

Action report

July/August 2005

Always about
OPPORTUNITY

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



Jeff Chranowski, page 7



John Hurwitz, page 7



Mary Meserve, page 5

CONTENTS

Calendar of Events	3
Renewing Members	4
Good News	8
New Members	10

Chamber Honors Wroble Cox of WBET



Marianne Wroble Cox
ATHENA Award Recipient

The Metro South Chamber of Commerce hosted the 7th Annual ATHENA Awards breakfast on June 15, 2005. The Chamber presents the ATHENA Award to an exceptional individual who has achieved excellence in her business or profession, has served the community in a meaningful way, and has assisted women in reaching their full potential. The 2005 ATHENA Award

recipient is Marianne Wroble Cox, the talk show hostess and the voice of WBET Radio for over 37 years. Being one of the first to break into the field, she has also devoted her time and career to encouraging the prosperity of women in the business world. Marianne worked incessantly encouraging young women through the J.R. Miss Program to further their education by presenting numerous scholarships. Mrs. Wroble Cox also was President of the Plymouth County ATHENA article continued on page 7

Chamber Backs BASE Re-use Plan

The Board of the Metro South Chamber of Commerce voted unanimous support for the proposed redevelopment of the South Weymouth Naval Air Station at its recent Board meeting held in June. The LNR Property Corporation proposal was recently presented to the Chamber's Board by Tri-Town Development Corporation board member John Rogers. The LNR proposal will construct 2,855 homes and 2 million square feet of commercial space over the next twelve years. The former military base was decommissioned in 1997 and encompasses 1,385 acres of land. The project is estimated to add one billion dollars to the local economy, creating 5,000 construction jobs and 3,500 permanent jobs. The Chamber Board resolution encourages all Chamber members (over 1,000) to support passage of the plan. The towns of Abington and Rockland have approved the plan. The Weymouth City Council will vote on the proposal on July 25, 2005.

W.B. ETA EXPANSION GRANTED

The proposed Brockton Area Economic Target Area (ETA) expansion into West Bridgewater received final approval from the State of Massachusetts this week. The move will empower the town of West Bridgewater to offer economic development incentives to existing and new businesses wishing to

build or expand in the town. The Metro South Chamber of Commerce worked diligently with the town of West Bridgewater, City of Brockton, the Old Colony Planning Council and State officials in order to achieve the ETA ETA article continued on page 2

Biz 1st EXPO Draws Hundreds

The Business 1st EXPO was a huge success. More than five hundred attended the event featuring an awards breakfast, business solutions luncheon, numerous workshops and an exhibitor hall with over fifty businesses represented. See page six for more photos.



Jim Cooney and Ed Valenti of Primedia



Jack Conway and Steve Damon of Jack Conway and Company



Rosalind Hurwitz of Northeast Wholesale Nail & Fastener Supply Company at a Business Solution Workshop



Gerry Leone of the US Department of Justice and Ray Ledoux of BAT

CBR Benefits Business

For many years the University of Massachusetts Dartmouth has recognized the inherent value in close ties between the university and business community. One such tie, the Center for Business Research (CBR), has achieved remarkable success in a very short time frame.

The CBR was asked to reach out to the business community, to work with the business owners and managers in addressing their problems and/or opportunities. The definitive task was to create a program of work that would have significant and lasting effects on the southeastern Massachusetts economy.

In answering this challenge the CBR provides businesses access to facilitated Focus Groups, Market Analysis, Customer Satisfaction Studies, Feasibility Studies, New Product Development, Small Business Seminars, Family Business Programs, Branding, Promotion/Packaging and

Customized projects, Interdisciplinary studies and web site development.

Clients of the CBR include Scotts Lawn Care Company, JCPenny, Cape Cod Cranberry Growers Association, Southeastern Massachusetts Aquaculture Center, Futon Association International, Horner Millwork and hundreds of others. Everyone finds a friend at the CBR.

The CBR has become widely known and applauded for its quality work and for providing services at a price that is affordable for the average business/not-for-profit organization. "Our main reward", says Dr. Barnes, "is in seeing the clients prosper and grow, for the university to have the satisfaction of a job well done, for faculty and students to work and develop along with the CBR clients".

Dr. Barnes can be contacted by calling 508-999-8756 or e-mail to nbarnes@umassd.edu

What Makes A Web Site A Winner?

Article from Inc. Magazine

Nearly 800 smaller businesses entered Inc magazine's recent third annual web awards competition. Here is what 16 "Best of the Web" winners have in common:

- Web sites are run by people who know what they want. (Clear strategies, goals & priorities)
- Web sites use technology that's appropriate to their mission. (simple illustration to flash animation)
- Web sites streamline design. (clarity & ease of use)
- Web sites make it easy for customers to learn about the firm. (About Us and Contact Us)
- Web sites changes because the owners focus on marketing innovation. (Digital news letters, online forums, relevant activities, customer participation & loyalty)
- Web sites are evaluated based on the ROI for the business. (What you are gaining at all time, money & labor you invest into your site.)

John Dudley Joins Chamber Staff



John Dudley Membership Services and Public Relations

The Chamber is pleased to announce the recent addition of **John Dudley** as **Membership Services and Public Relations Coordinator**.

John will be responsible for the development of the Chamber's membership program as well as coordination of public relations activities.

Prior to joining the staff of the Chamber, John was employed by Faneuil Hall Market Place where he developed merchant services, provided public relations and assisted the marketing department. He holds a B.A. in Management Science with a concentration in Marketing from Bridgewater State College.

