

November, 2016

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President's Message

When I took office just 3 short months ago on August 8, it was 86 degrees and not a cloud in the sky. How time flies! While I am a summer girl at heart and long for the heat, humidity and Zac Brown playing in the background, I can't help but look back as we move forward.



We have made significant progress in the last three months. We have hired Jeff Lomma as our new Member Services Director, and he is up and running! Already, we have grown our chamber by 15 new members, nearly DOUBLE that of the same time period as last year and far exceeding most chamber averages across the country.

We have recalibrated our open administrative position to be more events-driven putting a greater emphasis on quality events that engage, educate and enlighten.

And we are in the final stages of hiring for our marketing and communications position so that we can better communicate with you and better demonstrate the value you receive for your Chamber investment. Stay tuned for an announcement shortly!

Despite our transitions, your Chamber has produced top-notch events such as Washington Symposium 2016 hosted by Congressman Neal, Super 60 and a frighteningly fun evening of networking.

- Nearly 40 business leaders headed to Capitol Hill for a jam packed, two-day event. Participants said it was "insightful and enjoyable," "blown away with the line-up of speakers," "agenda, content and speakers were spot on to the issue at hand."
- Our Super 60 event was at capacity with nearly 600 in attendance - close to 10 percent more than last year - and a roster of newcomer honorees.

Upcoming Events



The Impact of Innovation

**Laura Masulis
MassDevelopment**

November 3
7:15-9 a.m.

MassMutual Center,
Springfield
as part of the Western
Mass Business Expo



PWC Expo Lunch
Adrienne Haslet-Davis
Ballroom Dancer and Boston Marathon Bombing Survivor
 November 3
 11:30 a.m.-1 p.m.
 MassMutual Center, Springfield



OT and Pay Equity:
The New Labor Laws That Can Impact YOUR Business!
John Gannon, Esq.
Skoler Abbott & Presser, P.C.
 November 9
 11:30 a.m.-1 p.m.
 The Colony Club, Springfield



What's Driving Health Care Costs?
Eric Linzer
Massachusetts Association of Health Plans
 November 15
 8-9 a.m.
 TD Bank Conference Center, Springfield



- Attendees at our After 5 at CityStage worked the crowd through spider webs, bubbling cauldrons and a bit of Boris Karloff.

I am very appreciative of the support, encouragement, understanding and patience we have received from you - our member. Transitions are rarely easy but, in my mind, will be well worth it - and I know you will believe that, too! Your Chamber staff is here to address any issues or opportunities.

I see great things on our horizon, and - together - I know we can accomplish them!

Nancy

Celebrating Our Members

In this special [supplement](#) of e-Channels, look for news from the City of Springfield, Elms College, Springfield Museums, The Gaudreau Group, STCC and more!



We welcome *your* news! Simply send your press releases to:

Springfield Regional Chamber
1441 Main Street
Springfield, MA 01103
Attn: Editor, Chamber Channels
 or by [email](#)

OT and Pay Equity: The New Labor Laws that Could Impact Your Business!

Did you know that the new overtime rule doubles the salary at which full-time salaried workers are eligible for overtime - impacting nearly 83,000 workers in Massachusetts alone! And did you know that the new Pay Equity law imposes rigorous equal pay obligations and prohibits certain pay-related conduct?



Employment Lawyer John Gannon of Skoler Abbott & Presser, P.C. will present a Lunch n Learn on November 9 at The Colony Club, 1500 Main Street, Springfield to break down both of these issues to ensure you are in legal compliance.

Gannon will review both pieces of legislation, discuss changes businesses need to make, and provide action steps your business can take to ensure compliance.

The event begins at 11:30 a.m. with registration and lunch and the program runs from noon to 1 p.m. Reservations are \$25 for Springfield Regional Chamber members in advance (\$30 at door) and \$30 for general admission in advance (\$35 at door) and include lunch, parking and one-on-one time with Gannon.



Annual Government Reception
 November 17
 5-7 p.m.
 Carriage House,
 Storrowton Tavern,
 West Springfield



**Springfield:
 Rising to New Heights**
 November 22
 4-5:30 p.m.
 CityStage, Springfield



Speed Networking
 November 29
 7:30-9 a.m.
 The Colony Club,
 Springfield



Welcome These New Members!

