

Actionreport

September
2009

www.metroouthchamber.com

Leading Businesses
Leading Communities



CHAMBER MISSION

To serve the interests of member businesses while providing community leadership to ensure the economic advancement of the Metro South region.



Hamid's Academy, page 6



Friend Weiler, page 8



John D. Lloyd, page 12

CONTENTS

Calendar of Events	3
Good News	4
Renewing Members	10
New Members	10
Member Profiles	12

New Faces, Power Program at Next Breakfast

Wednesday, September 23

Sponsored By:



Join us at the next Good Morning Metro South breakfast on Wednesday, September 23, 2009 from 7:30am-9:00am at the Holiday Inn, 195 Westgate Drive, Brockton. The featured speaker is **Emily Neill**, Vice President of Sales for the **New England market of Constellation NewEnergy, Inc.**, a subsidiary of Constellation Energy (NYSE:CEG).

Ms. Neill has more than 7 years of experience in business development and community outreach. In her current role, she works with businesses, including cities, towns and non-profit organizations throughout the region to stabilize their electricity costs in today's volatile energy market. In addition, she furthers Constellation NewEnergy's community involvement through engagement in many of the region's non-profit organizations.

Ms. Neill will be speaking about a new Constellation NewEnergy preferred power purchasing program for Chamber members.

Also speaking will be **Edan Barshan**, President and CEO of Universal Benefit Plans. Edan will provide a Massachusetts Identity Theft Law Boot Camp: What Employers Need to Know. Learn what the new regulations cover and who they apply to, what the terms "personal information," "encryption," and "written information security plan" mean, and what your organization needs to do to comply.

Also at this meeting will be the opportunity to hear from and meet **Dr. Matthew H. Malone**, the



Emily Neill,
Constellation NewEnergy



Steven R. Gordon, Good
Samaritan President



Dr. Matthew Malone,
Brockton Superintendent

new Superintendent of Brockton Public Schools, and **Steven R. Gordon**, the new President of Good Samaritan Medical Center. (For more on Gordon, see page 5).

Good Morning Metro South is being sponsored by **Lincoln Tech**. Lincoln Tech, Brockton, provides hands-on training from industry experienced instructors, programs in Health Sciences and Spa Services, assistance with resume preparation and interview skills and access to local employers.

Pre-register by calling the Chamber at 508.586.0500 x 231. You may also register online at www.metroouthchamber.com/register.html. The cost is \$20 for members and \$25 for non-members.

Save the Date!

Thursday, October 22,
7:30 am - 9:00 am

**Good Morning Metro South Special Edition
Brockton Mayoral Forum**

Legislative Reception

Thursday, October 1, Stonehill College

The Metro South Chamber of Commerce cordially invites members of the business community, candidates for public office, and state, federal and local elected officials to gather on Thursday, October 1 for the 20th Annual Legislative and Candidates Reception.



Donahue Hall, Stonehill College

The reception will be held at **Donahue Hall**, on the campus of **Stonehill College** in **Easton** from 5:30-7:30 p.m. The reception is sponsored by **Stonehill College**.

The reception is a casual event at which business leaders, elected officials, and candidates for public office can renew face-to-face contacts and discuss issues of importance to them and the business community while enjoying complimentary refreshments and hors d'oeuvres.

Continued on page 10



Save the Date!

**96th Annual
meeting**



**Wednesday,
November 18**

**10:30 am - 3:00 pm
Massasoit Conference
Center, Brockton**

Featuring the



For information on times, speakers, and securing an EXPO table, see page 7.

Chamber Opposes Tax Expansion

"We are creating a higher price point for the rooms and meals we offer guests compared to other communities who have refused to adopt this additional tax. The adoption of this tax is a tell-tale sign that if a community can tax you, they will, discouraging both consumers and those who might invest in building a hospitality business within a community", said **Christopher Cooney**, Chamber President and CEO.

"To begin with, our hotel

Continued on page 11

Consumers Favor Chamber Members

National Study Findings

When You Join A Chamber:

- Consumers are 44% more likely to think favorable about your business
- Consumers are 51% more likely to be highly aware of your business and 57% more likely to think positively of your local reputation.
- Consumers are 63% more likely to buy goods and services in the future from your company
- 82% of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.

For the full study of findings, see the ACCE website, www.acce.org/chamberstudy.aspx



Metro South Chamber Member Window Decal.
Call John at 508.586.0500 x 229 to join the Chamber



Official Chamber Social Networking Site

Metro South Chamber Members Only!



- Post a profile photo and learn to associate names and faces of fellow Chamber members.
- Post your own company and event photos to help others learn more about you or your business.
- Create and upload a video highlighting your company.
- Post your own events and RSVP to other events. Learn who will be attending, allowing you to target your networking.
- Participate in the Chat Room and join conversations with customers,

prospects and partners.

- Post a blog about an important issue or question. Gain new market and competitive insights to improve your services. Establish yourself as a leader in your field and create positive word of mouth by posting a bulletin (advice, discounts, tips).
- Send private messages directly to members and form new business connections. "Friend" colleagues.
- Network while still at the office.
- Change the look and feel of your page, generate business, and have fun!

Sign up at www.mymetroouthchamber.ning.com

The Chamber is also on Facebook, LinkedIn, Myspace, Twitter, Flickr, and BlipTV. Visit www.metroouthchamber.com for more information, or email Alison at avandam@metroouthchamber.com.



GOVERNMENT Affairs

The monthly Government Affairs meetings are held at the Chamber and provide an opportunity for member businesses to discuss issues important to them with their elected officials.



Geoff Beckwith

The next Government Affairs meeting will be held on Friday, **September 11, 2009** at the Chamber Office. The featured speaker will be **Geoff Beckwith**, Executive Director of the Massachusetts Municipal Association.

In this post, Beckwith is the MMA's CEO as well as the President/CEO of the Massachusetts Interlocal Insurance Association (MIIA), the MMA's municipal insurance program.

Prior to assuming his position as Executive Director of the MMA in February 1992, Beckwith was the

Director of Work Environment, Environment, and Technology Policy at UMass Lowell, Member of the Massachusetts House of Representatives, Campaign Manager of the Campaign for Massachusetts' Future, lecturer in Political Science at Emmanuel College and Assistant to the Massachusetts Commissioner of Commerce and Development. In addition, Beckwith served a three-year term as a member of the Advisory Council of the National League of Cities.

If you would like to attend this meeting, please contact Lisa at 508.586.0500 x 225, or you may register online at metroouthchamber.com/register.html. The cost to attend is \$5 for members and \$10 for non-members.

Leading Communities, Leading Businesses
Join the Metro South Chamber of Commerce!!

Call John at 508.586.0500 x 229

Business After Hours at the Residence Inn



**Rob Peters
Entertainment**
Creating the Best Events in New England, One Celebration at a Time

Please join us on **Thursday, September 17, 5:30 pm - 7:30 pm** for a Business After Hours Event at the **Residence Inn by Marriott, 124 Liberty Street, Brockton.**

The Newly Renovated Residence Inn by Marriott, Boston/Brockton, offers Studio, 1-Bedroom and 2-bedroom suites, with fully equipped kitchens, complimentary hot breakfast buffet, luxury bedding, friendly staff, Wi-Fi and free high-speed internet in all guest rooms, nightly social hours and weekly barbecues. The social hour for hotel guests are Mon-Thurs featuring light dinner, beer, wine, and non-alcoholic beverages. You will find a warm welcome at Residence Inn, Boston/Brockton.

