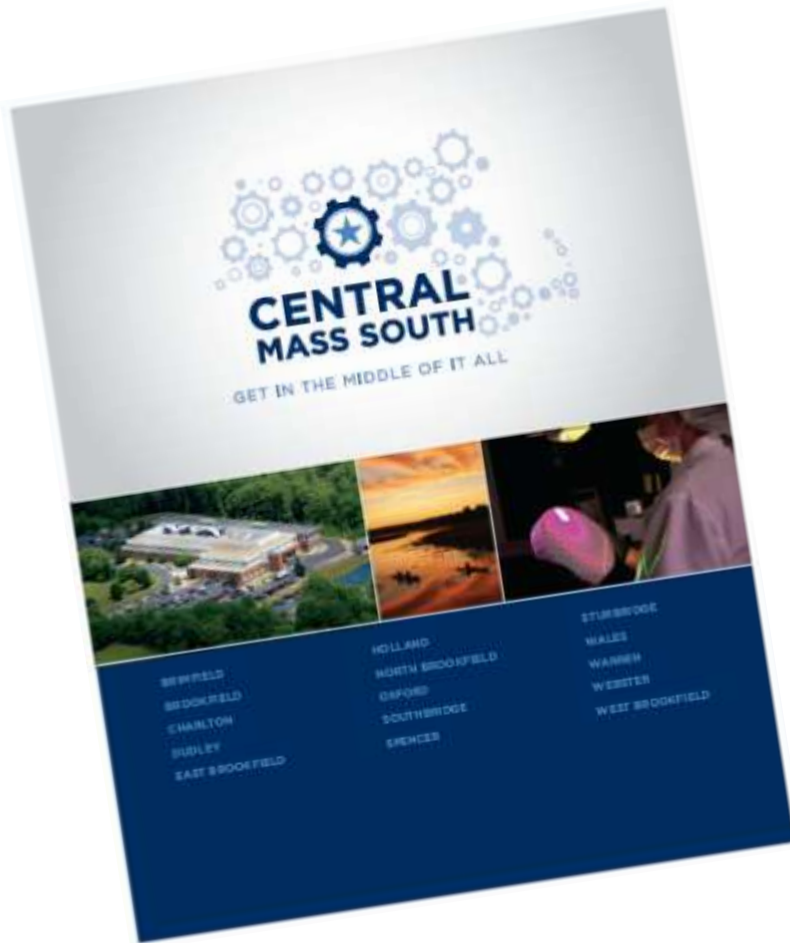
It has been an honor and privilege to serve as chairperson of the board of directors during an exciting and prosperous year. I look forward to my second term and the many prospects that 2014 presents for the Chamber.

Best,

Melissa H. White, Chair



The Central Mass South  
Regional Economic Development Organization  
A collaborative commitment to business  
development in the region



There's a new spirit of collaboration between and among the 15 towns that comprise the Central Mass South region. Known as the Central Mass South Regional Economic Development Organization, the newly launched brand and web site [www.centralmasssouth.org](http://www.centralmasssouth.org) represent a plan for business development that helps existing businesses grow to scale and attracts new businesses to the region. The goal: to maximize the quality of life and productivity of our area.

**“We are incredibly proud of our new brand identity and excited about the launch of our new, regional economic development website,”** said Alexandra McNitt, Executive Director, Chamber of Central Mass South. **“The effort represents four years of unprecedented collaboration among two regional Chambers of Commerce, municipal leadership from 15 towns, distinguished business partners and the Commonwealth.”**

In October 2012, the Central Mass South REDO successfully applied for and received a grant from the Massachusetts Office of Business Development (MOBD). The MOBD grant program was developed to **“support the important work done by local and regional economic development organizations,”** said Jim Ermilio, Executive Director of the Massachusetts Office of Business Development. **“Through the program, the Commonwealth is able to directly support impactful grass roots development efforts. The program helps to provide a consistent and efficient response to businesses seeking assistance from the Commonwealth of Massachusetts. These grants represent a partnership with the Massachusetts Office of Business Development to establish a more comprehensive plan for economic development that supports regionally based efforts to help existing businesses grow to scale and to attract new business to the state.”**

**“Our aim is to support local workforce development, school to career initiatives, and business development and expansion in the region,”** added McNitt. **“This is just the beginning of a long range plan for regional economic development that is responsive to the unique attributes of each community individually and the region as a whole.”**

The initiative is ideal for Central Mass South for several reasons. The 15 towns comprising CMS — Brimfield, Brookfield, Charlton, Dudley, East Brookfield, Holland, North Brookfield, Oxford, Southbridge, Spencer, Sturbridge, Wales, Warren, Webster, and West Brookfield — boast great cultural and educational institutions, and superb four-season recreational opportunities.

**The region's ample supply of real estate is ideal for business relocation or expansion, and as an affordable housing location.** There is access to land on which to build, major highways and rail access on which to import and export goods, and available floor space to lease. Currently, there is an abundance of small-to-mid-sized businesses, several of which are contract-manufacturing businesses for major corporate operations.

Housing is another factor. The region boasts highly desirable and reasonably priced housing, lower residential tax rates, and access to multiple metropolitan areas. Lastly, Central Mass South has a growing population of young

**adults on the cusp of joining the region's workforce.** Many are considering pursuing a STEM (science, technology, engineering, or mathematics) career by attending a vocational-**technical program at one of the region's** educational institutions. Central Mass South is home to two superb technical / vocational schools - Bay Path Regional Vocational Technical High School and Tantasqua Regional High School — as well as three colleges — Quinsigamond Community College, Bay Path College, and Nichols College.

The Central Mass South Regional Economic Development Organization (REDO) is a public/private partnership of 15 towns committed to providing a consistent and efficient response to businesses seeking assistance from the Commonwealth of Massachusetts. Led by the Chamber of Central Mass South in partnership with the Webster-Dudley-Oxford Chamber of Commerce, Central Mass South REDO is committed to promoting economic development and job growth in the region.

Each institution is dedicated to educating students of all ages in degree programs and skilled certifications needed **for today's information-**based, manufacturing and technology-driven economy.

**“As liaisons for those manufacturing as well as other business in our Chamber areas, we understand that many businesses** receive solicitations daily for all kinds of great opportunities. The Central Mass South REDO, however, truly is a **once in a lifetime opportunity for our area businesses and towns,”** said Mark Marzeotti, President of the Webster, Dudley, Oxford Chamber of Commerce.

The grant resources have been matched with private investment from the local business community. The private partners include: Country Bank for Savings, Harrington Healthcare System, Hometown Bank, Hyde-Dexter Charitable Foundation, Savers Bank, Southbridge Credit Union, Southbridge Savings Bank, smith&jones Idea Agency, United Lens Company, and Webster First Federal Credit Union.

