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*Affiliated Chambers of Commerce of Greater Springfield, Inc. is comprised of:*  
*The East of the River 5 Town Chamber*  
*Springfield Chamber of Commerce*  
*Professional Women's Chamber*

## November 2013 e-Channels



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## President's Message

The first quarter of our fiscal year seems to be flying by! The Chamber has had great success since the start of our season in September...

We held our first-ever Speed Networking breakfast in October - solely dedicated to connecting members. A survey of participants yielded great results! All but one attendee were satisfied with the event and noted that the event either met or exceeded their expectations! Comments included:



- "This was my first meeting - if they are as good as this one I will be back!"
- "The format for the speed networking was much more thought out and organized as compared to another Chamber's speed networking event!"
- "I thought it was very effective!"

We learned some lessons (like encourage people to don their running sneakers!) and will take those into consideration for our next Speed Networking breakfast in February. Sign up now by contacting Cecile Larose at [larose@myonlinechamber.com](mailto:larose@myonlinechamber.com) and see for yourself what the buzz is all about.

Despite the rain, our affiliate, the East of the River Five Town Chamber of Commerce, held its annual Golf Tournament, raising more than \$5,000 for the Minnechaug Regional High School Entrepreneurial Program and the ERC5 Scholarship Fund.

**business @ breakfast**  
Making Chamber Connections

**November 6**  
**7:15-9 a.m.**  
**Jim Koch**  
**Founder,**  
**The Boston Beer Company**  
**MassMutual Center**  
**Springfield**

And our affiliate, the Professional Women's Chamber, had a sell-out crowd as Gail Huff was its featured speaker at its kick-off Headline Luncheon series. They also kicked off "Ladies Night" New Member Receptions, a traveling series of after hours socializing and networking. Check out our Web site for when and where their next Ladies Night will be!

Our legislative efforts are underway with our successful inaugural Pastries, Politics & Policy featuring Audrey Gasteier, head of the Massachusetts Health Connector. Healthcare is a hot topic these days and Audrey shed much light on the issue. We'll move this event to a lunch format when we host Governor Deval Patrick (see information [below](#)). And, our Government Reception is right around the corner (see information [below](#)). These are not-to-be missed opportunities!.

And of course, we saw the repeal of the new sales tax on computer services, for which the ACCGS advocated, saving our members millions of dollars.

And lastly, but certainly not least, our members had the opportunity to pick the brain of Six-Point Creative Works' Meghan Lynch on the strategy behind social media at our inaugural Lunch 'n Learn. The Power of Email Marketing is next up in December, so be sure to sign up early!

As you can see, we are working very hard at meeting your needs, and will continue to work just as hard as our Chamber season moves forward. Until next time, thank you for your investment in the Chamber, and we hope to see you at an upcoming event.

## Celebrating Our Members

In this [special supplement](#) to e-Channels, look for news from Frank Webb Bath Center, Veritas Preparatory Charter School, Reeds Landing, Bacon Wilson, P.C. and more!

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

**Editor, Chamber Channels**  
1441 Main Street  
Affiliated Chambers of Commerce of Greater Springfield  
Springfield, MA 01103

Advertisers in this issue include: [Health New England](#), [Big Y Prescription Plan Program](#).

Advertising is available in both the print and electronic versions. Contact Nancy Creed by [email](#) or (413) 755-1309 for information.

REGISTER



November 6  
11:30 a.m.-1 p.m.  
Kathrine Switzer,  
First Female to Officially Enter  
and Run in the Boston  
Marathon  
MassMutual Center  
Springfield

REGISTER



November 14  
10:30-11:30 a.m.  
Market Rate Housing Update  
City of Springfield will release  
the latest results of its study

Reservations are  
complimentary but required.

REGISTER



November 13  
5-7 p.m.  
Get Your Downtown On!  
TD Bank Building  
1441 Main Street, Springfield  
Presented by TD Bank

REGISTER

## Get Your Downtown On!

We're celebrating all things downtown at our November After 5 on November 13 from 5-7 p.m. in the TD Bank Building, 1441 Main Street, Springfield, presented by TD Bank.



Come network with your colleagues, learn how TD Bank is working with ReGreen Springfield to restore the landscape of the riverfront which was severely damaged from the June 2011 tornado, and mingle with the people, places and things that are helping to revitalize downtown, including Springfield Symphony Orchestra, DevelopSpringfield, The Republican, Junior Achievement of Western Massachusetts, and Dakin Humane Society!

And don't forget to sample the culinary delights from downtown's newest establishment - 1600 Main International Biergarten-Cerveceria!

Make your reservations today by clicking [here](#)! Sponsorships as low as \$100 are still available. Contact Cecile Larose by [email](#) for information.