For room reservations at the Residence Inn by Marriott, Boston/Brockton, call 508-583-3600 or visit www.residenceinnbrockton.com.

The event is being co-sponsored by Rob Peters Entertainment which will be providing the music. Visit www.robpetersonentertainment.com.

Food will be provided by Terrie Stone Catering.

The cost to attend is \$5 for members and \$10 for non-members. If you would like to register, please call **Kim** at 508-586.0500 x231. You may also register online at www.metroouthchamber.com/register.html. As always, remember to bring your business cards!



Intermediate Quickbooks for Small Business

Wednesday, September 16th, 8:30 am - 12:30 pm

Metro South Chamber, 60 School Street, Brockton



We invite all small business owners to come learn how to leverage their productivity and profitability. "QuickBooks for Small Business: Beyond the Basics" will help business owners who are already using QuickBooks for invoicing learn to utilize the software's more advanced features, including customization of reports and forms, job costing, online banking, year-end tips and tricks, and troubleshooting.

"In this economy, small business owners need to get a handle on their finances and use all the tools at their

disposal to improve profitability," says Gina Weinstock, a Certified QuickBooks Advanced Pro Advisor who will lead the workshop. Weinstock represents the Reilly Small Business Group, which provides bookkeeping services, payroll preparation, financial statements and income tax returns for small businesses, in addition to QuickBooks support. For more about G.T. Reilly, visit www.gtreilly.com.

To register for this free workshop, email Kim Prosper at kprosper@metroouthchamber.com or call 508-586-0500 x 231.

Businesses: Reach Home Buyers Through Buy Brockton



An innovative program called the Buy Brockton Mortgage Program has been designed to keep home sales in Brockton moving during a time when many homes are being foreclosed. We need your help to draw more interest in Brockton while we generate more sales of existing homes. You can help, by providing an added incentive or discount to new home buyers when they purchase an existing home in Brockton. By participating, your business will receive significant

exposure in the local media market while being introduced directly to prospective new home buyers in Brockton. In addition, you will be listed on the new BuyBrockton.org website to be launched later this year, promoting Brockton as a great place to live, work, shop and play.

To participate, please contact Raena at Building A Better Brockton at 508.586.0021. For more information about the Buy Brockton Program, see page 9, visit www.buybrockton.org, or tune into AM radio WXHR 1460 each Tuesday from 10am-11am with host Don Walsh of Building a Better Brockton.

BOARD OF DIRECTORS

DIRECTORS

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Christopher Cooney
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Charles Wall - *Massasoit Community College*

Patricia Williams - *HarborOne Credit Union*

CHAMBER STAFF

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Christopher Cooney
President and CEO x 223

Lisa Keene
Business Development x 225

John Nesti
Member Services x 229

Kimberly Prosper
Program Director x 231

Kathryn Sayles
Competitive Workforce x 227

Kerry Sullivan
Finance x 230

Alison van Dam
Director of Communications x 222



ACCREDITED
CHAMBER OF COMMERCE

CHAMBER MISSION: To serve the interests of member businesses while providing community leadership to ensure the economic advancement of the Metro South region.

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The Metro South Chamber of Commerce is solely responsible for the editorial content of this publication.

The Chamber wishes to assure our members of our intention to provide physically challenged participants equal access to all programs. If you or your employees have special needs in this area, please let us know by calling the Chamber at 508-586-0500 at least 48 hours in advance.

Photo and print production by Mark Mahoney, The Enterprise

Networking at Events

is one of the most effective ways to grow your business!

SEPTEMBER Calendar

2	Ambassador Meeting	8:00 am
7	Labor Day - Chamber Closed	
11	Government Affairs	12:00 pm
15	Brockton Preliminary Election	
16	QuickBooks for Intermediates	8:30 am
17	Business After Hours <i>Residence Inn by Marriot, 124 Liberty Street, Brockton</i>	5:30 pm
23	Good Morning Metro South <i>Holiday Inn, Brockton, 195 Westgate Drive, Brockton</i>	7:30 am

Coming Up October

1	Legislative Reception <i>Stonehill College, Donahue Hall, North Easton</i>	5:30 pm
7	Ambassador Meeting	8:00 am
8	Business Issues Panel <i>Holiday Inn, Brockton, 195 Westgate Drive, Brockton</i>	7:45 am

11-19 **Chamber Trip to China**
Chamber Open Except Columbus Day, October 12

21	Executive Board	3:00 pm
22	Good Morning Metro South <i>Holiday Inn, Brockton, 195 Westgate Drive, Brockton</i>	7:30 am
28	Board Meeting	12:00 pm
29	Business After Hours <i>Carousel Family Fun, 1055 Auburn Street, Whitman</i>	5:30 pm

Coming Up November

3	Election Day	
4	Ambassador Meeting	8:00 am
13	Government Affairs	12:00 pm
18	Annual Meeting & EXPO <i>Massasoit Conference Center, Route 27, Brockton</i> Expo Begins Meeting Expo Ends	10:30 am 12:00 pm 3:00 pm
21	Plymouth County/Cape Cod Railroad Excursion	TBD

Note: All meetings are held at the Metro South Chamber Office or Metro South business Assistance Center (BAC) unless otherwise indicated.

GOODNews

Celebrate the great things going on!

TD Bank Coming Soon

TD Banknorth will be changing its name to TD Bank, America's Most Convenient Bank®, in late September. Customers will start to see the signs change on all our locations. At the same time, Customers will benefit from more hours (open Sunday 11am-4pm), more locations (over 1,000 locations from ME to FL, and over 5,000 ATMs) and more service (live customer service, 24/7, 365 days a year).

TD Banknorth looks forward to celebrating its name change with the community, with fun festivities and great prizes. The staff at TD Banknorth at 3 Roche Brothers Way in North Easton stands ready to help Customers with their banking needs, and answer any questions from the community about the bank's new name. Please visit or call them at (508) 238-1628.

Good Samaritan Medical Center Accredited

By demonstrating compliance with The Joint Commission's national standards for health care quality and safety, Good Samaritan Medical Center has earned the Joint Commission's Gold Seal of Approval™.

An independent, not-for-profit organization, The Joint Commission is the nation's oldest and largest standards-setting and accrediting body in health care. Full accreditation demonstrates that Good Samaritan Medical Center achieved compliance with organizational, patient care and safety standards. The Joint Commission conducted its unannounced survey during the first week of June. Over the course of five days, surveyors interacted with Good Samaritan leadership, physicians, staff and patients and had full access to every area of the organization, including its offsite locations.

On Deck Sports Welcomes Jennie Finch

ProMounds Inc., the parent company of On Deck Sports, today announced that it has welcomed Olympic gold medalist Jennie Finch as the newest member of its Professional Staff Team. ProMounds is a leading manufacturer of baseball and softball products.

Through this relationship, Finch and ProMounds have joined together to produce the Jennie Finch Powerline Pitching Mat. The mat's design includes a powerline that keeps a player's pitching motion consistent on every pitch, and a slide proof backing that ensures a safe training session on any surface.

Finch and ProMounds will also be working together on a number of events around the country. The Powerline Pitching Mat is now available at www.ondecksports.com.

New England Sinai Recognized

The Massachusetts Board of Registration in Medicine's (BORIM) Patient Care Assessment (PCA) Division has given special recognition to New England Sinai Hospital for its quality of care, quality improvements and patient safety systems to ensure that Sinai patients receive the highest quality of care. Sinai administrators work collaboratively with the BORM PCA Division to provide excellence of care to patients in the Commonwealth.