**“The Central Mass South REDO changes the way potential businesses and developers look at where they should relocate or start their business, “** said Marzeotti. **“It changes the way graduating students from the area’s technical high schools and colleges decide where to look for work.”**

The Central Mass South REDO web site, [www.centralmasssouth.org](http://www.centralmasssouth.org), articulates the brand identity for the region. It serves as a mini, local MOBD to support existing businesses’ access to state services and helps showcase the best the region has to offer to out-of-state businesses looking to move or expand to Massachusetts.

# POSITIONING STATEMENT

## THE UNIQUE ATTRIBUTES OF OUR REGION'S ASSETS

### EDUCATION

Steadily growing population of young adults considering a STEM career by attending one of the region's vocational-technical programs

### COMMERCE

An abundance of small- to mid-sized businesses, several of whom are contract manufacturers for major corporate operations.

### LAND AND INFRASTRUCTURE

Unprecedented access to land on which to build, highways and rails on which to import/export goods, and floor space to lease.

### LOCATION

Desirable housing at below state-average purchase prices, lower residential tax rates, access to multiple metropolitan areas, low crime rates, and a rural landscape.

**Because of its locale, workforce, and available land, the Central Mass South region is an ideal spot to build and grow my business and raise my family.**



# Our Objectives for Fiscal Year 14

## Provide Mini-MOBD Services

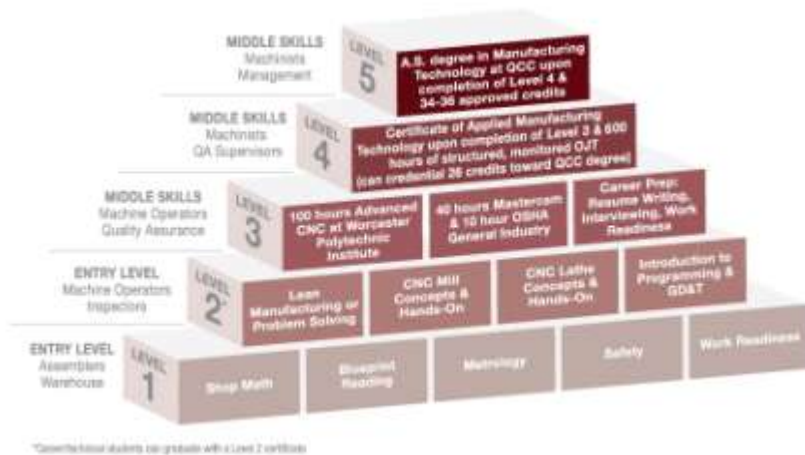
1. Develop a communications tool to help local businesses consider expansion and growth to scale opportunities, and indicate the types of resources available to support those efforts
2. Increase the number of facilitated meetings with local businesses and state agencies to support business expansion and job growth
3. Host a series of regional forums to promote our services to support business expansion, business (re)location and workforce development
4. Continued support to queries from MOBD on available commercial space and land, local property tax rates, local cost of living/doing business, and a host of quality of life assets in the region

Our efforts are made possible by the generous private investment of our partners:

- Country Bank for Savings
- Harrington HealthCare System
- Hometown Bank
- Hyde-Dexter Charitable Foundation
- Savers Bank
- Southbridge Credit Union
- Southbridge Savings Bank
- smith&jones Idea Agency
- United Lens Company
- Webster First Federal Credit Union
- Webster Five Cents Savings Bank

## Workforce Development

1. Bring the MAC-WIC Level 1 certification training to our region this fall, and then get on an annual cycle of offering the training each year in late June. MAC-WIC Level 1 training addresses manufacturers growing need for a pool of qualified, entry level workers. The training includes shop math, blueprint reading, metrology, lean manufacturing, problem solving and workplace readiness. This training will be complimented by a concurrent, non-REDO workforce development initiative for a local manufacturer consortium grant application for incumbent workers.
2. Identify or develop a retail oriented Hospitality and Customer Service Training Certification Program to be offered in June. Like our manufacturing base, local businesses in the retail and hospitality sectors indicate increasing difficulty in finding qualified, entry level workers. The training would be developed in partnership with business leaders from this sector.



## Communications

1. Expand the functionality of the Central Mass South REDO website by developing the following additional components:
  - a) Job Exchange – where local employers can post openings available
  - b) Workforce Development & Training – more fully articulate career pathways from the beginning of high school through graduate education and how to access those resources
2. Website Marketing such as Google Ad Words and direct marketing to C level executives outside Massachusetts to encourage their considering relocation or expansion in the region



## Mission

The Central Mass South Chamber of Commerce is the leading advocate for business, promotes the success of its members, and enhances regional prosperity through networking, education, and promotion.

## Vision

To be the leading business organization in the region, fostering exciting economic and community development with a new spirit for collaboration and success.

## Membership has Value

Are you taking full advantage of your membership? Below are our most common programs, services and activities. If you would like to learn more about any of these, or even have something else in mind that we could do to help your business, give us a call to set up a time to discuss it. It would be our pleasure!

### Networking

- Fun @ Five
- Speed Networking
- Annual Clambake
- Annual Meeting
- Committees
- Event Volunteering

### Referral Services

- Community Business Associates
- Social Media
- Phone Queries
- Email Queries
- Information Center
- Website Listings

### Promotional Opportunities

- e-Crossroads Advertising
- Direct Mail
- Banner Advertisements
- Promotional e-Blasts
- Membership Spotlights in the *Southbridge Evening News*
- Website Listings
- Sponsorships
- Information Center Literature Displays
- Facebook Page & Social Media
- Events Calendar
- Press Releases
- Ribbon Cuttings

### Learning Opportunities

- Seminars
- Free SCORE counseling
- Leadership roles on committees and the Board of Directors

### Individual Member Advocacy with

- Town Selectmen
- Planning Boards
- Boards of Health
- Local Legislators and Others

### Local Advocacy on Topics such as

- Business-Friendly Signage By-Laws
- Single Tax Rates
- Planning Design Standards
- Tourism Interests and More

### Regional Advocacy on

- Economic Development
- Attracting Colleges to the Region
- School-to-Career Initiatives
- The Grand Trunk Trail Network
- More Cost-Effective Healthcare Options
- Public Transportation
- Regional Tourism

### Corporate Citizenship

- Invest with other local businesses in a voice for the business community

# Are you and your colleagues taking full advantage of the M2M Discount Program? Current member to member (M2M) discount offers are:

## ATTRACTIONS

**OLD STURBRIDGE VILLAGE:** \$3 off adult daytime admission (Sturbridge residents are free).

**THE LAST GREEN VALLEY:** 20% discount to their regular annual dues for new members.

## LODGING

**THE VIENNA:** Special rate of \$145 plus tax (usually \$200-220). Rate includes full breakfast for 2 in bed, a chef's surprise hors d'oeuvres and a cocktail/beverage on arrival.