Feel free to contact John at 508.586.0500 ext. 225 or via email at john@metrosouthchamber.com.

Chamber Action on eUpdate



Sign up for the Chamber's eUpdate and stay up-to-date on local business news. Chamber eUpdate is a weekly email newsletter service for members created exclusively to keep them

informed about chamber events, news, trends, and services available to the business community.

The service is free for members and is CAN-SPAM Act

compliant. Every email that is generated contains an unsubscribe link which allows members to opt-out of future emails. In addition, the Chamber eUpdate subscribers list is not sold or distributed.

Sign-up is easy. Simply visit the Chamber website at metrosouthchamber.com/subscribe and subscribe.

ETA article continued from page 1

designation.

Private businesses will now have even more reasons to select West Bridgewater as an excellent business location. "With the approval of this economic development program, West Bridgewater will compete more effectively for new and expanding businesses. It places West Bridgewater on the short list of communities that have

the ETA designation and ample available land." said Christopher Cooney, president and CEO of the Metro South Chamber of Commerce.

If your company would like to learn more about West Bridgewater or the ETA program contact the **Metro South Chamber of Commerce** at 508.586.0500 x223.



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John Vlaco - *Brophy & Phillips Co., Inc.*

Charles Wall - *Massasoit Community College*

CHAMBER STAFF

508-586-0500 Front Desk x 221

Kerrie Blake
 Program Director x 231

Christopher Cooney
 President and CEO x 223

Sarah DeBettencourt
 Communications Coordinator x 222

John Dudley
 Sales and Public Relations x 225

Frank Gillooly
 Membership Sales x 229

Ann Marrese
 Controller x 230

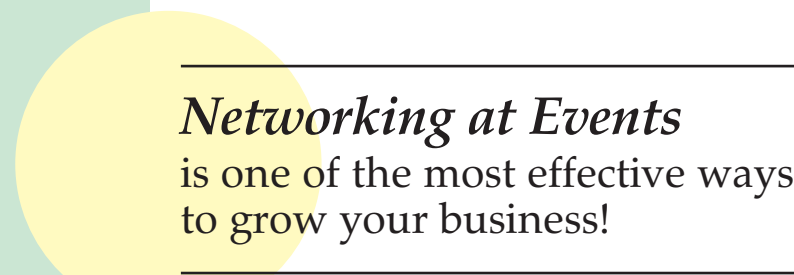


CHAMBER MISSION: To serve the interests of member businesses while providing community leadership to ensure the economic advancement of the Metro South region.

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The 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.



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

JULY Calendar

20 **SBA Workshop - Overview of Programs & Services** 2:00 pm
CareerWorks, 34 School Street, Brockton

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

Coming up

August

6 **Brockton's City Picnic** 11:00 a.m.
See related article on page 10

10 **Good Morning Metro South Planning Session** 8:30 a.m.

11 **Human Resource Council Planning Session** 10:00 a.m.

16 **Executive Committee** 4:00 p.m.

17 **SBA Workshop - "Connect with the SBA"** 9:00 a.m.
See related article on page 5

19 **Government Affairs Planning Session** 7:45 a.m.

31 **Board Meeting** 12:00/Noon

Save the date

September

5 **Labor Day - Chamber Office Closed**

7 **Ambassador Meeting** 8:00 a.m.

9 **Government Affairs** 7:45 a.m.

15 **Human Resource Management Council Meeting** 8:00 a.m.
Radisson Hotel & Conference Center, 195 Westgate Drive, Brockton

15 **Business After Hours** 5:30 p.m.
Caritas Good Samaritan Hospital, 235 North Pearl Street, Brockton

22 **Good Morning Metro South** 7:30 a.m.
Radisson Hotel & Conference Center, 195 Westgate Drive, Brockton

RENEWING Members

Thank You !

1666 Liquors
Acme Precision Machine Co., Inc.
Arista Associates, Inc.
Avida Design
Barbour Corporation
Bath Fitter
Bay State Cooling
Belton New England
Berry REal Estate
Bettridge Auto Parts. Inc.
Bob's Ski-Doo, Inc.
The Boulders Apartments
Brennan's Grille & Irish Tavern
Brockton Furnace & Duct
Brockton Parking Authority
Bruce's Welding Repair Services
Burke & Foskett, LLC.
W.L. Churchill Insurance Agency, Inc.
City of Brockton
Collins Crane & Rigging Services, Inc.
Colonial Fence Mfg, Inc.
Colony House Skilled Nursing & Rehabilitation Center
Jack Conway & Company, Inc.
Copley at Stoughton
Nursing Care Center
Council on Aging

Courtyard by Marriott
Boston Stoughton
Cramer Levine & Company,
Architects, P.C
Creative World Children's
Learning Center
Cromwell Consulting, Inc.
Customized Data Services, Inc.
CWB Contractors, Inc.
Diversified Environmental Corp.
Dylan Clark Plumbing
Easton Country Club, Ltd.
EMH Recovery
Ernie's Construction, Inc. /
Asphalt Paving & Excavation
Exodus Medical Transportation
Express Newspapers c/o
Clipper Press
The Feitelberg Company, LLC
Francis Freccero, M.D
Gazelle Solutions, LLC
Grace Bible Church
GROW Associates, Inc.
Hub Technical Services
Import Products Co., Inc.
Infinity Data Corporation
JLS Mailing Services