- Mirka USA
- Randall's Farm
- Westcarb Enterprises
- Alyson Reed (PWC)
- Bevin Peters (PWC)
- Diane Sabourin (PWC)
- Jessica Lockwood (PWC)
- Kristin Triggs Dawson (PWC)
- Nikia Davis (PWC)
- Suzanne McElory (PWC)
- Tracy Goodman (PWC)

Make sure you are ready when these laws goes into effect and make your reservation today!



What's Driving Health Care Costs?

Health care costs are a major concern for our businesses. The continued increase in the cost of health care puts enormous strain on local and state budgets and inhibits the ability of employers to create and grow jobs.



But what is behind these rising costs? Where do the premium dollars go? And what can be done?

Join us for our bi-monthly Pastries, Politics and Policy on November 15 from 8-9 a.m. in the TD Bank Conference Center, 1441 Main Street, Springfield where Eric Linzer, senior vice president for the Massachusetts Association of Health Plans, will discuss why costs continue to rise, what is driving these costs in Massachusetts and what cost containment measures can be put in place.

Reservations for the PPP are \$15 for Springfield Regional Chamber members in advance (\$20 at door) and \$20 for general admission (\$25 at door) and include continental breakfast.



Party with the Politicos

It's time for the Springfield Regional Chamber's annual Government Reception - an opportunity to mingle informally with your local, state and federal legislators. Let your voice be heard in a casual atmosphere.



Sponsored by Baystate Health and Comcast with support from Health New England and Columbia Gas of Massachusetts, this is one of our most popular events of the season and not to be missed!

The event will take place on November 17 from 5-7 p.m. at the Carriage House, Storrowton Tavern, 1305 Memorial Avenue, West Springfield.

Reservations include complimentary hors d'oeuvres and beverages and are \$50 for Springfield Regional Chamber members in advance (\$60 at door) and \$75 for general admission .



Congratulate These Members on their Chamber Anniversary!

1 Year

Bay State Elevator Company
Innovative Business Systems, Inc.
Kelsey Lewis (PWC)
Marikate Murren (PWC)

5 Years

Caring Health Center
Patricia Robinson (PWC)

10 Years

J.M. O'Brien & Company, P.C.

30 Years

Rivet, J.D. & Co, Inc.

Springfield - Rising to New Heights

Join Mayor Dominic J. Sarno and the Springfield Regional Chamber on November 22 for "Springfield - Rising to New Heights" presentation! We'll showcase the economic development initiatives underway in the City.



The program will highlight new developments, images and video on the major projects underway in the City including MGM Springfield, CRC Railways, Union Station, the Transformative Development Initiative and more!

The event begins at 4:00 pm. at City Stage, One Columbus Center, Springfield and is free and open to the public. A reception will immediately follow. Free parking is available in the Columbus Center Garage.



Back by Popular Demand! Speed Networking

Back by popular demand this month on November 29 is the Springfield Regional Chamber's Speed Networking - a fast-paced way to work the room.

In just an hour, you'll make up to 50 contacts in one-one-one networking time. Bring your elevator pitch, your running shoes and business cards and get ready to network!

The event will be held at The Colony Club, 1500 Main Street, Springfield with registration and continental breakfast at 7:30 a.m. and the program kicks off at 7:45 a.m.

Reservations are \$20 for Springfield Regional Chamber members in advance (\$25 at door) and \$30 for general admission (\$35 at door) and includes parking and breakfast. No arrivals will be accommodated after 8 a.m.



Photo Gallery

Check out these photos from our recent events. Were you there?

- [PWC Headline Lunch](#) with Psychic Medium Angelina Diana, photos by Michael Epaul Photography
- [October 2016 Business@Breakfast](#) with Political Consultant Tony Cignoli and saluting Dr. John Cook of STCC and CET-Center for Eco-Technology, photos by Michael Epaul Photography
- ["Hello-ween" After 5](#) at CityStage, photos by Michael Epaul Photography



- [Tabletop Expo](#) with the Greater Chicopee, Holyoke and Westfield chambers of commerce, photos by Underwood Photography
- [PWC Ladies Night](#) at Simply Serendipity, photos by Underwood Photography

Member Benefits Available to You and Your Employees



Springfield Regional Chamber | 1441 Main Street | Springfield | MA | 01103-1449



Springfield Video Wins International Award

The City of Springfield has received a Silver Excellence in Economic Development Award for The Right Combination video project in the category of Video/Multimedia Promotion from the International Economic Development Council (IEDC).