**YOGI BEAR'S JELLYSTONE PARK:** 10% off regular rates

## RESTAURANTS

**AVELLINO:** 10% discount off food purchases.

**B.T.'S SMOKEHOUSE:** 10% off your purchase.

**CEDAR STREET GRILLE:** 10% discount off food purchases.

**THE DUCK:** 10% discount off food purchases.

**FINS AND TALES:** Free dessert with the purchase of entrée.

**OXHEAD TAVERN:** 15% off food total only, valid Sunday through Thursday.

**SALEM CROSS INN:** 15% discount off of entrees.

**STURBRIDGE COFFEE HOUSE:** 10% off purchases.

**SUBWAY (STURBRIDGE XTRA MART):** 10% off Sandwiches and Sandwich platters.

**VERITAS:** 15% off food, including large parties.

## RETAIL

**ALTERNATIVES FOR HEALTH HERBAL APOTHECARY:** 10% off on Bulk Herbs and Teas.

**GARIERI JEWELERS:** Offers a 1/2 Price Watch Battery.

**THE HANDMAIDEN:** 10% off all purchases.

**MOLE HOLLOW CANDLES:** 15% Discount on Candle Products.

**MORIN JEWELERS:** Take \$50 off your purchase of \$500 or more. Take \$25 off your purchase of \$250 or more.

**SADIE GREEN'S CURIOSITY SHOP:** 20% off Sadie Green's handcrafted reproduction jewelry.

**STURBRIDGE POTTERY:** 10% off all purchases.

**VILLAGE PHOTO:** 10% off all purchases.

**WHITCO SALES:** 6.25% discount for any appliance or bicycle purchase over \$199.

## PROFESSIONS & SERVICES

**BAY PATH COLLEGE:** Will waive Application Fee (\$25 for Undergraduate, \$45 for Graduate).

**BRENDA BIANCULLI, CPA, LLC:** Free Initial Consultation and \$50 off your first invoice for paid services.

**CENTER OF HOPE: JUST THE DETAILS:** 10% discount on auto detailing.

**CHARTER BUSINESS:** \$100 credit when you sign up for Charter Business Communications

**EDWARD JONES:** One hour, complimentary, no obligation portfolio and retirement review.

**FOCUS FITNESS CENTER AT SOUTHBRIDGE HOTEL & CONFERENCE CENTER:** 10% off a Yearly Membership.

**GATES INSTITUTE:** 15% discount on Professional Development Training Courses.

**GREEN HAIR CO.:** 10% off the purchase of Green Hair Gift Certificates.

**JEES:** Mold inspection of your home for \$295 (usually \$350).

**LAW OFFICE OF PAUL KOLESNIKOVAS:** 10% discount on any estate plan package.

**LES GARDNER PHOTOGRAPHY:** 10% off portrait prices.

**LIVE A FLOURISHING LIFE:** 10% member discount off products (books, CDs, etc) and services (workshops, training sessions, and mentoring).

**POWER COMPUTERS:** Two months free off-site backup with the purchase of a device.

**REHABILITATIVE RESOURCES, INC.:** 10% discount for registering 6 or more employees for Serve Safe, First Aid or CPR, or receive 10% off when booking a room at our state-of-the-art training facility.

**SAFETY SMART GEAR:** 5% off our already low, wholesale pricing.

**SUPER CLEAN LAUNDROMAT:** \$2.00 off Drop Off Laundry Service with a \$20.00 order or more.

**UNIVERSAL TAG, INC.:** 20% discount for any new customer.

**VILLAGE PHOTO:** 10% off all purchases.



*What's in your wallet? Present your M2M discount card to any of these participating members, and get more out of your membership.*

These offers cannot be combined with any other offer or promotion.

## Programs, Events & Activities

The Chamber strives to offer a wide range of value-oriented programs and events for our members and our community.

**Whether it's networking, educational, festival or celebration,** all of these are offered and produced by members, for members and their neighbors.



### Fun at Five

Our popular monthly networking events typically attract more than 100 business people

	Host	Sponsor
Dec. 11, 2012	Public House Historic Inn	Rehabilitative Resources, Inc.
Jan. 15, 2013	Veritas Restaurant	Community Business Associates
Feb. 12, 2013	Salem Cross Inn	North Brookfield Savings Bank
Mar. 13, 2013	<b>Admiral T.J. O'Brien's</b>	Hometown Bank
Apr. 11, 2013	Southbridge Hotel & Conference Center	Quinsigamond Community College
May 21, 2013	Old Sturbridge Village	Southbridge Savings Bank
Jun. 24, 2013	Fins & Tales	Gates Institute
Jul. 15, 2013	Vienna Restaurant & Historic Inn	Harrington HealthCare System
Sep. 10, 2013	LaSalle Reception Center & <b>Annie's Country Kitchen</b>	Center of Hope Foundation & Michael L. Wales Painting
Oct. 23, 2013	Lamoureux Ford with <b>BT's Smokehouse &amp; RapsCALLION Beer</b>	Southbridge Credit Union
Nov. 6, 2013	Cedar Street Grille	Country Bank for Savings

### Seminars

A range of subjects are designed to increase skills and build awareness

	Topic	Presenters
Jan. 23, 2013	State Trade & Export Promotion	Harrison Tsopelas, Mass. Office of International Trade & Investment Joe Ciejka, MetLife Insurance
Feb. 13, 2013	Tax Efficient Strategies for Business Owners	
Mar. 28, 2013	<b>Spring into Action: A Landscaper's Guide</b>	Mark Lavigne, Mike Shatz & Corey Bledsoe, High Maintenance Landscaping
May 23, 2013	Customer Loyalty: Easy Ways to Earn It... Easy Ways to Lose It!	Jerry Posner
May 29, 2013	Summer Shape-Up: How to Exercise for Weight Loss and Better Health	Greg Aucoin, Aucoin Fitness
Sep. 24, 2013	How to Give a Great Speech or Presentation	Bob Barnes, Jennifer Gaucher, Ken Jones, John Keizer, Paula Konde & Brian Landry, Village Toastmasters Club of Sturbridge
Oct. 15, 2013	6 Ways to Get Your Brand Noticed	Chris Tieri, smith&jones Idea Agency



### Ribbon Cuttings

Jul. 11, 2013	179 Main Street, Sturbridge, with Quality Physical Therapy, The Winebuyer's Outlet, Sturbridge Cheese and Chocolate & Teddy G's Ted's Package Store
Jul 19, 2013	Old Sturbridge Inn & Reeder Family Lodges
Aug. 14, 2013	419 Main Street, Sturbridge, with Sturbridge Children's Dentistry, Balian Family Dental & Edward Jones Investments
Sep. 18, 2013	
Oct. 24, 2013	Sturbridge Seafood







Regional School to Career Initiative for Manufacturers  
January 22, 2013



FREE Business Consulting Services from SCORE (Service Corps Of Retired Executives) for new and existing businesses. Ten referrals this past year.