Gina Kinella's Dance Studio
Lorraine Crayon Company, Inc.
Mackin Pallet & trucking Co., Inc.
Made-To-Match, LLC.
Matrix Mortgage Corporation
Frank Middleton Real Estate
MSPCA Animal Shelter of Brockton
Nelson Company Supply Co., Inc.
Northern Lights Electric Co., Inc.
Old Colony Planning Council
Pam's Wholesale
C.M. Petti Market & Deli
Proprint Management
Prospect Hill Company
PROTEAS Customized Consulting
Real Simple Solutions, Inc.
Rockin K Cafe
David F. Russell Funeral Home, Inc.
Sachem Skilled Nursing &
Rehabilitation Center
Schultz, Schwartz & Weinberger
Siskind & Siskind
Ira Smith Truck Rental & Repair
Sorgi & Minichiello, LLP.
Sullivan Tire Company, Inc.
Super 8 Metro South

Supreme Enterprises
Trader\$ Mart
Victor, Raphel & Grimaldi PC
Viking Sheet Metal, Inc.
Walkover Commons Apartments
Warren Jewelers
Westside Behavioral Health, LLC
Law Offices of George L. Whiting, Jr.
Wm. J. Wolffe Electric, Inc.
B.N. Yanow Company

**METRO
SOUTH
CHAMBER OF
COMMERCE**

Contact

*Membership Services at
508-586-0500 ext. 225
to learn how the Chamber
can help your business.*

Free Business Listings

Chamber members should have received their **annual verification form** in the mail over the past few weeks. Have you seen yours?

This form will be used for your free listing in the next **Metro South Book for Business**. The Metro South Book for Business is a member directory and guide

distributed to over 5,000 business leaders. This form will also be used for telephone referrals made by the Chamber.

Please verify the information, mark any corrections and/or omissions and return it. If you have any questions please contact the Chamber at 508.586.0500.

BUSINESS After Hours

Caritas Good Samaritan Hospital

Join us for an evening of food and fun while meeting and greeting fellow business professionals. On **Thursday, September 15, 2005** from **5:30 to 7:30 p.m.**, **Caritas Good Samaritan Hospital** located at **235 North Pearl Street** in Brockton will host the next Business After Hours.

Caritas Good Samaritan Hospital and Rehabilitation Center is the second largest healthcare system in New England, providing community-based medicine and tertiary care in eastern Massachusetts, southern New Hampshire and Rhode Island. Caritas Good Samaritan is a 258-bed, acute-care hospital. They are repeatedly recognized for their quality care and excellent service. In addition, they received 91 out of 100 points in review by the Joint Commission on Accreditation of Health Care Organizations and the highest rating possible for a community hospital cancer program from the American College of Surgeons Commission on Cancer.

This is a great way to make business contacts in a casual setting. Exposure for your business is your competitive edge, so bring plenty of business cards. The event is free for members and \$10 dollars for non-members. To register, please call the **Metro South Chamber of Commerce** at 508.586.0500 ext. 221.



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- Vehicle Graphics

Chamber Programs Taking Shape

The Chamber will be holding key **planning sessions** this summer in order to establish priorities for various member programs. Interested Chamber members are encouraged to attend. Your participation is helpful in providing the best possible programming for the **Government Affairs, Good Morning Metro South** and **Human Resources Management Council** meetings coming up this fall. Please note the date of the meeting you would like to attend and give **Kerrie Blake** a call to confirm your attendance at 508.586.0500 x231.

- The following planning sessions will take at the Chamber on:
- ***Good Morning Metro South - August 10 at 8:30 am**
 - ***Human Resource Management Council - August 11 at 10:30 am**
 - ***Government Affairs - August 19 at 7:45 am**

Connect with the SBA



If you are ready to launch a small business, or take an existing one to the next level, the Small Business Administrators (SBA) and their resource partners are eager to help. Join them for a morning of networking and connect with the SBA and resource partners for assistance.

The workshop will be held on **August 17, from 9:00 am - Noon** at the **Metro South Chamber of**

Commerce.

SBA will discuss how they and other lending institutions work together in assisting entrepreneur's access the financing needed to start and grow their business, counseling and training resources available to assist start-up and growing businesses, and Government Contracting: The Hidden Market"

To register for these **FREE seminars**, please call **Anna Outerbridge** at 617.565.8510.

MEMBERProfile

Meserve Travel & Cruise Vacation Center



Mary Meserve

Address: 387 West Center Street, West Bridgewater,

Phone: 508.588.5100

Year Established: 1991

Website: meservetravel.com

Number of Employees: 6

Products or Services: Packages for all world wide destinations which include roundtrip airfare, hotel, cruises, independent vacations and escorted tours. We use only vendors who are financially solid and have a good reputation.

What is unique or special about your firm and the products and services you offer? We have extremely well educated, well traveled staff to all world wide destinations.

What markets do you serve? Honeymooners with our unique bridal registry program, family vacations, all inclusive couples vacations, family reunions, destination weddings and fund raising programs are all markets we serve. Anything you see advertised in any travel section, of any newspaper - We sell.

What is your main business objective concerning your customers and the business community?

Our main business objective is to educate the customer about how important it is to do business with someone in the Metro South area who you know, trust and will be totally honest with you about your vacation. Our slogan is "Without your travel agent, You are on your own!"

The Chamber features a Member Profile in each issue of the Action Report. Members are selected randomly from those in attendance at the Good Morning Metro South (GMMS) breakfasts.