"We've had tremendous feedback from residents, visitors, and businesses about seeing the positive attributes of Springfield in this video," said Mayor Domenic J. Sarno. "We're honored that it's now an award-winner from this esteemed economic development organization."

The video was released in November, 2015 and quickly went viral locally, amassing well over 15,000 views on a number of formats as well as hundreds of likes and positive comments in social media. The video has gone on to be featured at several major events and conventions in the region for the past year, as well as a shorter version airing regularly on local television.

The video was produced by Chris Teebo Films of West Springfield, MA, under the direction of the city's Office of Planning & Economic Development.

"Congratulations to the City of Springfield - not only did they work to provide a necessary service to their community; but also, their participation in the awards program sheds light on their stellar projects which other communities can now use as a benchmark," said Barry Matherly, IEDC Board Chair.

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Our Member News

Springfield Museums Named Smithsonian Affiliate

The Springfield Museums have been formally accepted as an Affiliate of the Smithsonian Institution. Smithsonian Affiliations is a national outreach program that develops long-term, high-quality partnerships with museums and educational organizations in order to share collections, exhibitions, learning opportunities and research expertise.

The partnership has been made possible through the MassMutual Foundation, which is providing a three-year, \$145,000-plus grant to bring a wealth of resources and programming to Springfield.

There are currently more than 200 institutions nationwide that have been selected to be Smithsonian Affiliates. In identifying possible candidates for affiliation, the Smithsonian seeks out or-

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ganizations that share a common mission, a commitment to education and public service, and have the capability of bringing Smithsonian artifacts, exhibits, and programs to their venues. Candidates are subject to a rigorous application process involving all aspects of their organization, from their leadership and financial structure to a review of their collections management and programming protocols.

Those selected to be Affiliates enjoy a range of benefits, from facilitated object and exhibit loans and discounted Smithsonian memberships for their patrons to custom-developed education, performing arts, and public programs. Staff at the Smithsonian and the Museums have already commenced discussions of potential collaborative projects for the first three years of the affiliation, including object loans and additional visits from Smithsonian experts.

CHD's Woods-Johnson Receives DYS Award



Katisha Woods-Johnson, director for the CHD Terri Thomas Girls Program, has received a Department of Youth Services (DYS) Commissioner's Award for 2016. Terri

Thomas Girls Program is a secure residential treatment program operated by CHD at the DYS facility on Tinkham Road in Springfield.

Woods-Johnson was recognized for her work leveraging community connections to touch the lives of many youth in CHD custody and care, as well as their families. Such work includes forming partnerships with Home Depot to teach youth basic building skills; Suit Up Springfield to provide proper interview attire; and area poets, painters, Zumba instructors, and hip-hop artists to volunteer their time running youth groups.



Country Bank Donates \$7,250 to Local Schools

Country Bank surprised 29 local schools that participate in the Bank's Savings Makes Sense and Credit for Life School Banking programs with a \$250 gift card

to Staples. Each school received the donation to help cover the cost of back to school supplies.

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Springfield College Receives President's Award



Springfield College AmeriCorps Program Director Matthew Braddak and Springfield College Volunteer Programs Director Charlene Elvers accept the award.

Springfield College has received the Presidential Award in the Education category of the President's Higher Education Community Service Honor Roll. This honor is the highest federal recognition a college or university can receive for its commitment to volunteering, service-learning, and civic engagement. This marks the seventh-consecutive year that Springfield College has been part of the President's Higher Education Community Service Honor Roll.

The Community Service Honor Roll was launched in 2006 to highlight the role colleges and universities play in solving community challenges. Honorees for the award were chosen based on a series of selection factors, including scope and innovation of service projects, percentage of student participation in service activities, incentives for service, and the extent to which the school offers academic service-learning courses.

Overall, Springfield College students perform more than 120,000 community service hours during an academic year. Among the examples that Springfield College cited were its involvement in the AmeriCorps School Turnaround Initiative, providing over 39,000 hours of service to more than 500 at-risk students; Massachusetts Reading Corps to help children gain the early literacy skills needed to become strong readers; and Partners Program which pairs College mentors with elementary and middle school students from neighborhood schools.

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Springfield Museums Opens Cats in Hats Exhibit

The Michele and Donald D'Amour Museum of Fine Arts has opened a new exhibit titled *Cats in Hats: Illustrations by the Western Massachusetts Illustrators' Guild* through April 30, 2017. The exhibit will feature over 40 original works centered around the common theme of "cats in hats," in honor of Geisel's most famous work of children's literature.