Chamber Charities Fund Supported the following this year:  
Center of Hope Foundation  
Food Share  
Foote Family Fundraiser  
Grayson Hand Fundraiser  
Last Green Valley  
Quinsigamond Community College  
Scholarship Candidate Aubree Hanks-Witaszek  
Scholarship Candidate Amanda Ryan  
United Way



Women's Leadership Forum: There's No Age Limit on Success  
With Jen Carter, Amy Peterson, Representative Anne Gobi, Rita Schiano and Margo Chevers  
Sponsored by Bay Path College  
March 21, 2013



Legislative Luncheon with Canadian Consul General Patrick Binns  
April 11, 2013



Annual Golf Classic  
Presented by Southbridge Savings Bank  
June 20, 2013



A New England Clambake  
Sponsored by the United Lens Co.  
August 8, 2013



24th Annual Harvest Festival  
Sponsored by the Sturbridge Tourist Association  
October 19 & 20, 2013

**RESTAURANT WEEK**  
April 23-28  
Celebrate spring and another grand season of dining out as our best local restaurants offer 3-course menus for a fixed price of **\$12.13 for Lunch and \$20.13 for Dinner!**  
Visit [cra.chamber.org](http://cra.chamber.org) for the special print list menus and more info!

Ardito	The Colonial Tavern
Cedar Street Grille	Publix House
The Dock	Kovacs's Restaurants
Pico & Tolo	Salem Cross Inn
Pine Loaves Bakery	Yonah
Oliver Wright Tavern	Zorba's

Experience fine dining at some of the area's best (and being delicious) during Restaurant Week!

Restaurant Week  
Sponsored by the Sturbridge Tourist Association  
April 23-28, 2013



Tina Anderson, Solid Masonry Solutions LLC  
Kristen Auclair, Liberty Mutual  
Lisa Barnes, Village Toastmasters  
Bob Datz, Datz Media  
Tom Dubrey, Dubrey, Colliton & Fanning LLC  
Rich Eichacker, Vibrance Technology  
Dave Gagnon, Power Computers  
Les Gardner, Les Gardner Photography  
Kathy Kirk, Holiday Inn Express  
Lucy Lariviere, River-Air HVAC  
Tom Marino, Rousseau & Marino PC

Dennis McCurdy, McCurdy Insurance  
Ed Nowak, Jeas Inc.  
Paul Raffa, Hometown Bank  
Terri Ricard, ERA Key Realty  
Bill Roland, Sage Bank  
Rita Schiano, Live a Flourishing Life  
Winnie Siano, HRU/Tradewinds  
Todd Shumate, ServPro of Hampshire Co.  
Susan Terkanian, AllSET Solutions  
Jen Valois, Center of Hope Foundation  
George Wolstencroft, Wolstencroft Plumbing

## Chamber Committees

Our committees are the lifeblood of the Chamber. Each committee is a focused working group with specific roles aimed at advancing the interests of the Chamber and its membership.

### Each Committee:

- Includes at least one designated Board Member liaison
- Meet minimally once a month
- Provide recommendations to the Board of Directors on goals and objectives for the coming year each May at initiation of the budget process
- Provide monthly activity reports at monthly Board meetings
- Provide quarterly status reports on goals and objectives progress
- Recommended to have between 3-7 members each and preferable an odd number for decision process

### Economic Development Committee:

Sandy Acly, Town of Southbridge  
Jean Bubon, Town of Sturbridge  
Michelle Buck, Town of Spencer  
Chris Clark, Town of Southbridge  
Jeff Davenport, Southbridge Credit Union  
Alycia Dzik, Webster 1<sup>st</sup> Federal Credit Union  
Kim Cameron, Southbridge Hotel & Conference Center  
Steve Dalberth, Sullivan & Co. Real Estate  
Alan Gordon, Town of Charlton  
John Lafleche, Bay Path Voc. Tech. High School  
Ellen Laprise, Dudley EDC  
Mark Marzeotti, W-D-O Chamber President  
Alix McNitt, Chair, CMS Chamber  
Dave Peterson, smith&jones Idea Agency  
Anthony Piermarini, North Brookfield Savings Bank  
Nancy Runkle, Town of Dudley  
John Stevens, Spencer Selectman  
Shaun Suhoski, Town of Sturbridge  
Marcia Wagner, Dudley EDC

### Role:

- Support, promote, inform and influence local and regional economic development representative of our members and service area
- Develop relationship with local politicians to enhance economic development
- Advocate for local and regional economic development
- Identify areas of economic development opportunities and pursue

### Goals:

- Pending Grant Selection: Implement Grant Proposal
- Absent Grant Selection: Identify an alternate approach to same

### Marketing & Communications Committee:

Ben Chanthanouvong, Savers Bank  
David Maloney, DM Design/Marketing  
Christine Miller, Chair, Oceans Promotions  
Tom Nutile, Harrington HealthCare System  
Chris Tieri, smith&jones Idea Agency

### Role:

- Recommend copy for monthly e-Crossroads, News and Events
- Create and implement advertising plan
- Proactively develop press releases and calendar listings to local and regional media
- On a quarterly basis, review Chamber website and develop content recommendations
- Special projects as requested by the board and other committees

### Goals:

- Increase Member to Member Program offerings
- Promote, market and enroll members in the Health Insurance Plan
- Develop and conduct Annual Satisfaction Survey
- Study relationship, if any, in Health Insurance Plan offerings to Membership numbers
- Solicit feedback from members regarding the Health Insurance Plan offerings
- Create and implement advertising plan per the budget
- Quarterly review of and recommendations on Chamber website

**Relax, Renew, & Restore**  
In the Sturbridge Townships

Feel your patriotism soar on the 4th of July or at Redcoats & Rebels at Old Sturbridge Village. Walk into the calm of our abundant, family-friendly trails, or kayak one of our many lakes or rivers. Explore our unique, country shops filled with hand-crafted items. Find hidden treasure at the world-renowned Brimfield Antiques & Collectibles Shows. Indulge yourself in our great restaurants, immerse yourself in our natural beauty, and so much more.

Refresh yourself in the Sturbridge Townships.  
Visit [www.sturbridgetownships.com](http://www.sturbridgetownships.com) or call us at 800-628-8379 for personalized service.