Brockton Cardiology Joins Caritas Christi

Caritas Christi is pleased to announce that Brockton Cardiology Associates will join the Caritas Christi family. BCA has provided outstanding cardiac care at Good Samaritan Medical Center, as well as in the Brockton community, and is known for the skill and experience of its team. Brockton Cardiology will join Caritas Christi's growing network of over 1200 physicians providing top quality care close to home throughout Massachusetts.

Brockton Cardiology Associates has provided comprehensive cardiovascular services to physicians and patients in the Brockton and Quincy communities for many years. The Cardiology practice is composed of six board certified cardiologists, with offices located in Brockton, MA.

Jack Conway & Co Welcomes Back:

Jack Conway & Co. welcomes back Carol Bulman, Jack Conway's daughter, as vice-chairman of the board and director of strategic development and external activities for the 53-year-old Massachusetts real estate firm. Bulman rejoins after gaining a wealth of experience in the national banking industry. Since 2002, she has held posts in wholesale mortgage lending for National City Home Equity, Washington Mutual Savings Bank and Sierra Pacific Mortgage.

As part of her new responsibilities at Conway Co., Bulman will be the eyes and ears of the company in the community at large. She will attend meetings and listen to the concerns of local citizens about real estate.

Bulman will also help launch the new

Conway Home Mortgage Co., which is a 50/50 partnership between Conway and giant Wells Fargo Bank. Conway Mortgage will provide a wide range of home financing options for today's homebuyers.

Mechanics Cooperative Welcomes:

John P. McMahon has been appointed Vice President of Marketing for Mechanics Cooperative Bank where he will be responsible for all aspects of the marketing division.

Before joining Mechanics Cooperative Bank, McMahon was the assistant vice president of Marketing for Slades Bank, and as vice president and director of marketing and sales strategy for the Peregrine Group, focusing on real estate finance and development in the MA and RI markets.

With total assets of \$340 million, Mechanics Cooperative Bank offers a wide variety of personal and business deposit and loan products, including its "Mortgage in a Minute" online mortgage service. For more information, call 888-MECHANICS (632-4264) or visit Mechanics-Coop.com.

Mutual Bank- Brockton Branch Manager

Mutual Bank has announced Yashin Cerritos as Branch Manager of its Brockton West Banking Center. In this role Cerritos oversees staff and focuses on providing superior customer service, industry compliance, security, bank growth and customer outreach.

Cerritos has held positions of management in the Mutual Bank banking center network since March of 2008. Throughout his 13 years in the banking industry he has garnered experience in a number of areas, including lending and real estate financing.

He is a member of the Metro South Chamber of Commerce. Born in El Salvador and raised in Boston, Cerritos is fluent in both English and Spanish languages.

Brockton Bumper Stickers to Help Kids



Back row: Brenda Stone, Nanci Campbell, Stacey Cocco, Cathy Foley and Catherine Cavichii; and in the front row: Richard Testa and Michael Tinkham.

Employees of South Shore Savings Bank recently volunteered at Cradles to Crayons in Quincy, filling requests of

clothing, toys, books, baby items and shoes for more than 40 local children living in low-income or homeless situations.

Cradles to Crayons collects donated clothing, books and basic essentials, which it provides to low-income and homeless children across the state.

Signature Healthcare New Director

Signature Healthcare announces the hiring of Steve Friot as Director of Healthcare Facilities Management. A resident of Brockton, he was previously with Caritas Good Samaritan Medical Center as Director of Facilities Operations. Mr. Friot replaces Kent Werner, who recently retired after 47 years of service to Signature Healthcare.

In his last position as Director of Facilities Operations, Mr. Friot was responsible for management of buildings and grounds maintenance, environmental services, security services, telecommunications, clinical engineering, construction management, department budgeting, energy management, Joint Commission Environment of Care Standards, and regulatory compliance. He completed several projects, including a utilities infrastructure modernization and an Outpatient Imaging Center.

Mechanics Cooperative Supports

Mechanics Cooperative Bank has committed a donation of \$25 for every touchdown scored during the 2009 Taunton High School Football season! The more touchdowns scored, the bigger the donation, and Mechanics Cooperative Bank is wishing the entire team good luck for a great season! All donation dollars will be given directly to the Taunton High School Football program.

Transition to Tomorrow Summit

Businesses are invited to attend United Way of Greater Plymouth County's Kick-off Breakfast and "Day of Caring" on Friday, September 12 at 8am at the Ocean Spray Headquarters, off Route 18 on the Lakeville-Middleborough line, for a Continental breakfast, a few brief words and then to go out into the local community to take part in a "Day of Caring". To sign up, please contact the United Way of Greater Plymouth County at 508 583-6306 ext. 106.

Good Samaritan Medical Center President

Steven R. Gordon has been appointed as the permanent president of Good Samaritan Medical Center. Gordon will take the reins from John Holiver, who was promoted to the



Steven R. Gordon

position of president at St. Elizabeth's Medical Center in Brighton, a sister hospital in the Caritas Christi Healthcare System. Gordon brings more than 25 years of experience in health care and hospital management

to Good Samaritan, serving most recently as the chief administrative officer of Children's Hospital Boston at Waltham.

The incoming president has a track record of implementing clinical, operational, financial and marketing plans, which have contributed to superior customer service and clinical excellence. Prior to joining Children's, he served for six years as the vice president of physician and business development at Newton-Wellesley Hospital where he developed and implemented an extensive portfolio of new physician alliances, partnerships and collaborative programs across the Partners system. In addition, Gordon initiated, coordinated and managed all major construction projects there including new Women's Imaging, Maternity, GI, Rehab Services and Physician Clinic areas, as well as a new Emergency Department.

Tour America's Hometown Shuttle



Tour Plymouth & Brockton Street Railway Co.'s America's Hometown Shuttle, running weekends and holidays October 3 through November 29, 2009. Highlights include Plymouth's scenic waterfront, Coles Hill, Leyden Street, Plimoth Plantation, Plymouth Beach, Plymouth Rock, Town Pier, National Monument to the Forefathers, museums, shops, galleries, and information on Plymouth's History.

The cost of an all-day pass & narrated tour is: Adults \$15, Children under 12 - \$7.50, Under 5 - free. Tickets can be purchased at the Waterfront Visitor Information Center or from the trolley driver at any stop. Call at 508-746-0378 or on visit us on the web at www.p-b.com/ahs.html.

WATD 95.9 Chamber Appreciation

You're invited to the Chamber Appreciation After-Hours Social and Open House on Wednesday, September 16, 5:30 pm - 7:30pm at 130 Enterprise Dr., Marshfield. Presented by WATD 95.9 FM. Tour the WATD facilities, enjoy

refreshments and networking, and meet South Shore business owners! WATD knows that our Chambers of Commerce and its members keep local business alive and thriving! This is our way of saying, "Thanks!" Please RSVP to the Metro South Chamber by 9/7/09 by calling 508.586.0500 x 231 or email kprosper@metrosouthchamber.com

Women's Business Exchange

On Tuesday, September 22, The Community Bank Women's Business Exchange will be held at Thorny Lea Golf Club, 159 Torrey Street, Brockton at 9:00 am. "Become a Google Guru" with Marsha Marsiglio. Get more from your internet searches, discover shortcuts, tips and secrets to harness the effectiveness of the significant time spent on your computer. Find out about the many "free" Google products that are available at your fingertips. Visit communitybank.com for more information.

