

CHAMBER REPORT

BUILD YOUR BRAND | EXPAND YOUR NETWORK | SHAPE YOUR COMMUNITY



April 2010 | Volume Twenty-Two | Issue Four

Greater Manchester Chamber of Commerce



GREATER MANCHESTER CHAMBER OF COMMERCE

It is the mission of the Greater Manchester Chamber of Commerce to be a member-focused organization that drives the greater Manchester business environment and the economic health and vitality of the region by supporting business growth, professional development, and networking opportunities, while advocating for our membership.

CHAMBER PLANS SOCIAL MEDIA SERIES FOCUS ON SOCIAL MEDIA TECHNIQUES & STRATEGIES

Social Media Strategies for Building Fans and Followers

Presented by Allen Voivod
Friday, May 7th
12:00-2:00 p.m.
Chamber Board Room

Social Media Customization: Applications & Account Automation

Presented by Allen Voivod
Friday, May 21st
12:00-2:00 p.m.
Chamber Board Room

Creating an Online Content Ecosystem

Presented by Leslie Poston
Friday, June 4th
12:00-2:00 p.m.
Chamber Board Room

Fans, Friends, Followers, Groupies, and Audiences: How to tell the difference, find yours and build them up

Presented by Leslie Poston
Friday, June 25th
12:00-2:00 p.m.
Chamber Board Room

Cost for Chamber Members
\$25/workshop
\$80/All four workshops

Lunch will be provided.
Space is limited to 30 people/class.
Wifi is available please bring your laptop computer.

Please register online at
www.manchester-chamber.org

Almost a year ago the Greater Manchester Chamber of Commerce held two of its most successful breakfast forums ever. The topic -- Social Media. These programs attracted a combined 375 members of the business community, all looking to learn something about the social media buzz. The Chamber brought in several experts along with business leaders who are using social media successfully and two hour-long discussions took place. Fast forward to 2010, the term social media isn't quite as catchy as it was a year ago, now everyone knows what it is and most people are using it either personally, professionally or both.

While the buzz may have died down, the strategies and tactics behind social media and marketing a business or organization are proving successful everyday. The Chamber has heard from some members who said they've had enough of intro classes, they want to learn how they can use this new tool to grow their business, develop leads and reach new audiences. So the Chamber is bringing in two social media gurus who spend their time helping businesses do just that for some specific sessions on social media strategies and tactics. These workshops will be hands on and we encourage participants to bring a laptop and follow along.



Allen Voivod, co-owner and Chief Creativity Officer of Gilford-based Epiphanies, Inc.

Allen Voivod of Epiphanies Inc., will kick off the Chamber's Social Media Series with two workshops in May. The first titled "Tools and tactics for building fans and followers," and the second will focus on "Applications and account automation."

As Certified Social Media Strategists and Certified Inbound Marketing Professionals, Allen and his wife/business

partner Lani Voivod share powerful social marketing & success strategies through speaking, workshops, customized training programs, and consulting. Their company, Epiphanies, Inc., trains teams, crafts strategies, and serves as long-term success partners for a handful of global brands, industries, and mission-driven organizations.

Lani and Allen have been featured widely in the media, including the NH Union Leader, Forbes.com, NH Business Review, Blog Talk Radio, NHPR, and New Hampshire Today.

In the month of June we will continue the series with two additional workshops presented by Leslie Poston. Poston will explain "How to create an online content ecosystem" and her second workshop will focus on "Fans, friends, followers, groupies and audiences: how to tell the difference, find yours and build them up." Poston is the co-author of Twitter for Dummies, is a speaker and leading authority in social networking, new media, brand and business development with a concentration in food, wine, spirits, off-beat brands, music and film.



Leslie Poston, Founder and CEO of Uptown Uncorked, Co-Author of Twitter for Dummies

She is the Founder and CEO of Uptown Uncorked social media and business development consultancy and the Founder of Social Mic. She is also the Co-Founder of Film Pop!, a digital and new media services development agency for independent film. A firm believer in translating online relationships and successes into the offline world, she has also founded Social Media Breakfast New Hampshire, PodCamp NH and the nationwide Strong Women in Tech initiative.

SAVE THE DATE CHAMBER GOLF CLASSIC

Friday, August 13, 2010
Chamber Golf Classic



Stonebridge Country Club
Shotgun Start at 8:00 a.m.

\$175 per player
\$700 per foursome
Includes:
Greens Fees/Cart
Lunch on the green
Afternoon Buffet &
Cocktail Reception
Raffle Tickets
Putting Contest
Silent/Live Auction

Sponsorships Available

Cart Sponsor \$2500
Yard Marker Sponsor \$2500
Putting Green Sponsor \$2500
Hole Sponsors \$1500

Call Gemma at 603.792.4119
for more information.

Visit us on the web at www.manchester-chamber.org - become a "fan" on Facebook - or follow us on Twitter @grtrmanchester

This publication is underwritten by:



and



The Greater Manchester Chamber of Commerce is a non-partisan business advocacy organization. The Chamber is not a division or department of the U.S. Chamber of Commerce and the opinions and views of the U.S. Chamber of Commerce are not necessarily reflective of the Greater Manchester Chamber of Commerce.