**THE STURBRIDGE TOWNSHIPS**  
Everything but ordinary.

Sponsored by the Sturbridge Tourist Association



### Membership Committee:

Mike Checkosky, Southbridge Savings Bank  
Alycia Dzik, Webster 1<sup>st</sup> Federal Credit Union  
**Jim Leaming, Chair, Yogi Bear's Jellystone Park**  
Alix McNitt, CMS Chamber  
Mike Miller, NAMCO Systems, Inc.  
Jean Sullivan, Sullivan & Co. Real Estate  
**Brian Treitman, BT's Smokehouse**  
Melissa White, Rehabilitative Resources, Inc.

### Role:

- Recruit new members
- Retain current members
- Recover former members
- Provide tools for existing members on benefits/ value of the Chamber

### Goals:

- Increase net membership by 40 new members by 8/31/13
- Each committee member has one person to person visit per month with either a prospect, current or former member
- Plan and execute membership drive in the Spencer/ Brookfields area
- Plan and execute Member Appreciation Event
- Develop and implement a member On-Boarding program

### Networking-Ambassadors Committee:

Sheri Bibinski, Southbridge Savings Bank  
Jessica Brigham, Savers Bank  
Cindy Howard, Chair, Center of Hope Foundation

### Role:

- Plan and execute all Fun at Five events
- Support programmatic goals of other committees as needed
- Mentor new members
- Assist in and at events
- Encourage member involvement

### Goals:

- Plan and execute monthly Fun at Five events
- As a team, serve as welcoming Ambassadors at all Chamber events with emphasis on new members
- As a team, help recruit volunteers for ad hoc volunteer needs (ex: Brimfield booth, Harvest Festival)

### Programs & Special Events Committee:

Jessica Brigham, Savers Bank  
Paul Gallipeau, Southbridge Hotel & Conference Center  
Lauren Hand, Chair, Savers Bank  
Dave Peterson, smith&jones Idea Agency  
Holly Reed, Savers Bank  
Rita Schiano, Rita Schiano  
Jim Waddick, United Lens

### Role:

- Plan, organize and execute programs and events to benefit membership and generate revenue, including but not limited to: annual meeting, annual outing, annual auction, legislative meetings and other programs and events to be developed annually as per budget.
- Propose new ideas for programs and events that will benefit membership

### Goals:

- Recruit and engage a Professional Advisory Committee
- Provide professional development that is standards based to the business community
- Plan and execute Chamber Seminar Series
- **Plan and execute March Women's Leadership Forum**
- Plan and execute Spring Legislative Meeting
- Plan and execute August Annual Outing
- Plan and execute Fall Legislative Meeting
- Plan and execute November Annual Meeting

### Tourism Committee:

Alexis Conte, Old Sturbridge Village  
Bob Datz, Chair, Datz Media  
Mike Harrington, Publick House Historic Inn  
Russ Prentiss, Sturbridge Host Hotel & Conference Center  
Bill Simonis, Yankee Cricket Bed & Breakfast  
Valerie Imre, Last Green Valley  
Kate Brandt, Old Sturbridge Village  
Alix McNitt, CMS Chamber

### Role:

- Market the area as a tourist destination
- Promote our tourism related members with specifically designed tactics
- Develop content for quarterly tourism newsletter to prospects
- Research, apply and secure grant money and explore other opportunities for marketing revenue

### Goals:

- Plan and execute April Restaurant Week
- Plan and execute advertising per tourism marketing budget
- Develop content for quarterly tourism newsletter



## Volunteers & Donations

Several Chamber events and activities rely on members to volunteer their precious time to make them happen and/or to donate items to further our objectives. None of the activities listed here could have been accomplished without these wonderful people and generous companies.

### Brimfield Shows Information & Collectible T-Shirt Booth

#### May Shows Volunteers:

Laurie Alicea, Savers Bank  
Yolanda Alvarado, Southbridge Credit Union  
Cheryl Barber, Country Bank for Savings  
Virginia Berns, Southbridge Credit Union  
Sheri Bibinski, Southbridge Savings Bank  
Mary Beth Brown, Southbridge Credit Union  
Jocelyn Callis, OFS

#### **Katie Callis, Jocelyn's daughter**

Dot Cote, Rehabilitative Resources Inc.  
Holly Frisbie, Southbridge Credit Union  
Les Gardner, Les Gardner Photography  
Paul Girouard, Fine Lines & Girouard Guitars

#### **Abby Girouard, Paul's daughter**

Sue Hill, Southbridge Credit Union  
Renee Jurczyk, North Brookfield Savings Bank  
Monique Marinelli, Savers Bank  
Joan Menard, Harrington HealthCare System  
Michael Miller, NAMCO Systems, Inc.  
Patty Ostrout, North Brookfield Savings Bank  
Barbara Palmer, Southbridge Credit Union  
Bethliz Rivera, Southbridge Credit Union  
Beverly Tetreault, Country Bank for Savings  
Chris Tieri, smith&jones Idea Agency

#### **Oscar Tieri, Chris' son**

Sabrina Webb, Southbridge Savings Bank

#### July Shows Volunteers:

Cheryl Barber, Country Bank for Savings  
Peggy Carr, North Brookfield Savings Bank  
Lisa Casiano, Southbridge Hotel & Conference Center  
Lou-Ellen Corkum, Savers Bank  
Bob Datz, Datz Media

Catie Lachapelle, Southbridge Credit Union  
**Jim Leaming, Yogi Bear's Jellystone Park**  
Wendy Letendre, Southbridge Credit Union  
Monique Marinelli, Savers Bank  
Michael Miller, NAMCO Systems, Inc.  
Nate Stewart, Coldwell Banker Real Estate  
Beverly Tetreault, Country Bank for Savings  
Meg Twarowski, Village Green Campground  
Jim Waddick, United Lens Co.  
Michael Wales, Michael L. Wales Painting  
Jen Valois, Center of Hope Foundation

#### September Shows Volunteers:

Cheryl Barber, Country Bank for Savings  
Virginia Berns, Southbridge Credit Union  
Toby Blais, Southbridge Credit Union  
Mary Beth Brown, Southbridge Credit Union  
Jocelyn Callis, OFS  
Lisa Casiano, Southbridge Hotel & Conference Center  
Alex Collins, Center of Hope Foundation  
Mia Haringstad, Central MA Convention & Visitors Bureau  
Lee Hartman, Old Sturbridge Village  
Rose Hartman, Old Sturbridge Village  
Wendy MacFarland, Chasse & Roche P.C.  
Donna McCabe, Central MA Convention & Visitors Bureau  
Mary McGlynn, United Way  
Barbara Palmer, Southbridge Credit Union  
Orlando Rodriguez, RMI Solutions  
Beverly Tetreault, Country Bank for Savings  
**Barbara Vacarr, Brian Treitman's mom**  
Jen Valois, Center of Hope Foundation  
Jim Waddick, United Lens Co.