Walk for Victims' Safety

On Saturday, October 3, Brockton Family and Community Resources, Inc. (BFCR) will present its Annual Walk for Victims' Safety, a benefit event for victim services of BFCR. The 2.5 miles (4k) walk/run will start at The Raymond Elementary School, 125 Oak Street, Brockton. Community members are encouraged to form teams of co-workers, neighbors, family members or friends and wear matching shirts. Sponsor forms are available at BFCR, 18 Newton Street, Brockton and at several banks. Call BFCR or for more information, 508.583.6498.

Shop for 20% Off

Shop, Save & Support Old Colony Hospice at Lord & Taylor's South Shore Benefit Bash, on Tuesday, October 6 from 9:00am to 10:00pm. Call Linda Werman at 781-341-4147 x 204 or send an e-mail to lwerman@oldcolonyhospice.com to purchase your \$5.00 Admission Ticket. Old Colony Hospice keeps 100% of the ticket sales proceeds. You receive a 20% off coupon good for one special item and a 15% all day savings pass good on cosmetics and fragrances and all regular and sale priced items. Additional discounts for existing and new Lord & Taylor Charge Cardholder's too. There will be chances to win prizes and more. Special offer - buy 4 tickets and get the 5th free. Items can be pre-selected beginning September 26th and held at the store for you until October 6.

Send all Good News stories to: avandam@metrosouthchamber.com

SCORE Small Business Workshop

Living your Dream, Starting Your Own Business
Thursday, October 3, 9:30 am - 12:30 pm (registration at 9:00 am)
Stoughton Public Library, 84 Park Street, Stoughton

Take the first step to success in SCORE's interactive workshop where SCORE will help you test the feasibility of your idea, understand financing, and get you started on marketing your business. SCORE counselors assist clients on opening almost 20,000 new businesses each year.

The fee for the workshop is \$25. Register online at www.scoresema.org.

Topics include:

- Self Assessment
- Financing Requirements
- Cash Flow and Basic Money Management
- Financing a Startup
- Marketing



CareerWorks WorkSharing Forum

Thursday, September 17, 8:30 am - 10:30 am
CareerWorks, 34 School Street, Brockton

Businesses in the Metro South region have found a way to reduce payroll costs during the recession without resorting to layoffs.

WorkSharing allows workers in an entire company, a department or a small unit within a company to share reduced work hours and collect unemployment insurance benefits to supplement their reduced wages.

Luz M. Cepeda, who manages the



State Department of Workforce Development's Work Sharing Unit, will discuss how employers can implement this program, and local employers will share their experiences using the program and why it is a smart solution verses handing out pink slips.

To reserve your seat, contact Andrea at CareerWorks at 508-513-3442 or email akingman@careerworks.org.

Community Bank Receives SBA Award



The Community Bank was named the National, New England and Massachusetts 1st Mortgage lender of the Year for 2009 by SBA at the New England Xpo held in Boston. A dedicated partner of the SBA, the Community Bank is a great supporter of the 504 Certified Development Company program. In fact, with 17 loan approvals in fiscal year 2008, they were the top First Mortgage Lender in Massachusetts. As nominator Matthew Collins of Granite State Economic Development Corporation puts it, "The bank has the mindset that if the business is buying or expanding real estate, then it should be a 504 loan. I wish more bankers would use this philosophy."



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For Information or Reservations, Please Contact:

(508) 697-0017
800-437-3844 (U.S. & CANADA)
FAX (508) 697-0043



Art in the Windows in Brockton



Shoe exhibit at 136 Main Street with work by students in Brockton's Summer of Work and Learning.



Vases and sculptural work at 138 Main Street, by Brockton resident and artist, Virginia Mahoney.

Mayor James E. Harrington is proud to announce the launch of the Art in the Windows program. This program was made possible by the efforts of Fuller Craft Museum, the Building A Better Brockton/Brockton 21st Century Corporation, Metro South Chamber, Artist for Humanity, and the Downtown Brockton Association.

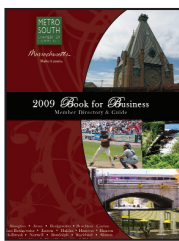
This program involves working with the owners of downtown buildings with specific empty storefront windows to display art work and even artists working in windows. "Brockton's rich history and love of the arts provides an opportunity to draw attention to the various buildings with wonderful architecture that we are looking to fill with business and jobs. I am looking to expand the program to the Campello and Montello business districts, making the entire Main Street a partnership of business and cultural arts," said Mayor James E. Harrington.

"Public art like this program is necessary to enhance the existing efforts of downtown and these beautiful buildings; We hope that this will be viewed as the first important step in more partnerships and participation of main street businesses," said Wyona Lynch-McWhite, Director of Fuller Craft Museum.

"This signature program will give the necessary attention to downtown and the long standing businesses that stuck it out through tough times as well as our new small businesses that have faith in downtown," said John Merian, chairman of the Downtown Brockton Association and downtown business owner.

For more information on the Brockton's Art in the Windows Program, please contact Program Manager, Ashley Occhino at 508-588-6000 x125. The artwork can also be viewed on line at www.brockton21.com/downtown.

Last Chance to Advertise- Book For Business



Don't miss the opportunity to place a 2010 Book For Business Advertisement. The 99 page, full color directory and resource guide is distributed to all chamber members, real estate offices, town offices, colleges, hotels and families interested in relocating to the area. Last year 5,000 books were printed and 4,000 mailed, including to all Brockton businesses.

Your ad will be listed in close proximity to your free business directory listing

and is sure to give you a leg up in the competition by receiving added exposure. In addition, your alphabetical and categorical listing will be displayed bold and in green font.

Don't have the time to create an ad, or the money to pay a designer? Our in house graphic designer will create a professional quality full color ad for you, free of charge.

Call Alison at 508.586.0500 x 222 or email avandam@metrosouthchamber.com for more information and for ad rates. You may also download the contract at www.metroouthchamber.com/b4badcontract.pdf.

Hamid's Academy Now Open



Hamid Lahrizi cuts the ribbon for his new studio at 399 Westgate Drive, Brockton, along side his students and Mayor James E. Harrington.

Hamid's Academy recently celebrated its Grand Opening Celebration and Ribbon Cutting ceremony at their new 8,000 sq ft facility at 399 Westgate Drive, Brockton. There was live entertainment and music, demonstrations and celebrity guest appearances by legendary boxing trainers Lou Duva and Goody Petronelli, and boxers Micky Ward, Tony DeMarco, and Tony Petronelli.

Hamid's Academy is home to the American Dream Demo Team, a youth group that is the culmination of the combined efforts with the academy's youth programs. This group travels promoting physical fitness, American mixed martial arts (A.M.M.A), gymnastics, wrestling, hip hop dance, video gaming tournaments, model search programs, self defense, self discipline and personal achievement as a means of avoiding modern day youth problems such

as crime, drugs, and gangs. Hamid believes in offering classes for success in school and in life. In addition, Hamid's Academy offers shotokan, kick boxing, shidokan, thai boxing, and taekwondo to youth and adults. For more information about Hamid's Academy, visit www.hamidsacademy.com



Metro South Chamber of Commerce 2009/2010 GMMS & BAH Schedule

Good Morning Metro South Breakfast Program

Bringing important speakers to you in a television show style format. With a crowd of 150-250 people, these meetings are also great places to network. Held at the Holiday Inn, Brockton, 7:30 am - 9:00 am.