Need help starting your business? Searching for money to start your business?

The Metro South Business Assistance Center can help!

The Metro South Business Assistance Center (BAC), a partnership of over twenty organizations, is a high-tech, one-stop business resource center that offers counseling, technical assistance, and financing to potential, existing and expanding businesses.

FREE services offered

- Business Related Software
- Comprehensive Reference Library
- Professional Counseling (by appt.)
- Access to Computers & Online Resources
- Informational & Instructional Videos
- Workshops & Seminars (fees may apply)

508.587.2673



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PREMIER SPONSOR



Sponsorship Opportunities Available

Sponsorship of a Chamber event offers your company exposure to the local business community and an opportunity to network with business leaders in the area. Not only does it create an awareness for your products and services, it allows you to target your marketing efforts to business professionals and potential customers in the Metro South Region.

Sponsorships still available for the 2005/2006 season are:

- Business After Hours** (Attendance: 75-100)
- Good Morning Metro South** (Attendance: 150-200)
- Legislative Reception** (Attendance: 100-125)
- A Taste of Metro South** (Attendance: 700-750)
- Awards Program** (Attendance: 150-175)
- ATHENA Program** (Attendance: 150-175)
- Book for Business** (Over 5000 copies printed)
- Business 1st EXPO** (Over 50 exhibitors)
- New Member Orientation** (Quarterly: 100-125)
- Board Retreat** (30 Board Members)

Please contact **Kerrie Blake** at 508.586.0500 ext 231 or kerrie@metrosouthchamber.com for more information.

Business First EXPO Exhibitors at Shaw's Center



Salma Haikal, Bob Kenworthy and Jose Sosa of Bank of America



Greg Foley of BlueCross/BlueShield of Massachusetts



Shannon Mulcahy and Andrea Kingman of CareerWorks



Larry Cameron of MassDevelopment



Joe Lovetere and Eric Spitz of Hub Technical Services



Janet Baxter, Ron Silva and Cindy Caron of Jack Conway & Company



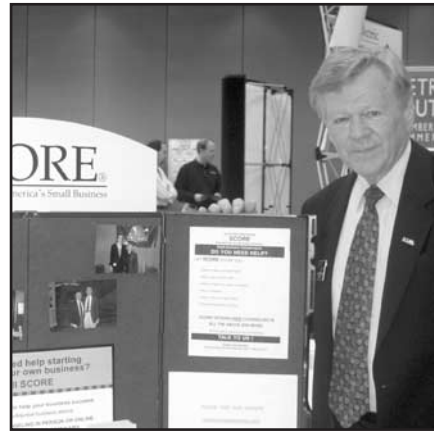
Leon Ettin of Stone Financial and Colleen Ingemanson of CRTR, Inc.



Kim Martin and Bob Russell of Mass Electric



Carlos Mozes and Jim Conlon of Dupliron



John Brooks of SCORE



Laurie Walsh of SEED



Dave Linscott and Bill Scherneck of Fire Extinguisher Services



Marybeth Lawton of Prime Rental & Leasing and Rob Peters of the dj experience



Joe Callahan, Linda Bode and Frank Micciantuono of Comcast



Dan Bennett and Pat Gaughan of Sovereign Bank



Christy Kendrick of Signature Apparel

More photos on page 11

ATHENA article continued from page 1

Altrusa International, Inc., which is an organization who promotes and encourages women to further their career and serve in the community. Marianne has supported Metro-South area business women in an effort to help achieve personal and professional goals. She has been recognized by various leaders in



Mary Pratt signed a baseball for Nicole Ledoux

the community for her outstanding devotion to the Brockton area.

The keynote speaker was Baseball Hall of Famer, Mary Pratt. Mrs. Pratt was the first woman to throw a no-hitter while playing for the Rockford Peaches from 1943-1947 and was inducted into the Baseball Hall of Fame in Cooperstown, New York in 1988.



Pictured is ATHENA Award nominees Brenda Rodrigues of the Brockton Public Library, ATHENA Award Recipient Marianne Wroble Cox of WBET 1460 AM Radio and ATHENA Award nominee Nancy Stack Savoie of the City of Brockton. Not Pictured: ATHENA Award nominee Victor DeSantis of Bridgewater State College

City Salutes Kenneth Feinberg

Local kid turned national hero, Ken Feinberg, returned home to Brockton on June 17th to be honored in a day-long celebration featuring Senator Hillary Rodham Clinton, Senator Ted Kennedy and over 1,000 residents in attendance at programs throughout the day. Ken Feinberg gained national recognition when he was selected to administer funds to victims of the 9/11 terrorist attack.



Mr. Feinberg displays an Official Proclamation from the Mayor making June 17 Kenneth Feinberg Day in Brockton



City Council President Jim Harrington and Kenneth Feinberg



Daniel Rodriguez poses with members of the Brocktons Fire Department's Honor Guard



Senator Hillary Rodham Clinton speaks at the War Memorial luncheon in honor of Ken Feinberg

Small Business and Entrepreneur Awards



2005 Small Business of the Year Award recipient John Hurwitz of Northeast Wholesale Nail & Fastener Supply Company and the 2005 Entrepreneur of the Year Award recipient is Jeffrey Chrzanowski from Spark Street Auto Body.

purchased the company. Since then Jeff has increased sales by 40%. Spark Street Auto Body is a state-of-the-art auto body and collision repair facility that features the best equipment and high quality auto repair services.