### 24th Annual Harvest Festival, sponsored by the Sturbridge Tourist Association

Ernie Arcoite, K&E Farm  
Laurie Alicea, Savers Bank  
Cheryl Barber, Country Bank for Savings  
Jocelyn Callis, OFS  
Kim Cameron, Southbridge Hotel & Conference Center  
Cindy Clark, Savers Bank  
Terri Colognesi, Savers Bank  
Alexis Conte, Old Sturbridge Village  
**Sam Conte, Alexis' husband**  
Lou-Ellen Corkum, Savers Bank

Alycia Dzik, Webster First Federal Credit Union  
Sue Gregory, Hitchcock Free Academy  
Penny Helte, Savers Bank  
Cindy Howard, Center of Hope Foundation  
Marianne Ilustre, Savers Bank  
Brian Keith, Savers Bank  
Kathy Lawrence, Savers Bank  
Eric LeBoeuf, LeBoeuf Rubbish Removal  
Lisa Locurto, Savers Bank  
Monique Marinelli, Savers Bank

Cathy Nichols, Southbridge Credit Union  
Bev Openshaw, Savers Bank  
Jennifer Sheehan, Savers Bank  
Gail Smith, Savers Bank  
Elaine Stone, Savers Bank  
Mike Wales, Michael L. Wales Painting  
Heather Wilson, Savers Bank  
And our partner,  
The Publick House Historic Inn





**Annual Golf Classic**  
Presented by Southbridge Savings Bank

**Volunteers:**

Kate Alexander, Southbridge Savings Bank  
Nicole Berry, Southbridge Savings Bank  
Sheri Bibinski, Southbridge Savings Bank  
Michael Checkosky, Southbridge Savings Bank  
Dave Peterson, smith&jones Idea Agency  
Sabrina Webb, Southbridge Savings Bank  
Carly Wilson, Southbridge Savings Bank

**Sponsors:**

Country Bank for Savings  
INCOM  
Lee and Mason  
Savers Bank  
smith&jones Idea Agency  
Southbridge Credit Union  
Southbridge Hotel and Conference Center  
Southbridge Savings Bank  
United Lens Co.

**Raffle Donors:**

BT's Smokehouse  
CineMagic  
Country Bank for Savings  
Attorney Patrick Flynn  
Rovezzi's Ristorante  
Savers Bank

**Holiday Online Auction Donors,**  
Sponsored by Country Bank for Savings & Live a Flourishing Life™

Center of Hope Foundation	Salem Cross Inn
<b>Children's Crossing</b>	Rita Schiano
CineMagic	Six Flags New England
Cultural Center at Eagle Hill	Springfield Museums
Hitchcock Free Academy	Jean Sullivan & the Woods at Long Pond
Jimmy Jay Entertainment	TD Bank
Old Sturbridge Village	Veritas Restaurant
Pasture Prime Players	Michael L. Wales Painting
Publick House Historic Inn	<b>Yogi Bear's Jellystone Camp</b>



**May Open House**

**Volunteers:**

Cindy Howard, Center of Hope Foundation  
Bonnie Losavio, Southbridge Savings Bank  
Christine Miller, Oceans Promotions  
Michael Miller, NAMCO Systems, Inc.  
Jean Sullivan, Sullivan & Co. Real Estate  
Jen Valois, Center of Hope Foundation

**Raffle Donors:**

Bay Path Voc. Tech. High School

**BT's Smokehouse**

Center of Hope Foundation  
Chamber of Central MA South  
Country Bank for Savings  
Harrington HealthCare System

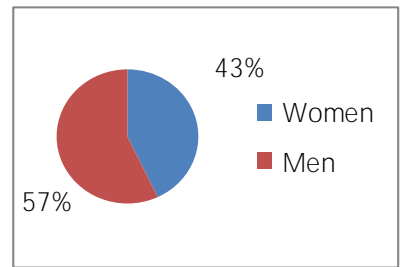
**Holland's Maine Attraction**

The Last Green Valley  
Michael L. Wales Painting  
NAMCO Systems, Inc. & Mike and Sheila Miller  
North Brookfield Savings Bank  
Oceans Promotions  
Rehabilitative Resources, Inc.  
Savers Bank  
smith&jones Idea Agency  
Southbridge Hotel and Conference Center  
Southbridge Savings Bank  
Sullivan & Co. Real Estate  
United Lens Co.  
United Way, SSC  
Melissa White

**Yogi Bear's Jellystone Camp**

## Board of Directors

Our Board members give countless hours of service on our committees, supporting Chamber activities and events, and providing leadership on our programs, policies and procedures on behalf of our members.



*A graphic representation of our Board's composition.*



Melissa White, Chair  
Rehabilitative Resources, Inc.  
Serving since 2006



Michael Checkosky, 1st Vice-Chair  
Southbridge Savings Bank  
Serving since 2006



Brian Treitman, 2nd Vice-Chair  
**BT's Smokehouse & Catering**  
Serving since 2011



Jean Sullivan, Immediate Past Chair  
Sullivan & Co. Real Estate  
Serving since 2003



Cheryl Barber  
Country Bank for Savings  
Serving since 2013



Jocelyn Callis  
OFS  
Serving since 2013



Kim Cameron  
Southbridge Hotel & Conference Center  
Serving since 2002



Jeff Davenport  
Southbridge Credit Union  
Serving since 2012



Cindy Howard  
Center of Hope Foundation  
Serving since 2008



Jonathan Krach  
Vienna Historic Inn & Restaurant  
Serving since 2013



John Lafleche  
Bay Path Voc. Tech. High School  
Serving since 2013



Christine Miller  
Oceans Promotions  
Serving since 2012



Victor Somma  
Quinsigamond Community College  
Serving since 2013



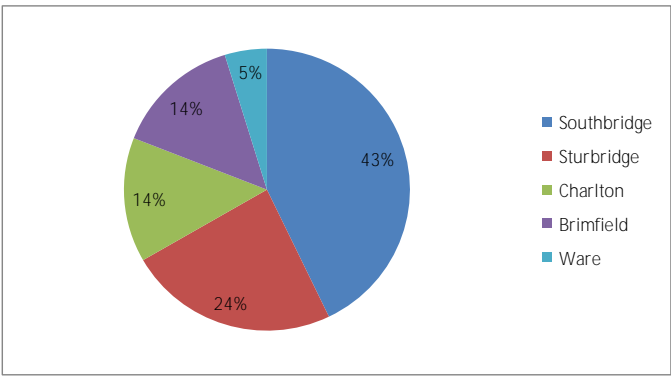
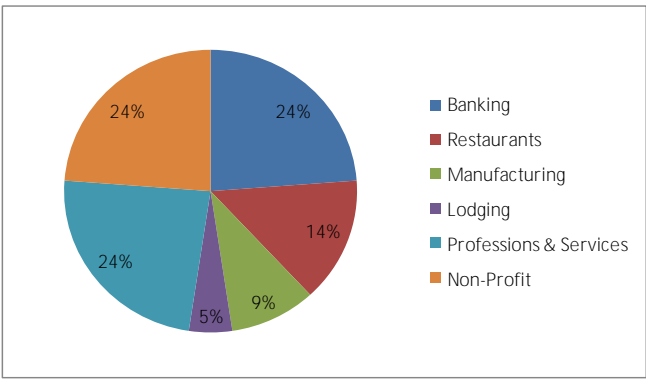
Chris Tieri  
smith&jones Idea Agency  
Serving since 2011