Wednesday, September 23 (Sponsored by Lincoln Tech)

Thursday, October 22 (Sponsored by Bridgewater State College)

Wednesday, December 9 (Sponsored by Good Samaritan Medical Center)

Thursday, January 21 (Sponsored by United Way of Greater Plymouth County)

Wednesday, February 10 (Sponsorship available)

Business After Hours

Business After Hours are informal networking events held at member companies. Attendance ranges from 50-150 people. All After Hours take place from 5:30 pm - 7:30 pm unless otherwise noted.

Thursday, August 27 (Irish Cultural Centre, Canton)

Thursday, September 17 (Residence Inn by Marriott, Brockton)

Thursday, October 29 (Carousel Family Fun, Whitman)

Wednesday, November 4 - Regional BAH, 4:30 pm - 7:30 pm (Mansfield Holiday Inn)

Saturday, November 21 - Cape Cod Railroad Excursion (TBD)

Thursday, December 3 (St. Joseph Manor, Brockton)

Thursday, January 28 (TBD)

Thursday, February 25 (TBD)

Thursday, April 29 (Old Colony Elder Services, Brockton)

**SAVE
THE
DATE**

Save
the
Date!

96th Annual Meeting and Business-to-Business Expo

Wednesday, November 18, 2009 from 10:30 a.m.-3:00 p.m.
Massasoit Conference Center, Brockton

The Annual Meeting and Business-to-Business Expo is soon approaching. Mark your calendars for this special event!

Sponsored by:

HarborOne Credit Union, Good Samaritan Medical Center, Old Colony Elder Services, Comcast, Blue Cross Blue Shield, Health Services Administrators, Boston Business Journal

Annual Meeting

12:00 pm - 1:45 pm

Join other business people and community leaders and attend the annual meeting to celebrate businesses working together for the future of the Metro South Region. The Featured Speaker will be Harvey B. Hirschhorn, CFA, Managing Director & Chief Portfolio Strategist for Bank of America. Other speakers will be announced at a later date. Cost: \$45 members, \$55 non-members. Call **Kim Prosper** at 508.586.0500 x 231 for tickets and info.

Business-to-Business Expo

10:30 am - 3:00 pm

At the Expo explore the products and services of value to your business and profitable business contacts with over four hundred attendees. Be sure to schedule time either before or after the annual meeting to participate in the Business-to-Business Expo.

Reserve Your Booth Space Now!

The Business-to-Business Expo is a great opportunity to reach five hundred business people throughout the Metro South region. Designed to be a personal table top expo, presenters will be provided with meaningful opportunities to promote their company to prospect after prospect. It is the right place, the right time, and the right audience.

The cost of a booth is \$309 for members. Call before **October 5** and receive the discounted price of \$259. In previous years, the Chamber's response to this opportunity has been very strong. Since space is limited, registrations are on a first come, first served basis. To reserve your booth space, call **Kim Prosper**, at 508.586.0500 ext. 231.

Sponsorship Opportunities Available

All sponsorships include a table in the exhibit hall and two tickets to the Annual Meeting Luncheon. All sponsorship categories can be tailored to fit your company's needs. Call **Kim Prosper** at 508.586.0500 x 231 for prices and information.

US Census Partner Program

United States
Census
2010



IT'S IN OUR HANDS

METRO
SOUTH
CHAMBER OF
COMMERCE

The Metro South Chamber of Commerce is currently participating in the Census2010's Partner Support Program (PSP). The purpose of the PSP program is to better reach hard-to-count populations by establishing relationships with 2010 partner organizations and to support these organizations' outreach efforts.

A Census2010 banner showcasing the Census and Chamber logos was created to be prominently displayed at all Chamber events. Additionally, Census2010 t-shirts will be distributed at

the Enterprise Newspaper's annual Career Day. These promotional items will create and heighten awareness of the importance of the Census and its mission to count everyone residing in the United States.

The Chamber supports a true and accurate count of residents to ensure that the City of Brockton and the region are fairly represented in the Congressional and state legislative appointment. For more information about the Census2010, please visit www.census.gov/2010census/.

Report of the Nominating Committee

The Chamber Board of Directors, composed of a broad cross-section of Chamber members, is responsible for policy direction for the organization. For continuity, board terms are staggered over three years. The Chamber's Nominating Committee has prepared the following slate of candidates to fill terms expiring this year on the Board of Directors.

Nominated to serve a three-year term in the Class of 2012 are **Loretta DeGrazia, East Coast Petroleum; Fred Mason, National Grid; Peter Neville, Concord Foods; Larry Siskind, Siskind & Siskind Attorneys at Law; Andrew Schwartz, Law Office of Andrew H. Schwartz; Fran Dillon, Stonehill College; Jane Callahan, HR Alternatives.**

Nominated to serve a two-year term in the Class of 2011 are **John Costa, Consultant; Gary Oman, Gary R. Oman, PC.**

Nominated to serve a one-year term

in the Class of 2010 are **John Vlaco, Brophy & Philips Co, Inc.; Sheila Gonzalez, Bank of America; Bill Scanlon, Community Newspapers (Enterprise News).**

In accordance with the Chamber bylaws, additional names of Chamber members can be nominated by petition bearing the signatures of at least 30

member firms in good standing. Such petitions must be filed by September 15, 2009. If a legal petition is presented with additional candidates, the names of all candidates will be mailed to all active members. If no petition is filed, the nominations shall be closed and the nominated slate will be elected by the Board at their October meeting. New Board members will take office at the **Chamber's Annual Meeting on November 18, 2009.** All Board of Directors' meetings are open to any Chamber member who wishes to attend.

**METRO
SOUTH
CHAMBER OF
COMMERCE**

Host an Intern This Fall

School is just around the corner and soon there will be an abundance of high school student interns available to assist employers at their workplaces. In the Connecting Activities Internship Program, students from local high schools are matched to worksites based on their career interests and are involved in a meaningful worksite learning experience that builds academic, technical, and workplace skills. Become a leader in the community by hosting an intern and help shape the future of the Metro South region's skilled workforce!

If you are interested in hosting an intern at your worksite, please contact Kathryn Sayles, Connecting Activities Coordinator, by calling (508) 586-0500 x 227, e-mail ksayles@metrosouthchamber.com, or visit www.metroouthchamber.com/ca.html.

Parade Preparation



The 2009 Holiday Parade in Brockton will take place in Downtown Brockton on **Saturday, November 28.**

Any float, musical organization or marching procession is welcome to participate. Awards will be given out for the best floats and marchers. Registration is free and open to all, so be sure to register your organization today! The cut off date is November 15th. Call the **Downtown Brockton Association** at 508-587-4322 for more information.

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OR ANYWHERE IN THE WORLD**

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Accepted...

Meet the Ambassador Team!

The next **Ambassador Team** meetings will meet on Wednesday, **October 7** from 8-9 am at the Metro South Chamber of Commerce.

The Ambassador Team meets on a monthly basis to serve fellow members by providing information, resources, and member to member

support, increasing awareness and promoting active participation in Chamber programs and services. Presently, there are over twenty business professionals on the Ambassador Team.

To become an Ambassador, contact John at 508.586.0500 x229.



Top row: Frank Roche, Bob Tufts, Brian Reiser, Bob Wisgirda, Mark Ofstein, Jim Silverman, Steve Damon, Dan Trout, Dan Hill. Bottom Row: Ellen Belli, Mike Zygiel, Cheryl Showstack, Kelly Le, Alicia Anthony, Linda Werman, Carla Ganter. Not Pictured: Angel Nieves, David Lacey, Jay Pike, Jim Foley, John Lloyd, Joe Kameese, Ken Cheo, Patrick Ryan, Anne Beauregard, Jenna Stephenson, John Costa, Stanley Fevrier and Vanessa Leite.