For this exhibit, cats are represented in a variety of scenes – some cute and fanciful, others quite serious and even scary. An interactive space for visitors within the exhibit will include a special "Cat Walk" scavenger hunt, highlighting hidden cats located around the Museums' campus; a Cat "Paw-trait" Wall-Selfie Photo Booth with a whimsical hats and cat ears try-on and Cat-Toons cartoon station area will be featured.

HCC Awards Workforce Skills Capital Grant

Holyoke Community College has been awarded a \$127,741 Workforce Skills Capital Grant to purchase state-of-the-art equipment for its EMT Training Program.

The grant, announced this week by the Governor's office, will allow HCC to expand the number of students served in its non-credit EMT classes and offer new training equipment and materials at the college's new Center for Health Education, adjacent to the main campus on Jarvis Avenue.

HCC was one of seven community colleges, vocational high schools and educational collaboratives chosen to share in a total funding package worth \$2.6 million.

Instructors for the enhanced program will be supplied by Springfield Technical Community College. Together, HCC and STCC, through Training and Workforce Options, their collaborative workforce program, will work with area employers to provide customized EMT training opportunities at HCC's Center for Health Education.

Elms College Launches New CFP Board-Registered Programs

The College of Our Lady of the Elms has registered with Certified Financial Planner Board of Standards Inc. (CFP Board) to provide new financial planning education in both master's and graduate certificate programs.

Thanks to this new partnership, Elms College now offers an MBA degree with a concentration in certified financial planning, an M.S. degree in accounting and financial planning, and a graduate certificate in financial planning. These offerings are all CFP Board registered.

Students who complete the financial planning program at Elms College will have met the education requirement for the CFP® Certification Examination, administered by CFP Board.

CHP Launces Accident and Health Insurance Company

Consolidated Health Plans (CHP), a Springfield, Massachusetts-based, third-party administrator and Berkshire Hathaway subsidiary, announced that it is launching a new student accident and health insurance entity to meet the needs of the dramatically changing student health insurance marketplace.

CHP and its new insurance entity are in the process of working with state regulators across the country to complete state rate and form filings, as well as with A.M. Best to secure financial ratings. CHP is committed to providing colleges and universities nationwide with student health insurance solutions for the 2017-18 academic year and beyond.

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Florence Bank Donates \$50,000



Florence Bank announced a contribution of \$50,000 to Cutchins Programs for Children & Families in Northampton, which will be used over a five-year period toward Cutchins' Sensory and Fitness Programs.

The donation from Florence Bank will be used to upgrade the Cutchins Program gym; the renovation project will provide a state-of-the-art structure for physical education and create a technologically advanced facility for occupational therapy and sensory integration treatment and research.

Participating in the official check presentation were (from left) Florence Bank Senior Vice President Joe Traczynski, Vice President Nancy Mirkin, Collections Officer Christopher Whelan, and Cutchins Programs for Children & Families Executive Director Jay Indik and Director of Development Pamela Wicinas.

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PeoplesBank VP Named Top Mortgage Originator

The Warren Group, publisher of *Banker & Tradesman* magazine, released its annual report on the top mortgage originators in Massachusetts. Beverly Orloski, vice president and mortgage consultant at PeoplesBank, finished first amongst all Western Massachusetts loan originators in the report and was listed as the top loan originator in the market in 2015.

Orloski has more than 30 years of financial and banking experience. She holds a bachelor of arts from Elms College and is a graduate of the American Bankers Association's Residential and Commercial Lending School. She is a member of the Realtor Association of Pioneer Valley.

ESE Sets Attendance Records

1,418,042 fairgoers helped Eastern States Exposition and the rest of New England celebrate the 2016 Centennial Edition of The Big E in West Springfield, MA. During the Fair's run, five daily attendance records were broken, including Opening Day, Sept. 16 with 86,204 visitors; Sept. 17 hosting 116,602 fairgoers; Sept. 20 where the Fair saw 56,424 come through the gates; Sept. 25 with 132,041 guests; and Sept. 29, when The Big E hosted 84,111 guests.

Gaudreau Group Adds to Team

The Gaudreau Group Insurance and Financial Services Agency has added to its employee benefits and personal insurance teams.