James Waddick  
United Lens Company  
Serving since 2005



Michael Wales  
Michael L. Wales Painting  
Serving since 2012



Michael Miller  
 NAMCO Systems, Inc. (retired)  
 Serving since 2007



Alycia Dzik  
 Webster First Federal Credit Union  
 Serving since 2011



Jordan Hoy  
 Savers Bank  
 Serving since 2013



Tom Nutile  
 Harrington Healthcare System  
 Serving since 2011



Chris Rovezzi  
**Rovezzi's Ristorante**  
 Serving since 2013



James Donahue  
 Honorary Board Member  
 Serving since 2008



Attorney George Hammond  
 General Counsel  
 Serving since 2011

## STAFF



Alexandra McNitt  
 Executive Director  
 Serving since 2006



Paulette Hughes  
 Finance & Administration  
 Serving since 1975



Jack Starkey  
 Communications Specialist  
 Serving since 2008



Peggy Girard  
 Information Center Services  
 Serving since 2006



Patty Lech-Ross  
 Information Center Services  
 Serving since 2013

## Treasurer's Report

Dear Central Mass South Chamber Members,

The financial condition of the Chamber continues to improve. Membership dues revenue increased due to growth in membership and without increasing rates. Due to the efforts of many, and generous donations of some members, an Economic Development Grant of \$61,836 was received and put to work. Because of the positive change in the Chambers financial situation, previous "Going Concern/Concentration" that our Independent Accountants had placed on our audited financial report has been removed.

Respectfully submitted,

Michael P. Miller

Treasurer

**CENTRAL MASS SOUTH THE CHAMBER AT THE  
CROSSROADS OF NEW ENGLAND, INC.  
STATEMENTS OF FINANCIAL POSITION  
August 31, 2013 and 2012**

<b>ASSETS</b>		<b>Temporarily</b>	<b>2013</b>	<b>2012</b>
	<b><u>Unrestricted</u></b>	<b><u>Restricted</u></b>	<b><u>Total</u></b>	<b><u>Total</u></b>
<b>CURRENT ASSETS</b>				
Cash	\$ 30,063	\$ 14,443	\$ 44,506	\$ 71,193
Accounts receivable				
Membership dues	10,408	-	10,408	9,884
Special programs	1,360	-	1,360	2,653
Information center	6,788	-	6,788	5,685
Other	8,721	-	8,721	360
Prepaid expenses	2,213	-	2,213	2,408
<b>TOTAL CURRENT ASSETS</b>	<b>59,553</b>	<b>14,443</b>	<b>73,996</b>	<b>92,183</b>
<b>PROPERTY AND EQUIPMENT, net</b>	<b>1,479</b>	<b>-</b>	<b>1,479</b>	<b>2,126</b>
	<b>\$ 61,032</b>	<b>\$ 14,443</b>	<b>\$ 75,475</b>	<b>\$ 94,309</b>
<b>LIABILITIES AND NET ASSETS</b>		<b>Temporarily</b>	<b>2013</b>	<b>2012</b>
	<b><u>Unrestricted</u></b>	<b><u>Restricted</u></b>	<b><u>Total</u></b>	<b><u>Total</u></b>
<b>CURRENT LIABILITIES</b>				
Accounts payable	\$ 10,755	\$ -	\$ 10,755	\$ 127
Employee payroll withholdings	2,302	-	2,302	2,587
Accrued expenses and other current liabilities	4,774	-	4,774	8,499
Deferred revenue	56,481	-	56,481	53,172
<b>TOTAL CURRENT LIABILITIES</b>	<b>74,312</b>	<b>-</b>	<b>74,312</b>	<b>64,385</b>
<b>NET ASSETS</b>				
Unrestricted	(13,280)	-	(13,280)	(18,755)
Temporarily restricted net assets	-	14,443	14,443	48,679
<b>TOTAL NET ASSETS</b>	<b>(13,280)</b>	<b>14,443</b>	<b>1,163</b>	<b>29,924</b>
	<b>\$ 61,032</b>	<b>\$ 14,443</b>	<b>\$ 75,475</b>	<b>\$ 94,309</b>





### Tornado Recovery Fund Update

The Chamber is pleased to update you on the status of the Tornado Fund which was established immediately after the June 2011 tornado struck our area. Over \$20,000 in direct, no-strings- attached grants have been disbursed to local residents who were affected by the disaster. The Chamber was also able to donate 55 trees (see photo above) to 14 residents who lost trees through our 'Tornado Trees' program this past May.

With a little over \$550 remaining in the Tornado Fund, the Chamber turned to Gina Lynch in Brimfield, who has been on the front lines of the recovery efforts, to help us identify residents that were still in need of assistance.

Last month, the Chamber's Executive Director Alexandra McNitt presented a check for the remaining funds to a family on Paige Hill in Brimfield who are still trying to recover. "When I presented the check on behalf of the Chamber's members to the family's mother, she immediately gave me a big hug and started to cry," said Alix. "She told me they needed a heater to get through the winter, but they had no idea how they were going to pay for it. The unexpected donation was going to make it possible for them to heat their home. What a wonderful thing we were able to do and it's all thanks to the caring and generosity of our Members."