The 2005 Small Business of the Year Award was presented to Northeast Wholesale Nail and Fastener Supply Company.

Northeast Nail and Fastener Supply Company provides building materials, pneumatic guns and nails to lumber yards and tool houses in the Northeast. Having full capacity of building products, pneumatic tools and fastener, bulk and packaged nails and a complete line of Dewalt tools had enabled their "small business" to compete against major discounters.

The Chamber would like to recognize all of the nominated businesses. The 2005 finalist were:

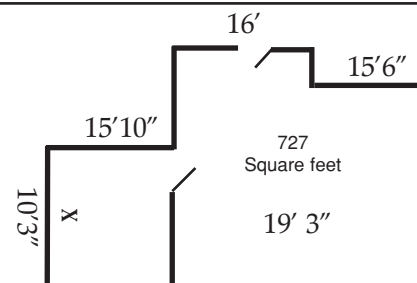
- * B C Tent and Awning, Avon
- * D&G Auto Repair, Brockton
- * Eagle Photography, Bridgewater
- * Media Concepts, Brockton
- * Valco Precision Machine, Brockton

The Entrepreneur of the Year award recognizes innovative individuals whose businesses have grown through their commitment to their customers and their community. The 2005 Entrepreneur of the Year Award was presented to Jeffrey Chrzanowski of Spark Street Auto Body.

A year and a half ago Jeff



Chamber Offers Space to Start-Ups



Perfect space for 2-3 person office

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 on School Street in Brockton. Individual offices or multiple suites are available and range from \$450.00 - \$1,000.00 per month. Some offices are furnished and all feature exposed brick walls and high speed internet access. Contact Chris for more information at 508.586.0500 ext. 223.

GOODNews

Great things going on in area businesses

The **Professional Development Center (PDC)** at **Massasoit Community College** has planned two exciting new Massasoit Motivations Breakfast presentations. The first, Practical Guidance to Employment Law Updates will take place on **September 27** and the second, Improve Your Bottom Line by Managing Your Risk will take place on November 8. Each breakfast will be held in the Louison Board Room at the College's Brockton Campus, from 7:45 to 9:00 am and the cost is only \$15! And there is a new twist! Both breakfasts with have follow-up trainings for those who are interested! The PDC will run a three part series HR-The Basics, topics are; Legal Issues in Hiring (October 13, 9 am-12 pm), Effective Performance Appraisals (October 27, 9 am-12 pm), and Corrective Action, Effective Discipline, & Legal Terminations (November 10, also from 9 am-12 pm). These trainings directly relate to Practical Guidance to Employment Law Updates. You do not have to attend the breakfast to take part in the trainings and vice versa. Trainings will be held at the Massasoit Conference Center in Brockton. The PDC will also hold a follow-up training for Risk Management on December 8, from 9 am-3:30 pm.

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

Business Development Centers
Business Information Center
SBA 7(a) Loan Guaranty
8(a) business Development
HUBZones (Historically Underutilized Business Zones)

Small Disadvantaged Business and Government Contracting Opportunities. The workshop will be held at **CareerWorks**, 34 School St., Brockton on **Wednesday, July 20**, from 2:00 p.m. until 3:30 p.m. Please call **508.513.3400** for further information.



Leo MacNeil, HarborOne, Robert Sullivan, President Sullivan Tire, Patrick Sullivan, and Norman B. Goodman, Brockton Hospital President

Earlier this month, **Brockton Hospital** held an appreciation night for those who helped make this year's **Champions Fighting**

Cancer Walk the biggest and most successful to date with more than 8,000 walkers and \$240,000 raised for local cancer care. At the event, held at the Shaw's Conference Center, Leo MacNeil presented the Walk with a \$5,000 check on behalf of HarborOne Credit Union.

Brian Donnelly is pleased to announce the opening of **Cost Management Solutions (CMS)**, an affiliate of **Environmental Waste Solutions (EWS)**. Cost Management Solutions is part of the EWS nationwide network of associates auditing solid waste disposal for area businesses. EWS, through its cost recovery and expense control process, reduces the costs of solid waste disposal and recycling for business owners. Cost Management Solutions has recently added clients such as the Brockton Housing Authority, South Shore Housing and Stonehill College to its program. Brian Donnelly, who also serves on the Chamber's Legislative Committee can be reached at **781.585-6597**.

The **South Eastern Economic Development (SEED) Corporation** announced today that has

\$1 million in loan funds available for small businesses in the city of Brockton. Seed Corporation working in conjunction with the Metro South Chamber of Commerce and the Old Colony planning Council established a special loan pool for Brockton Businesses with grants from the U.S. Economic Development Administration, and a loan from the U.S Small Business Administration. SEED also provides business assistance and works with other economic development organizations and financing institutions in the region to ensure that individuals who are committed to owning and operating a small business are able to obtain the assistance they need to be successful. For a copy of the loan application and more information about SEED Corporation, please call **508.822.1020** or visit Seed's website at **www.seedcorp.com**.



Lester P. Schindel, President and CEO of New England Sinai Hospital & Rehabilitation Center

The selection of **Lester P. Schindel** as the new **President and CEO of New England Sinai Hospital and Rehabilitation Center** was announced recently by **Norman**

Spector, Chairman Emeritus of the Sinai Board of Directors. Spector chaired the search committee, which unanimously recommended the appointment of Schindel following a nationwide search to fill the top Sinai position being vacated by Donald Goldberg upon his retirement. In accepting the position, Schindel stated, "Sinai's excellent reputation is what drew me to seek this opportunity. I am delighted to become a part of Sinai community and I look forward to providing the leadership to ensure that the solid foundation of work that has been put in place during Donald Goldberg's tenure continues to grow and prosper."