## Market Rate Housing Update

The City of Springfield will release results of its market rate housing study at an event sponsored by the Springfield Chamber of Commerce on November 14 from 10:30-11:30 a.m. at One Financial Plaza, 9th Floor, Springfield.



The latest market rate housing study occurred in 2006 and, with a significant change in the housing market as well as a major mixed use casino development being proposed, this update will serve to inform developers, property owners and financial institutions of the opportunity in downtown Springfield for new market rate housing construction and conversions.

Guest speaker will be Laurie Volk of Zimmerman/Volk Associates, the firm that undertook the study. Volk is a nationally acclaimed researcher in this field and has worked in major cities across the country in examining the development of new housing in urban centers.

The study was supported by a grant from the Economic Development Administration via a partnership with the Pioneer Valley Planning Commission.

Coffee and pastries will be served. Reservations are complimentary but required by emailing [Cecile Larose](#).



**Pastries, Politics & Policy...  
at LUNCH  
with Governor Deval Patrick  
November 19  
11:45 p.m.-1:30 p.m.  
Springfield Marriott**



Affiliated Chambers of  
Greater Springfield, Inc.

**Government Reception  
November 21  
5-7 p.m.  
Carriage House,  
Storrowton Tavern  
West Springfield**



**Welcome These New  
Members!**

American Energy Coalition  
Ford, Quinn & Desmarais  
Hurley & David, Inc.  
JKS Systems  
Spherion Staffing  
Suddekor, LLC

Download this [supplement](#) to your membership directory for a listing of all members that joined after the directory publication date.



## Pastries, Politics & Policy... Lunch with the Governor!

Governor Deval Patrick will be the featured speaker at the ACCGS Pastries, Politics and Policy to be held November 19 at the Springfield Marriott from 11:45 a.m. - 1:30 p.m. (lunch at 12:15 p.m.). *The event is being held as a plated lunch event in lieu of the traditional continental breakfast event.*



The Governor will discuss his Administration's efforts to promote growth and opportunity in the Springfield region and will make a special announcement and unveil his plans for continued advancement, as well as participate in a roundtable discussion with attendees.

This event will pave the way for the ACCGS' annual Government Reception (see [below](#)), offering attendees an opportunity to hear first-hand the Governor's new plans and then meet informally on November 21 to continue discussions about these plans and other issues with your local, state and federal officials.

Both events are sponsored by Baystate Health, Comcast, Columbia Gas of Massachusetts and Western Massachusetts Electric Company with support from United Personnel.

**SPECIAL PACKAGE PRICING IS AVAILABLE! Make a reservation for BOTH the lunch AND the Government Reception, and SAVE! Combined reservations are just \$80 for members, \$120 for general admission. Benefits of the special package include plated lunch and roundtable discussion with the Governor, exclusive attendance at the special announcement, PLUS all the benefits of the Government Reception including complimentary appetizers and beverages!** Lunch-only reservations are \$50 for members, \$60 for nonmembers.

Click [here](#) for reservations.



### ***Congratulate These Members on Their Chamber Anniversary!***

#### **1 Year Anniversary**

Andrea Carey  
Darlene Follett  
Dawn DiStefano  
Frances Richardson  
Heather White  
Judy Yaffe

#### **5 Year Anniversary**

Elements Therapeutic  
Massage  
Theresa Hodur  
Tri-State CDL Training  
Center, Inc.

#### **10 Year Anniversary**

CBS3 - Springfield  
Holyoke Gas & Electric  
Department

#### **15 Year Anniversary**

Cyber Exchange  
Loomis Lakeside at Reeds  
Landing

#### **20 Year Anniversary**

Multicultural Community  
Services, Inc.  
Pioneer Cold  
Springfield Boys Club &  
Girls Club

#### **25 Year Anniversary**

Sumner & Toner Insurance  
Agency, Inc.

## Education Reform - Did It Work?

2013 marks the 20th year of the Education Reform Act of 1993. Obviously, there are lots of questions for employers - large and small - and across all industries: What has the reform meant for the employer community? Has its success in improving student achievement produced better prepared, more productive employees? Is our state's workforce still a major competitive advantage? What's next?

The ACCGS has partnered with the Massachusetts Business Roundtable, the Massachusetts Business Alliance for Education and the Associated Industries of Massachusetts on a survey of employers across the state to answer these and other questions to determine business community education priorities moving forward.

The 8-10 minute online survey is based on recently completed face-to-face interviews with CEOs and three regional roundtable discussions with HR representatives. The survey is being conducted by MassInc Polling Group and will be available as of **Monday, November 4, 2013**. We encourage you to participate so that your needs are understood. You may access the survey [here](#).

## Government Reception

There's no debating this one! Join us for the ACCGS Annual Government Reception Thursday, November 21 from 5-7 p.m. at the Carriage House on the grounds of Storowton Tavern in West Springfield.