Chamber Cheers Tall Ships After Hours



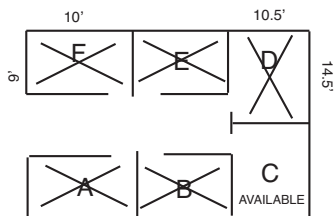
Left: "On board" members of the Chamber's Board of Directors. Loretta DeGrazia, East Coast Petroleum, Christine Karavites, Proteas Consulting, David Orloff, Sharkansky LLP, Scott Sanborn, Sovereign Bank, Gary Oman, Gary R. Oman P.C., Robert Kenworthy, Bank of America, Christopher Cooney, Chamber President & CEO

Bottom Left: Chamber members enjoy networking and photo taking opportunities aboard the UMSS Boston MV Columbia Point

Bottom Right: Sagres Tall Ship from Portugal



Chamber Offers Space to Start-Ups



The Metro South Chamber of Commerce is offering small business office/suites to home based businesses looking to make the transition into the office market. Offices are located at the Chamber's office building at 60 School Street in Brockton. Individual offices or multiple suites are available for \$450.00 per month. All offices are furnished and all feature exposed brick walls and high speed internet access. Contact **Chris** for more information at 508.586.0500 x 223.

Advertise Electronically and Reach Thousands



Chamber E-UPDATE

The Chamber eUpdate is a weekly email newsletter service created to keep members and the community informed about chamber events, member and community events, news, and services available to the business community. With 1000+ subscribers, it is a great way to reach key business leaders and decision-makers about your firm's products and services.

Available Ads:

Side Column Ad: 150x99 pixels. Prominent side column location.

\$25/week.

Featured Ad: 415x415 pixels. Under featured articles. \$50/week.

Eupdate Annual Sponsor:

SOLD OUT



www.metroouthchamber.com

The Metro South Chamber website currently averages over 100,000 hits monthly. Banner ads have become the most popular form of internet advertising. When a viewer clicks on your banner, they will be taken to your own web site, increasing your reach and the size of the message you can deliver.

Available Ads:

Small Banner Ad: 174x65 pixels, Top of Right Column; home page or inside page of choice. \$75/month.

Skyscraper Ad: 174x197 pixels. Top of Right Column; home page or inside page of choice. \$150/month.

Slideshows Ad: 540x150 pixels. Part of rotating slideshow on home page. \$325/month. Limit 1.

For more information or for a copy of either contract, please call Alison at 508.586.0500 x 222, email avandam@metrosouthchamber.com, or visit www.metroouthchamber.com.

SCORE Counsels Small Business On-line and at Chamber



Thinking of starting a business? SCORE offers free online information on how to start, manage, and grow a business. The SCORE small business website is often the first place where entrepreneurs seek information about launching a business. Last year, more than 1.3 million people visited www.score.org, up from 405,000 people in 2000.

SCORE's 1,300 online counselors provide expert advice in more than 600 business areas. They gave nearly 100,000 email consults in 2005. In addition, SCORE provides information, articles, and business research for women, minorities, young entrepre-

neurs, and veterans.

Thousands of visitors to the SCORE website continue to sign up for one of SCORE's monthly electronic newsletters. "SCORE ENews", which offers the latest trends and resources to help small businesses succeed, reaches nearly 65,000 subscribers. More than 38,000 people receive "SCORE Expert Answers", which provides marketplace trends and advice from small business experts and industry leaders.

For more information, visit www.score.org or call 508-587-2673. SCORE is also available for counseling by appointment at the Metro South Chamber, 60 School Street, Brockton.

HarborOne Credit Union Supports BAC



HarborOne Credit Union presents a check for \$10,000 to support the Metro South Business Assistance Center and the Edison Business Incubator in Brockton located at 60 School Street, Brockton. The money will go towards providing workshops and resources for small businesses. For more information, visit www.metroouthchamber.com. Pictured: Joan Richards, VP Commercial Lending, Friend Weiler, SVP Commercial Lending, Christopher Cooney, Chamber President & CEO, James Hanlon, VP Commercial Lending.

Brockton Leads State in Home Sales



LIVE | WORK | SHOP | PLAY

www.BuyBrockton.org

"Home sales for the Plymouth County are up 15 percent while year-to-date sales have dropped just 2.1 percent, the smallest drop of any eastern Massachusetts county," according to the Warren Group.

"Brockton is attracting many home buyers because the city is an exceptional value" said Christopher Cooney, president of the Metro South Chamber of Commerce. "The Buy Brockton program developed in cooperation with Mayor James E. Harrington and many

community based banks and credit unions provides up to 100% financing with discounted 30 year fixed mortgages and significant help with closing costs. With Brockton's central location and extensive amenities (three commuter rail stations, great restaurants, Fuller Craft Museum, Rox Baseball, 5 new schools and 800 acres of parks and conservation land) it is attracting a great deal of interest," said Cooney.

The home buying incentives provided by the Buy Brockton program cou-

pled with the \$8,000 first-time home-buyer credit have placed Brockton at the top of the list in home sales in the state. In addition, the median home price in Brockton is \$140,875, down 14% from last year.

The Buy Brockton program is designed to assist with the purchase of a bank owned, foreclosed or short sale property. For more information, and for a list of participating banks, visit www.buybrockton.org.

Related article on page 2

Buy Brockton Loan Program

- Discounted Interest Rate (currently 5%)
- Foreclosed, bank owned or homes sold in a short sale
- Single family home or condo priced at \$417,000 or below
- Discounted Closing Costs
- 30 Year Fixed Rate Loan
- Maximum Loan-To-Value of 100% (with some restrictions)
- Mortgage Insurance from MassHousing
- Unemployment Benefits via Mortgage Insurance
- Does not have to be a First Time Home Buyer
- \$8,000 first time home buyer credit (expires 11/09)
- Gym membership and other discounts available (see page 2)



105 Hillcrest, Brockton, a foreclosed home listed at \$280,000.

Business Issues Expert Panel

Thursday, October 8th, 8:15 am - 10:30 am
Holiday Inn, Brockton, 195 Westgate Drive

"You and Your Business" -

Cost-Cutting Strategies During a Recessionary Economy

Topics addressed will include:

- Wage reductions and furloughs
- Vendor contract renegotiations
- Scaling back health and pension costs
- Reductions in force
- Stimulus changes to COBRA
- The Worker Adjustment and Retraining Notification Act (WARN)

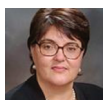
Additional topics:

- New HIPAA Regulations (in effect September 23, 2009)
- New Data Security Laws (in effect January 1, 2010)
- The Employee Free Choice Act
- The Family and Medical Leave Act
- The Lilly Ledbetter Fair Pay Act

This Human Resources panel will take place on Thursday, October 8. Registration is from 7:45-8:15 am at the Holiday Inn in Brockton, 195 Westgate Drive. The program and question and answer session will run from 8:15 am - 10:30 am.

The cost to attend is \$25 for members and \$35 for non-members and includes an extensive handout binder and continental breakfast. To register, contact Kim Prosper at 508.586.0500 x 231, email kprosper@metrosouthchamber.com, or register online at www.metroouthchamber.com/register.html

MURPHY HESSE
TOOMEY & LEHANE LLP
Attorneys at Law



About the Presenters:

Katherine A. Hesse, a partner with the law firm of Murphy, Hesse, Toomey & Lehane, has practiced primarily in labor and employment and employee benefits law for over 25 years.