Rob Peters Entertainment is pleased to announce that DJ Rob Peters was recognized as an "**All Star DJ**" for the fourth consecutive time by Mobile Beat Magazine's Summer Conference and EXPO in Niagara Falls, New York. Mobile Beat, the leading trade publication for the mobile DJ industry, selects and recognizes the country's foremost mobile DJs from across the country to perform at their semi-annual conferences.

It is that time of year! The Chamber is getting ready to publish the **2006 Book for Business** member directory and guide. The Chamber will publish 5,000 copies of the 2006 Book for Business and distribute it to all Chamber members, real estate offices, town offices, colleges, hotels, in addition to businesses and families interested in relocating to the Metro South region. To reserve your ad space or for further information on ad sizes, prices and **FREE ad composition** contact **Sarah** at **508.586.0500 ext. 222**. *Ad space is limited! Call now!*

CareerWorks will be partnering with **IKEA** on recruitment initiatives starting in July. To begin this partnership, IKEA will conduct industry briefings at the CareerWorks facility. If you are interested in finding out more about these career opportunities at IKEA in Stoughton join CareerWorks at 34 School Street in Brockton every Wednesday at 11 am. Please call **508.513.3400** with any further questions or visit **jobsat.ikea-usa.com** for available positions.

The Metro South Chamber of Commerce 92nd Annual Meeting and Expo will be held November 16, 2005 at the Massasoit Conference Center from 10:30 am - 3:30 pm. Mark your calendars!

Manufacturing Partnership Assistance Available at Chamber

By Jack Healy, Director of Operations, Massachusetts Manufacturing Extension Partnership, jackh@massmep.org



For the past three years we have heard about the loss of manufacturing jobs, but little on the loss of manufacturing firms. The National Census, just issued, revealed the loss of 18,570 manufacturing establishments between 1997 and 2002.

The loss of Massachusetts manufacturing firms is more than twice the rate at the national level. While we will not see the 2002 State Census report until year end, we do know that from 1997-2001 Massachusetts lost 995 of our own manufacturing establishments or 10% (over four years in this period) vs. the 5.4% national loss over the five year period. We fully expect that when the State's 2002 Census numbers do come out, we will see a loss of manufacturing establishments closer to 15%, or three times the National average.

So why does Massachusetts lose its manufacturing establishments at three times the national rate? Is it poor management? Obsolete products? High structural costs? It may be all of these issues, but it also may be a matter of size.

Manufacturing in Massachusetts is a small business, with 82% of our firms having 49 or fewer employees. Two thirds of our firms are under 20 employees. Regardless of size, manufacturers in Massachusetts, large and small, are facing an explosion of challenges. From extreme pricing pressures from low cost countries, to finding enough skilled, knowledgeable workers, to

ever-rising health care costs whose premiums now exceed the net profit for most small manufacturing enterprises. Such challenges, coupled with the inherent problems of any small enterprise with limited access to capital and limited managerial and systems capabilities, means that the small manufacturing community as a whole will continue to struggle to make on-going productivity improvements just to remain competitive.

Couple this with the fact that most small manufacturing enterprises lack any degree of scale as they provide only parts and subassemblies to their larger customers, and you end up with most small manufacturers being 1/4 to 1/3 less productive than larger firms.

Incremental Optimization

In response to such limitations, we have seen a widespread implementation of Lean Manufacturing Methodologies and the beginnings of a benefit beyond simple cost cutting. Firms who have been on their Lean journey are starting to see what is termed "incremental optimization." This happens when the elimination of some waste leads to greater efficiency, which in turn allows the firm to develop greater efficiency, thus providing with more flexibility to meet customer requirements. The bottom line is a higher level of competitiveness.

This type of development was recently described in the Fall River Herald News in an article about Chace Leather Products, a manufacturer of leather goods (see the details in the Chase Leather case history).

"Before the lean seminar, we were having a tough time meeting the customer demands on time," said Chase President and CEO Larry Walsh. "A demand for 50,000 units would take us normally three weeks to complete. That number now, with our new set-up, is down from three weeks to now

taking us only three days to complete, and has reduced our inventory by 50% which frees up our cash flow. It also increased our sales per employee more than 35%. The change our employees made was unbelievable." Since then, Motorola Corporation of Germany, one of Chase's biggest clients, has informed the company that it is now outperforming all of their other suppliers worldwide.

Making a Difference

This shows us that the small manufacturing community is still one place where an individual can indeed make a difference leading a company. However, unless the person leading invests in training, the effort will not be sustainable. After all, who can do anything with unmotivated and uneducated workers who are ignorant of the company's goals.

For those companies interested in becoming Lean, the MassMEP offers the TimeWise Lean Manufacturing Certificate Program. TimeWise is a completely integrated and self contained CEU approved educational program that consists of five, eight-hour courses that simulate shop floor work environments. Teaching is interactive, accomplished through

hands-on experience with the benefits of becoming Lean.

This "learning by doing" Certificate Program can be delivered at your firm, on your schedule. The program will provide the necessary knowledge, skills, and methodologies that your personnel needs in order for your organization to become Lean and world competitive. For more information, call Glenn Gertridge, Lead Project Manager in the Fall River Office at (508) 679-0847.