Judy Davis

Judy Davis has joined as employee benefits strategy advisor. Davis has over 25 years of experience in the corporate employee benefits industry, with a focus on designing and

implementing benefits plans and services for organizations large and small. She joins The Gaudreau Group after having spent 11 years as vice president of sales in the employee benefits division at Insurance Center of New England. Prior to that she was vice president of employee benefits at Banknorth (now USI) Insurance Agency.

The firm recently promoted Melissa Cuzzone to director of employer benefit services. In her new role, Cuzzone will help keep clients compliant in today's increasingly complex regulatory environment, in line with the firm's focused



Melissa Cuzzone

approach on compliance with the Affordable Care Act's regulations. Cuzzone joined The Gaudreau Group in 2012 and previously worked in the insurance and financial services industry since 2004, gaining a broad range of experience including employee benefit plans, life insurance, and personal insurance. She is a recent graduate of the Western New England University Mini-Law School.

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Springfield College Breaks Ground on Civic Engagement/Leadership Center



Springfield College officially kicked off the renovation of the Springfield College Center for Leadership and Civic Engagement, located at 235 Eastern Avenue in Springfield, with a groundbreaking ceremony.

The center will match the needs of the community with areas that are most aligned with institutional priorities, skills and talents – predominantly around the themes of education and health/wellness. Perhaps mostly importantly, this center will link the issues that Springfield College students care about with the things they believe they can change, providing a platform to develop students as leaders in service to humanity.

The Center will provide an environment where the community can participate as equals in the creation and development of strong community bonds. The Center also has the potential to provide the resources for students to take action on the issues they care about, providing a platform to develop students as leaders in service to humanity.

Participating in the ceremony were (from left): Charlene Elvers (Springfield College Volunteer Programs), Joan Simmons (Springfield College faculty), Mary-Beth Cooper (Springfield College President), Ryan Carrie (Springfield College student), Springfield Mayor Domenic Sarno and Barbara Gresham (Old Hill Neighborhood Council).

STCC Receives \$300,000 Campus Safety, Empowerment Program Grant

Springfield Technical Community College (STCC) has received a \$300,000 federal grant from the U.S. Department of Justice Office on Violence Against Women to bolster efforts to prevent domestic violence and help victims of abuse.

With the goal of creating a safe and responsive environment for all students on campus, STCC will use the three-year grant to create a Campus Safety and Empowerment Program.

Funding will pay to enhance victim services, implement prevention and education programs and develop and strengthen campus security and investigations to prevent, prosecute and respond to domestic violence, dating violence, sexual assault and stalking on campus.

STCC is working in partnership with the YWCA of Western Massachusetts, the Hampden County District Attorney's Office, Community Legal Aid and the Planned Parenthood League of Massachusetts.

According to the terms of the grant, STCC will use the funding to create and train a coordinated community response team; provide prevention education to all incoming STCC students as well as ongoing bystander intervention education; provide training to campus law enforcement personnel and judicial board members in effective responses to incidents of violence against women on campus; provide on-campus services to all victims and survivors; provide culturally appropriate and linguistically accessible materials, including training tools and videos; and provide expert referrals to off-campus services for victims of sexual assault, domestic violence, dating violence and/or stalking.

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The grant is part of a program authorized by the Higher Education Amendments of 1998, re-enacted by the Violence Against Women and Department of Justice Reauthorization Act of 2005, and reauthorized and amended by subsequent legislation.



Celebrating the grant were (from left) President of Planned Parenthood League of Massachusetts Dr. Jennifer Childs-Roshak, YWCA of Western Massachusetts Executive Director Elizabeth Dineen, Congressman Richard E. Neal, Hampden County District Attorney Anthony Gulluni, STCC Title IX Coordinator Cheryl Rogers, and STCC President Dr. John Cook.



Tracy Goodman

Tracy Goodman has joined The Gaudreau Group as a Personal Risk Specialist and will design personal risk management plans for individuals and employer groups. She specializes in coverages including life, home, auto, renters, and umbrella.

Goodman has been in the insurance industry since 2008, with prior experience in human resources and recruiting. She is a graduate of the University of

Delaware and completed a semester abroad at Ben-Gurion

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IEDC's Excellence in Economic Development Awards recognizes the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. These awards honor organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities.

"The awards process is a thorough, non-biased and multi-layered process. These are extraordinary accomplishments for all winners, and an overall great effort by all participants," Matherly said.

University of the Negev in Beersheba, Israel. She is continuing her insurance education in the certified insurance counselor program.



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