Thomas A. Colomb provides ongoing counsel to employers on a wide range of employment matters including collective bargaining agreements, occupational safety, sexual harassment and workplace violence, and workplace investigations.

Façade Program Issues Grants

Mayor James E. Harrington, in conjunction with Building A Better Brockton - Brockton 21st Century Corporation, The Downtown Brockton Association, Campello Business Association and Montello Business Association is providing the businesses in the core of the city an opportunity to improve the façade of their businesses.

Up to \$100,000 of CDBG funds have been set aside by Mayor Harrington towards a Façade Improvement Program. "The storefront is the most important component of a commercial building. If providing funds to an eligible business energizes the business neighborhoods in our city and potentially increase the customer base for our business community, then it is a win for the business and a win for our residents and visitors to our City."

Grants will be used to reimburse owners for approved façade improve-

ment work, subject to CDBG and Building A Better Brockton guidelines along with the City's building codes and HUD regulations. Applicants must:

- own the building
- be in good stead with all lenders and lien holders
- must not have any outstanding code violations, unpaid property taxes or water bills

At least \$5,000 in façade work needs to be done to qualify for the program. The

Building A Better Brockton grant will cover 50% of the cost up to \$20,000 in approved expenses. The grant must be matched by the property owner's capital, which may include other non-city sources of funds. The property owner will pay 100% of any costs that exceed \$20,000

For more information, a term sheet and application, please visit: http://www.brockton21.com/whats_new.aspx, or contact Mary Waldron, program manager at 508.586.0021.



WELCOME *New Members*

Making an Investment in Our Community

Brockton Family & Community Resources

Ms. Patricia Kelleher
18 Newton Street
Brockton, MA 02301
(508) 583-6498
www.brocktonandcommunityresources.com

Human Service Organizations

Brockton Symphony Orchestra

Mr. Torben Hansen
P.O. Box 1407
Brockton, MA 02303
(508) 588-3841
www.brocktonsymphony.org

Entertainment

CharityGong.com

Ms. Mary Harrington Graf
PO Box 415
West Bridgewater, MA 02379
(508) 584-4664
www.charitygong.com

Fundraising

Essentials Laser & Med Spa

Ms. Sandra Coelho
111 Torrey Street
Brockton, MA 2301
(508) 580-9876
Spa

Hallett Cleaning Service

Mr. James Hallett
PO Box 725
Bridgewater, MA 02324-0725
(508) 697-5090

Cleaning/Janitorial

Living the Dream Auto Care

Mr. Mike Barr
363 Neponset Street
Canton, MA 02021
(339) 237-4711
www.ltdac.com

Automotive Service

Lynch Cleaning Contractors

Mr. Ryan Lynch
67 Moraine Street
Brockton, MA 02301
(888) 445-9624
www.lynchcleaning.com

Cleaning/Janitorial

Mr. Handyman of NE Bristol & NW Plymouth

Mr. Daniel L. Pires
455 W. Center St., Suite 2A
West Bridgewater, MA 02379
(508) 408-9120
www.nebristol.ma@mrhandyman.com

Home Improvements

New England Brass Refinishing

Ms. Deb Bethoney
1085 Main Street
Brockton, MA 2301
(508) 583-9415
www.campelloantiques.com

Antiques

OnPoint Coaching

Mr. John Lloyd
248 West Elm Street, Unit 5
Brockton, MA 02301
(617) 359-0099
www.onpointcoachingservices.com

Business Coaching

PACT Employment Support Services

Mr. Julius Franco
4 Main Street, STE 306
Brockton, MA 02301
(508) 583-2748

Employment

Steve's Paint All

Mr. Steve Occhipinti
36 Churchill Ave.
Brockton, MA 02301
(508) 269-1631

Paint/Wallpaper

Sullivan Tire

Mr. Manuel Centeio
1320 Belmont Street
Brockton, MA 02301
(508) 584-6247
www.sullivantire.com

Automotive Service

Universal Benefit Plans, Inc.

Mr. Edan Barshan
896 Beacon Street
Boston, MA 02215
(617) 859-1777
www.universalbenefitplans.com

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Benoit & Associates, LLC
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Boston Medical Center HealthNet Plan
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Bridgewater Savings Bank
Brockton Area Arc
Brockton Clean Energy / Advanced Power
CareerWorks
CATAX, Inc./Christos Liapopoulos
Council on Aging
CRTR Inc.
Denise Robichaud Interior Design
Employee Assistance Program, Inc.
Essentials Laser Med Spa
Fallon Community Health Plan
Farley Funeral Home, Inc.
Gomes Plaster & Drywall
Hospice of Boston, Inc. / DBA Hospice of Greater Brockton
Import Products Co., Inc.
J. K. Olivieri Insurance Agency, Inc.
J.M. K-9 Training
Jack Conway & Company, Inc.

John T. Veale, D.M.D., Peter G. Veale, D.M.D. Inc.
Lakeland Realty Inc./ReMax Realty Group
Law Office of Janet B. Cole
Mackin Pallet & Trucking Co., Inc.
Mansfield Bank
MassDevelopment
Maver Memorials, Inc.
Milton Morris Real Estate
Nu-Print, Inc.
Old Town Real Estate LLC
P.K. Beauty Supply
PC'S 4 U
Plymouth County Development Council
Protection One
RadioStationsForSale.net
Residence Inn by Marriott
Robert G. Roy
Rodman & Rodman, PC, CPAs
Rogers & Gray Insurance
Servpro of Weymouth
Sportswear, Inc.
Storage Pros Self Storage
The Charity Guild, Inc.
The Crazy Chef's Caterers
TransPro Courier
Trufant Real Estate, Inc.
U.S. Army Recruiting

U.S. Small Business Programs Offered

Attend a FREE SBA workshop designed to highlight the various SBA programs and services that are available to prospective or current entrepreneurs who need assistance in starting or expanding their business. General information will be provided on the following:



Small Business Counseling (SCORE)

Small Business / Development Centers • Business Information Center

SBA 7(a) • Loan Guaranty Program • 8(a) Business Development

HUB/Zones • Small Disadvantaged Business Assistance

Government Contracting Opportunities

The workshop will be held at CareerWorks, 34 School Street, Brockton from 2 - 4 pm on the third Wednesday of each month. The next workshops will be held on **September 16 and October 21, 2009**. Contact CareerWorks at 508.513.3400 for further workshop information.

Legislative Reception, Continued From Page 1

Expected to be in attendance are one or more candidates for the Senate seat.

Legislative actions at municipal offices, on Beacon Hill and in Washington are having far greater impact on Metro South area businesses than ever before. As a result, there is a greater need for our business community to speak out and be heard on regulations affecting commerce and industry.

As a member of the Metro South Chamber, your organization has a vested interest in helping foster stronger relationships with local officials. The Legislative Reception is an excellent

and cost-effective way for you, your key staff, and colleagues to initiate or renew face-to-face contacts at the state, federal and local level. We encourage your firm to participate and support the unified voice of the Metro South Chamber of Commerce. Together, we can ensure that government understands and supports the needs and concerns of the business community in our region.

Register by calling Lisa at 508.586.0500 ext. 225. This event is \$5 for members and \$10 for non-members. You may also register online at www.metroouthchamber.com/register.html.