About MassMEP

The MassMEP is an affiliate of the National Institute of Standards and Technology (NIST) under the U.S. Department of Commerce. The national MEP system is a network of manufacturing extension centers that provide business and technical assistance to smaller manufacturers in all 50 states, the District of Columbia and Puerto Rico. Through MEP, manufacturers have access to more than 2,000 manufacturing and business "coaches" whose job is to help firms make changes that lead to greater productivity, increased profits and enhanced global competitiveness. For more information, visit <http://www.massmep.org>.

Do You Have an HR Question?

Try the Human Resource Hotline

Does your business have Human Resource questions?
Do you know where to turn for the answers?

The Metro South Chamber of Commerce has developed a hotline for your business to receive professional advice from experts in the Human Resources field.

Sponsored by:



Simply e-mail your questions to the
HR hotline at

hrhotline@metrosouthchamber.com or log onto
www.metroouthchamber.com.

For more information
contact **Kerrie Blake** at 508.586.0500 ext. 231.

WELCOME *New Members*

Making an Investment in our Community!

Applebee's Neighborhood Grill
Mr. Rich Cady
 755 Granite Avenue
 Braintree, MA 02810

Cruise Planners
Mr. Don Tardiff
 400 Auburn Street
 Bridgewater, MA 02324
 Phone: 508.807.0124
 Fax: 508.279.2229
 www.neptuneoceantour.com
 Travel Agencies

Massasoit Dental Associates
Ms. Debra Belloli
 288 Belmont Street
 Brockton, MA 02301
 Phone: 508.583.0103
 Fax: 508.583.0140
 www.massasoitdental.com
 Dental

Wright Technology Group
Mr. John J. Wright
 60 School Street
 Brockton, MA 02301
 Phone: 508.588.1841
 Fax: 801.346.6947
 www.wright-itconsulting.com
 Consultants



Call 508.586.0500 x 229 or 225
 to learn how the Chamber can help
 your business.

Mayor Honored at Picnic

City of Champions Bids Farewell to Mayor Yunits

Brockton will host this year's City Wide Summer Picnic in the Park as a fond farewell to Mayor John "Jack" Yunits Saturday, August 6, 2005, from 11:00a.m.- 5p.m. at D.W. Field Park in Brockton

There will be games and crafts tables, international foods, an antique car show, clowns and jugglers, an appearance by Radio Disney, surprise guests and much more. There will also be a variety of musical performances, including Haitian, Reggae, and African-American music. Featured Musical Acts will include Jeff Pitchell & Texas Flood with special guest Peter Tork of the Monkees, and also Brockton's favorite, The Lois Greco Band (formerly on General Hospital and Days of Our Lives) who has opened up for the B-52s and performed at last year's Blues Festival.

The public is encouraged to come share in the celebration and partake in the day's festivities with free admission. The Picnic Committee is still searching for craftspeople, food vendors, organizational resource tables, and event sponsors. Please contact Brockton Arts and Cultural Affairs at 508.580.7109 or visit www.bacaonline.org for more information.

GRO-N-THINGS, INC.

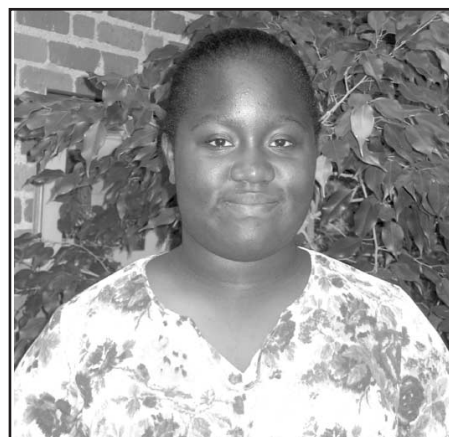
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Shelley Tierney
 OWNER

Students Complete Internship



Shaniel Walters, Junior at Brockton High School

Shaniel Walters, an intern from **Brockton High School** is in the processes of her 80 hour internship through the Summer Work and Learning Program at the Metro South Chamber of Commerce.

Shaniel started her internship with the Chamber in June and has helped with office duties and support to all of the Chamber staff.



Viriato Monteiro, Freshman at Massasoit Community College

Viriato Monteiro, an intern from **Massasoit Community College**, has successfully completed his six week internship at the Metro South Chamber of Commerce.

Viriato started his internship in June and is participating in a program with the Massachusetts Commission for the Blind.

Viriato is majoring in Business Administration and Accounting. He enjoys playing soccer.

How Can I Raise Money to Start My Business?



This question is probably the most often asked question of SCORE counselors. The answer can be quite simple or virtually impossible, or anywhere in-between. The easiest way, if you can, is to borrow from relatives or friends. There's no red-tape and usually they ask very little, if any, interest. And, of course, theirs a bit more flexibility in the pay-back arrangements.

But most likely, you will need to go to a bank. Remember this: banks want to lend money. After all, they can't make money without lending money. BUT, remember this, too: they want to be as sure as possible they will be re-paid. So they will want to know everything about you and your business.

Top on their list are: how much money are YOU putting up? What do you have for collateral? If you have zero funds of your own and no collateral, your chances of getting a bank loan are close to nil. After all, they reason, why should we take 100% of risk while you take none?