This is a unique opportunity for members to mingle with their local, state and federal officials. Over 200 professionals attended last year's event with members of area select boards, state representatives and state senators joining them. Don't miss another great event, thanks to sponsors Baystate Health, Comcast, Columbia Gas of Massachusetts, Western Massachusetts Electric Company with support from United Personnel.

**SPECIAL PACKAGE PRICING IS AVAILABLE! Make a reservation for BOTH the lunch with the governor (see [above](#)) AND the Government Reception, and SAVE! Combined reservations are just \$80 for members, \$120 for general admission. Benefits of the special package include all the benefits of the Government Reception including complimentary appetizers and beverages, PLUS plated lunch and roundtable discussion with the Governor and exclusive attendance at the special announcement!** Government Reception-only reservations are \$50 for members, \$70 for nonmembers.

Click [here](#) for reservations.

## Does the Valley Give?

According to a 2012 survey by Charity Navigator, on average, charities receive 40% of their annual contributions in the last few weeks of the year - equating to an average of \$600,000 in donations! Online giving is stronger during the holidays than any other time of year. And many charities rely on year-end giving.



According to the Chronicle of Philanthropy, the Springfield metropolitan area ranks 363rd out of 366 regions in 2012 giving, with a median contribution of \$1,389.

Join us for our December Business@Breakfast on December 4 at 7:15 a.m. at The Colony Club in Tower Square, downtown Springfield, as featured speaker Katie Allan Zobel, president and CEO of the Community Foundation of Western Massachusetts, explores the value of philanthropy, the Foundation's first-ever and incredibly successful Valley Gives (raising more than \$1 million for close to 270 local charitable organizations) and this year's 12-12-13 Valley Gives day.

Sponsorships are available. Contact Cecile Larose by [email](#) for all the details or make your reservation [here](#).

## Hats/Mittens Collection



Cold weather can make the walk to school more difficult. To keep kids warm this winter, the Regional Employment Board of Hampden County is collecting hats and mittens for children in kindergarten through grade 5. Hats and mittens can be dropped off in the donation bin in the REB offices at 1441 Main Street, Springfield, week days from 8:30 a.m. to 5 p.m. through December 20, 2013.



## Photo Gallery

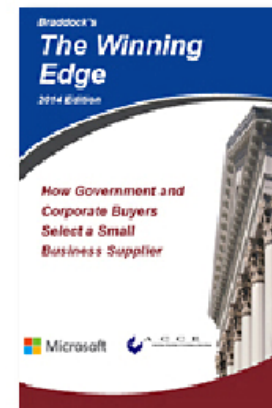
- **PWC Headline Luncheon:** A great lunch with Gail Huff, news anchor, producer and reporter! View our online [photo gallery](#) to see what you missed!
- **ACCGS Table Top Showcase:** Special thanks to all our members who showed up in full force to showcase their products and services at our showcase in collaboration with the Greater Chicopee, Holyoke and Westfield chambers! View our online [photo gallery](#) to see what you missed!
- **ACCGS October Business@Breakfast:** It went by in a flash! Our inaugural speed networking breakfast was a big success (and tiring at that!) Thanks to our season-long Breakfast Series sponsor Masiello Employment Services. View our online [photo gallery](#) to see what you missed!
- **ERC5 Golf Tournament:** Rain, rain go away - and (finally!) it did. Special thanks to our headline sponsors Polish National Credit Union, The Gaudreau Group, and Wilbraham Monson Academy and to all our sponsors for your support! View our online [photo gallery](#) to see what you missed!

## Procurement Guide

Do you sell a product or service to the local, state or federal government? How about large corporations? And does the procurement process confuse you? Through our partnership with the American Association of Chamber Executives, we are pleased to provide you with this complimentary copy of Braddock's The Winning Edge, a practical guide for small to medium sized businesses that provides important insights into the decision-making process within the government and large corporations, with an emphasis on the evaluation and selection stages.

### Topics include:

- Overview of the government procurement process
- How government procurement officers evaluate a small business supplier
- How small businesses can identify and win subcontracting opportunities
- Characteristics that corporate buyers are really looking for in a small business supplier
- Next-step resources
- Special Resources for Women-, Minority-, or Veteran-Owned Businesses



The *Guide* also includes a glossary of procurement-related terms as well as a preparation checklist, information about teaming agreements and joint ventures, and more! We hope you find this tool helpful in growing your business.

Download the e-book [here](#).

**Be sure to forward this to your colleagues.  
Chamber membership extends to all employees!  
*Just another benefit of Chamber membership!***



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We welcome your feedback on this issue and any communications concerns you may have! Simply drop me a [line!](#)

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