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>2013 Total</u>	<u>2012 Total</u>
<b>SUPPORT AND REVENUES</b>				
Program	\$ 142,227	\$ 9,239	\$ 151,466	\$ 116,160
Membership dues	83,299	-	83,299	80,959
In-kind use of facilities	25,000	-	25,000	25,000
STA information center support	16,345	-	16,345	17,910
Information center revenue	6,670	-	6,670	6,011
<b>TOTAL SUPPORT AND REVENUES</b>	<b>273,541</b>	<b>9,239</b>	<b>282,780</b>	<b>246,040</b>
<b>EXPENSES</b>				
Program	89,703	10,858	100,561	66,109
General and administrative	175,863	-	175,863	175,421
<b>TOTAL EXPENSES</b>	<b>265,566</b>	<b>10,858</b>	<b>276,424</b>	<b>241,530</b>
<b>CHANGE IN NET ASSETS</b>	<b>7,975</b>	<b>(1,619)</b>	<b>6,356</b>	<b>4,510</b>
<b>NET ASSETS - BEGINNING OF YEAR</b>	<b>(18,755)</b>	<b>48,679</b>	<b>29,924</b>	<b>21,220</b>
<b>RECLASSIFICATION OF TEMPORARILY RESTRICTED LIABILITIES</b>	<b>(2,500)</b>	<b>(32,617)</b>	<b>(35,117)</b>	<b>4,194</b>
<b>NET ASSETS - END OF YEAR</b>	<b>\$ (13,280)</b>	<b>\$ 14,443</b>	<b>\$ 1,163</b>	<b>\$ 29,924</b>

# Annual Awards of the Central Mass South Chamber

## General Awards Criteria

- Recipient must have demonstrated excellence in their business or profession by conducting an ethical, profitable business.
- They must also have shown dedication to the community and to the Chamber by giving time, energy and resources.
- They must be a member in good standing of the Central Mass South Chamber of Commerce (except Citizen of the Year recipient).
- Nominated individuals must be actively involved in the day to day management of the member business.
- Board members currently in office are NOT eligible.

## Specific Awards

### *Chamber Volunteer of the Year*

Awarded to an outstanding volunteer who has shown a consistent individual contribution through recruiting volunteers for Chamber projects, donating time to Chamber activities, events, projects, committees, and is a positive representative of the Central Mass South Chamber **and the region's business community**. Recipients must meet the general criteria listed above.

### *Business Year*

Presented to an outstanding business in the community. They must have been in business at least 2 years and meet the general criteria listed above.

### *Citizen of the Year*

This award was created to recognize individuals who have demonstrated leadership in community projects and organizations and are involved in the betterment of the community through active civic participation. They must live or work within the Central Mass South Chamber's service area and be active in more than one organization. They must have community involvement above and beyond professional obligations and have had input that made a positive impact on the Central Mass South region. Consideration will be given to both financial and volunteer/community service contributions. Elected officials currently in office are NOT eligible.



### Chamber Volunteer of the Year Award: Yolanda Alvarado

Yolanda is, in her own way, a one-stop placement agency. Yolanda takes it upon herself to help the Chamber fill ad hoc volunteer needs as much as possible. Whether it's Brimfield, the Harvest Festival, or a little extra help needed for a special Fun at Five, Yolanda can be counted on to canvas all of the Southbridge Credit Union to fill in the schedule. It is commonplace to get updates from Yolanda three or four times when trying to complete a schedule for an ad hoc event. Beyond the efforts Yolanda makes on behalf of the Chamber, part of her nomination read, "She is a Board member for the United Way, SSC, participating in the annual Day of Caring, the Credit Union's internal fundraising campaign, and the small business outreach program. She is a program coordinator for the Southbridge elementary school annual event, Reach Out And Read. Yolanda is the lead organizer for the Festival of Giving Trees Silent Auction Committee, and has been for the past two years. She works closely with the local ASPIRA association, an advocacy group for the Puerto Rican and Latino community. Yolanda organizes collection efforts for various causes: Toys for Tots, donations for veterans' organizations and the Massachusetts Coalition for the Homeless, and books for the Massachusetts Credit Union League's Children's Book Drive within the Credit Union. She has participated in numerous community events in activities ranging from giving out coffee to shoppers on a cold Christmas shopping day to imprinting colorful temporary tattoos on the hands of kids. Even with the demands of home and work, Yolanda recognizes the importance and value of volunteering time to help others, be it for the welfare of individuals or the promotion of the community. Yolanda Alvarado truly lives a life worthwhile."



### Business of the Year Award—The Center of Hope Foundation

Presented to an outstanding business that contributes to the quality of life in the community with noteworthy accomplishments, The Center of Hope Foundation easily surpasses this measure. Not only do they provide services for hundreds of people with a range of disabilities, they have 14 distinct businesses at which many of their clients work and earn wages, and these businesses **provide the community and other businesses with low cost, high value services.** What's more, members of the Center of Hope staff provide 12,000 hours of volunteer work in the community each year. Part of their nomination read, "The Center of Hope provides a safe, secure environment for those dealing with disabilities or disabling circumstances. They have established various services that utilize the talents of those wonderful individuals allowing them to be productive and feel a sense of pride and accomplishment in what they do. When I went to pick up my car after utilizing their detailing car service I noticed a gentleman who was leaving the work area. I was told by the manager that he was the person who had worked on my car, 'he likes to be here when the client returns to see how happy they are with the job'. Truthfully it was the cleanest detailing service I have ever had, he had even left a soft rag on the roof as the garage had a small leak and he didn't want it to dirty my now clean car! While I don't have a disabled family member, if I did I would be comforted knowing that the Center of Hope was part of our community."

### Citizen of the Year Award—Rita Schiano



Rita Schiano embodies the leadership, selflessness, and hard work our community **benefits from each and every day.** As the founder of "Live a Flourishing Life TM," Rita uses her insights and experience in both big industry and small business to create strategies that teach individuals and businesses how to manage workplace stress in **order to improve morale and affect change.** Live a Flourishing Life isn't just the title of a book she authored, it is a multi-media entity including workshops and seminars, social media destinations, and a mentoring program that helps people develop the skills and attitudes needed to overcome obstacles to live a better life. Furthermore, Rita is the author of several books, an adjunct professor at Bay Path College, and an avid writer, helping others through her blog and frequent articles for the Huffington Post and AOL Healthy Living. She was instrumental in creating content for the **Chamber's regional economic development website.** Rita volunteers for many local organizations including the Chamber, the Tantasqua Education Foundation, Habitat for Humanity and Dress for Success. She is the ultimate contributor, rolling her **sleeves up to get the work done.** Finally, Rita's social media presence motivates thousands of people across the nation and beyond. Most recently, Rita has surpassed 200,000 likers on Facebook as her motivational sentiments have taken off across the social sphere. Go Rita!

2010 Award Winners:  
 Chamber Volunteer of the Year Award—Mary McGlynn, Sullivan & Co. Real Estate  
 Businessperson of the Year—Christine Tieri, smith&jones Idea Agency  
 Citizen of the Year—Janet Garon

2011 Award Winners:  
 Chamber Volunteer of the Year Award—Bonnie Losavio, The United Way of SSC  
 Business of the Year—Southbridge Savings Bank  
 Citizen of the Year—Gina Lynch

2012 Award Winners:  
 Chamber Volunteer of the Year Award—(co-recipients) Katherine Alexander,  
 Southbridge Savings Bank and Lauren Hand, Savers Bank  
 Business of the Year Award—The United Lens Company  
 Citizen of the Year Award—Charles Bickerstaff