Chances are, though, you've got some money, but not all that you need. (The number one reason given for new business failures is lack of capital.) Most banks will ask for a detailed BUSINESS PLAN. SCORE counselors can show you how to prepare and present a viable business plan as well as discuss the many types of loans available. SCORE (Service Corps Of Retired Executives) is a non-profit arm of the S.B.A. offering free counseling to budding entrepreneurs, as well as those already in business. Appointments can be made by phoning 508.587.2673.

EXPO pictures continued from page 6



Suzanne Fernandes of The Community Bank



Athena Parker and Bob Wisgerda of WBET Radio



Robert McSorley of Xerox



John Wright of Wright Technology Group



Liz Scanlon and Mary Meserve of Meserve Travel & Cruise Vacation Center



Joe Lemelin and Marybeth Lawton of Prime Rental & Leasing



Ryan McMillian and Mike Ferrigno of Storage USA



Kathie Jones of South of Boston Media Group

Friday is Farmer's Market



The Market will take place at City Hall Plaza every Friday from June 17 through October 14, 10:30a.m. - 2:00pm (or until the farmers have sold out). The Southeastern Massachusetts Agricultural Partnership (SEMAP) will be the Market's sponsor, and the Metro South Chamber will lend its marketing expertise in coordinating and advertising the program.

The Brockton Farmer's Market aims to support the continuance of farming in Southeastern Massachusetts and the success of our local farmers, their businesses, their families, and our community. The Market will achieve this by affording the Brockton community an opportunity to purchase fresh fruits and vegetables from its own local farmers and harvesting a

sense of neighborhood. The Chamber hopes the Farmers' Market will also bring increased customer traffic to Brockton area businesses and restaurants.

The market is looking for local small/backyard farmers to sell their produce. Or if you, as a local business, restaurant, or entertainer, have a creative idea you believe will support the success of the Brockton Farmer's Market, please contact John Dudley at the Metro South Chamber at 508.586.0500 ext 225.

Brought to you by:

WIC Cheerfully Accepted



Opportunities for Customers & Contacts

Ambassador Team/Membership

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.

Government Affairs Committee

Government affects your life every day. Legislative actions at municipal offices, on Beacon Hill, and in Washington D.C. affect your organization's continued ability to prosper. With widespread concern over the status of the national economy, now more than ever is the time to speak out and be heard on taxes, regulations, and other issues that affect your bottom line. The Government Affairs Committee meets every month to discuss issues of concern to Metro South businesses.

Human Resource Management Council

The Human Resource Management Council (HRMC) supports and provides continuing education and consulting to professionals in the ever-changing world of human resources. Regardless of the size of your business, human resource issues directly affect you, and the resources of the Council can be your link to vital information.

The Chamber provides many opportunities to expand your business contacts.

For a complete list of all Chamber committees, please visit www.metroouthchamber.com or call 508-586-0500 x221.

An Opportunity Not To Be Missed!

Become a Season Ticket holder!



Become a Season Ticket holder for both of Metro South's most informative and innovative breakfast programs... Good Morning Metro South (GMMS) and the Human Resource Management Council

(HRMC). With a Season Ticket you will automatically be registered for all Good Morning Metro South OR HRMC programs and you will receive significant savings!

Registering for events has never been easier.

Good Morning Metro South (GMMS)

Includes 8 breakfast programs and "A Taste of Metro South"

Number of Tickets	Regular Payments	Season Tickets	Savings
4 Seats	\$612	\$540	\$72
Individual	\$153	\$135	\$18

Human Resource Management Council (HRMC)

Includes 4 breakfast programs and one half-day seminar

Number of Tickets	Regular Payments	Season Tickets	Savings
Individual	\$149	\$129	\$20

Company Name: _____

Name: _____ Preferred Name (for nametag) _____

Name: _____ Preferred Name (for nametag) _____

Name: _____ Preferred Name (for nametag) _____

Phone: _____ Fax: _____ E-mail: _____

Number of GMMS Seats (unlimited) _____ x \$135.00= _____ (total amount)

Number of HRMC Seats (unlimited) _____ x \$129.00= _____ (total amount)

BUSINESS EVENTS *Planner*

August 10

GMMS Planning Session

8:30 am
Metro South Chamber of Commerce
60 School Street, Brockton

Take part in the key planning session to help determine potential speakers for the 2005/2006 GMMS season.

Contact the Chamber at 508.586.0500 ext. 231 for further information.

August 11

HRMC Planning Session

10:00 am
Metro South Chamber of Commerce
60 School Street, Brockton

Be a part of the planning committee to establish priorities for the HRMC season.

Contact the Chamber at 508.586.0500 ext. 231 for further information.

August 17

SBA Workshop

9:00 am - Noon
Metro South Chamber of Commerce
60 School Street, Brockton

Gain a better understanding of the various SBA programs and services available to prospective and current entrepreneurs.

Contact the Chamber for more information at 508.587.0500 ext 221

IT'S EASY TO REGISTER!

508-586-0500 x 221 ☎

508-587-1340 🖨

E-mail: info@metrosouthchamber.com ✉

Send reservation and payment to: 📧



MSCC
Sixty School Street
Brockton, MA 02301-4087

PREREGISTRATION IS NECESSARY. Individuals registering at the event will be charged a \$5.00 late fee. For companies wishing to be billed there is a \$3.00 billing charge. Cancellations for all events must be received 24 hours in advance of the event, otherwise the company will be charged regardless of attendance.

Names of Persons Attending

Event

Company _____

Phone _____

REMINDER: We accept VISA, MasterCard and AMEX for dues and special events!