Chamber Planning Sessions Draw Member Ideas



Breakfast Meeting Planning



Government Affairs Planning

The Chamber recently held several planning sessions to allow chamber members to contribute ideas for monthly meetings. Many great ideas were garnered from these meetings and some have already been worked on. We thank those members who participated and encourage all members to contribute an idea for a speaker and/or topic for this coming year. Contact Kim Prosper at 508-586-0500.

Public Relations Can Help Your Business



Lindsay Parker

Different than advertising, PR engenders credibility, trust and even affection in your target market. We all know people tend to buy through emotion. Imagine if people believed in and trusted you and your business

AND were incited emotionally by your message! PR also puts and keeps you in front of those you want to be doing business with. In tough economic times, PR is even more critical and more useful. Consider Chrysler and General Motors. What if, before the huge swell of public disdain erupted, the two giants had been "speaking" to Detroit and the public through the local and national press? What if, through journal articles, radio etc. C-levels had been expressing their sadness and concern for the upcoming "disemployed"? They could have been offering assistance packages, job retraining and placement opportunities. What if they took responsibility and apologized early on? They could have softened the public outcry against declaring bankruptcy, regrouping and accepting public funds. They could have kept these messages consistently in front of the public. Good PR could have even evoked sympathy and compassion for the auto giants. PR advantages abound here.

Now, similar opportunities abound for the financial industry - banks, credit unions and investment advisory services. Major losses in retirement funds, the indicting and eradica-

tion of financial heavyweights, and wavering interest rates have us frightened, confused and unsure of who to trust and where to put our money. These are most opportune times for financial institutions to get their name, their differentiators and their successes out in front of their target market. Perhaps your funds beat the average last year, or even remained flat - that's a success! Perhaps you have a distinct way of communicating with your customers, creative investment strategies, terrific testimonials, good interest rates. THIS is the time to engage and inspire Your public.

Good PR can level the playing field against much larger competition. PR can get you out there first with a new idea or process. Good PR can position you and your company as larger than life in your local market on a national stage - it's your call. All of the above are even more important in a shaky economy. The market share you lose by remaining silent now will never be recovered.

As adman Steve McKee says in "Why PR is the Prescription," "the right story told at the right time in the right way can bring powerful attention to your business far in excess of what you spend to develop it."

Chamber member Lindsay Parker is Founder and President of Lindsay Parker Media and an expert in PR. For more information, visit www.lindsayparkermedia.com, or call Lindsay at 508.238.7715.

Upcoming Cultural Festivals

Greek Festival

Annunciation Greek Orthodox Church
457 Oak Street, Brockton.

Thursday, September 17: 11am-9pm
Friday, September 18: 11am-11pm
Saturday, September 19: 11am-7pm
Sunday, September 20: 12pm-7pm

The Annunciation Greek Orthodox Church of Brockton is hosting it's Greek Food Festival 2009 featuring world famous Greek cuisine, pastries and wines. Lunch and dinner dishes include lamb and chicken shish-kebab, gyros, Greek salad, stuffed grape leaves and more. Lunch take out orders accepted Thursday and Friday (508-559-0910).

Live Greek music on Friday and Saturday, Bazaar, marketplace and distinctive Greek shopping, children's activities and church tours. Rain or shine under the big white tent.



Irish Festival

Irish Cultural Centre of New England
200 New Boston Drive, Canton

September 12 & September 13

Celebrate the 19th Annual Irish Festival with the best of Irish music, food, dance and Irish Cultural Exhibits.

Featured Artists include: Andy Cooney, Andy Healey Band, Curraghs Fancy, Erins Melody, Feanian Sons, Girs, Gobshites, Noel Henry, Old Brigade and Tradition. Also Featuring: Comhaltas Ceoltoiri Eireann, Irish Step Dancing Exhibition, The Music and Magic of Debbie O'Carroll, the Irish Cultural Centre Drama Group and Sean Nos Style Dancing Displays. Also featuring bands, story tellers, authors, and genealogy. General admission is \$15, \$10 for Centre members, and children under 12 are free. Tickets are available in advance by calling 1-888-GO-IRISH.



Become a Season Ticket Holder!

Registering for events has never been easier.

Become a Season Ticket holder for Metro South's most informative and innovative programs and events.



Metro South Chamber Season Ticket Deadline Extended to September 21

Includes:

- All Good Morning Metro South Programs (6 Programs, \$120 value)
 - All Business After Hours (at least 7, \$35 value)
 - Annual Legislative Luncheon (\$30 value)
 - ATHENA Award Breakfast (\$25 value)
 - Small Business Awards Luncheon (\$35 value)
 - 1 Taste of Metro South Tickets (\$25 value)
- (Sign up by September 11 and receive 1 additional ticket!)*

Number of Tickets	Regular Payments	Season Tickets	Savings
4 Seats	\$1180	\$700	\$380
Individual	\$290	\$175	\$95

All This for \$175.- (Save \$120.- per person)

Company Name: _____

Name: _____

Name: _____

Name: _____

Phone: _____ Fax: _____

E-mail: _____

Number of GMMS Season Seats _____ x \$175.00= _____ (total amount)

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call Kim Prosper at 508.586.0500 x 231,
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Chamber Opposes Tax Expansion

From page 1

"We are creating a higher price point for the rooms and meals we offer guests compared to other communities who have refused to adopt this additional tax. The adoption of this tax is a tell-tale sign that if a community can tax you, they will, discouraging both consumers and those who might invest in building a hospitality business within a community", said Christopher Cooney, Chamber President and CEO.

"To begin with, our hotel owners are among the largest tax-payers in the community. They pay a commercial tax rate that is nearly double the residential rate and double what they would pay in many surrounding communities. Now, their guests are being expected to pay more taxes as well." Cooney said.

Cooney recently spoke with Mayor

James Harrington and City Council President, Timothy Cruise, to express the view of the business community. "It appears they will hold off on the meals tax but have moved forward on the hotel room tax. We have indicated our displeasure. We have also requested that a portion of any increased revenues from the hotel tax be dedicated to promoting the community while providing some value to the guests who are paying and the hotels who are collecting the tax. Promoting the community and enhancing the visitor's experience to a community is one of the major premises of the original law approved in 1986." said Cooney.

Brockton currently is home to six hotels with more than 500 rooms combined. It is estimated that close to \$600,000 will be collected in room tax over the next year.

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BUSINESS EVENTS Planner

September 17

Business After Hours

5:30 pm - 7:30 pm

Marriot- Residence Inn

124 Liberty Street, Brockton

This is a great networking event in a casual setting. Refreshments will be served. Do not forget your business cards!

\$5 members, \$10 non-members

Please RSVP at 508.586.0500 ext. 231

September 23

Good Morning Metro South

7:30 am - 9:00 am

Holiday Inn-Brockton

195 Westgate Drive, Brockton

This breakfast program provides an opportunity for Chamber members to network with other Chamber members and business owners in the region.

Tickets: \$20 members, \$25 non-members

Please RSVP at 508.586.0500 ext. 231

October 1

Legislative Reception

5:30 pm - 7:30 pm

Donahue Hall

Stonehill College, North Easton

This is your opportunity to initiate or renew face-to-face contacts at the state, federal and local level elected officials in a casual setting.

\$5 members, \$10 non-members

Please RSVP at 508.586.0500 ext. 225

IT'S EASY TO REGISTER!

508-586-0500 x 231 ☎

508-587-1340 📠

E-mail: info@metrosouthchamber.com ✉

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