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**GREATER MANCHESTER
CHAMBER OF COMMERCE**
ESTABLISHED 1911.

ADVOCATING FOR YOUR BUSINESS

Everything Good In the Neighborhood...

As recently as nine years ago, the chamber membership was dominated by businesses from outside of Manchester. At that time 60% of our members came from communities that surround Manchester. Today, 60% of our members are from within Manchester with 40% from the other communities in our catchment area. But the larger truth is that we were founded as the chamber of commerce that is anchored in our state's Queen City. With a population of 107,000 Manchester is the largest city in our state. In addition, with many of our state's businesses being headquartered in Manchester, the Queen City also serves our state as its finance capitol and urban environment.

The city educates 10% of the state's children, it is the largest school district in New Hampshire. Thirty three languages and dialects are spoken at Central High School, making Manchester an ethnically and socially diversified community with many languages, customs, traditions, and religions. There are 11 colleges and universities in Manchester and over 10,000 students in one of our extraordinary institutions of higher education.

The list of Manchester's unique challenges and opportunities is as long as my arm... But, the higher point is that "where goes Manchester... goes the region." It could be argued that because of Manchester's size, its influences ripple throughout the state.

In the near future, consistent with the last phase of the Chamber's reorganization plan, we will introduce the Manchester Community Relations Department. This new department will work under our Vice President of Economic Development and Advocacy as the local affairs wing of the larger regional effort. This position will coordinate all of the Manchester-specific committees and initiatives currently under the management and watchful eye of Economic Development and Advocacy, and it will bring all of those activities together for cohesiveness and create opportunities to develop inter-relational missions and plans.

The Chamber is a regional organization, with a full agenda and program of work dedicated to the well-being and support of all of the communities in our service area. At the same time, Manchester dominates the profile of the landscape, and we need to be in the middle of all of the forces

that shape our direction and future. The nucleus is Manchester, and we are poised to continue our Manchester commitment, and sharpen our focus and turn our attention to Manchester in even deeper ways. Additionally, we plan on doing it in a manner that will not compromise the strength and success of our regional initiatives like the Metro-Center, rail, and the widening of I-93. We are still committed to our entire catchment area which includes the nine surrounding towns, while simultaneously ensuring we maintain and strengthen our focus on the Queen City.

If you have questions, or would like to get involved in the Manchester agenda, please call at any time!

*Robin Comstock
President and CEO
GMCC*



JOIN US FOR SOJOURN POWER HOUR

"How to Lead a 21st Century Organization"

Dr. Russ Ouellette, a recognized expert in high performance coaching, will discuss what leadership will look like over the next couple of decades, future opportunities for businesses and workers and current trends that are shaping changes in today's workforce. This is a must see for any existing or emerging leader looking to build their skills and gain insight into effective leadership practices.



Dr. Russ Ouellette's ability to combine knowledge, experience, and human connection allows for absolute reach and application of client motivation towards productive action. His diverse professional and executive coaching practice over the past 26 years informs and provides him with vast knowledge of human and business solutions among professional workers. His perspective is also solidly in the future of organizational and business practices, allowing his clients the advantage of contemporary critical business and organizational thinking.



**Friday, April 23rd
12:30-1:30 p.m.
Chamber Board Room
Lunch will be provided
Free to Chamber members
Call 603.792.4122 to register**

COMMITTEE CORNER

Every month the Greater Manchester Chamber of Commerce will highlight one of its seven committees. This month we explore the Downtown Committee with Chamber Member Tom Puskarich of Z Food & Drink.

GMCC: How did you get involved in the Downtown Committee?

Puskarich: I was looking for a vehicle to be more active in the community and the Chamber, it all started with a conversation with Robin Comstock about the issues revolving around downtown and then I was asked to be a member of the downtown committee and I said sure.

GMCC: How would you describe the mission of the downtown committee?

Puskarich: The committee meets on a monthly basis with representatives from the City and Intown Manchester. We discuss policy initiatives, city government, things happening downtown, it's a bringing together of ideas.

GMCC: What types of initiatives or projects does the committee work on?

Puskarich: Recently I brought an idea to the committee about forming some sort of big impact advertising campaign for the restaurants downtown. The committee is a place where I could communicate with all three organizations that can drive an initiative like this all at once (Intown, Manchester Economic Development Office, Chamber). The committee is a place where all three can work together and have a focus. It was great to be able to connect those dots. I am now seeing what was an idea become a reality, and we will be able to market downtown Manchester as a dining destination.

GMCC: How has being involved in the Downtown Committee helped you network and build relationships?

Puskarich: There wasn't anyone on the committee that I didn't know, most of them had come into my restaurant before. What it did do for me was allow me to meet with them and talk with them outside of my own restaurant on issues that are greater than my business. It's one of the first steps I made to project myself outside of my own business.

GMCC: Who else is on the committee?

Puskarich: Building owners, landlords, developers, I am the only restaurant owner.

GMCC: What would you tell other Chamber members who may be considering joining a committee?

Puskarich: It's a rewarding experience, and it's well worth your time to step outside of your own business, plus it's only for an hour a month.

Currently the committee is supporting efforts by the City of Manchester to adopt the International Existing Building Code, to help streamline the process of coding and development to make it easier and more attractive to businesses wishing to locate to downtown.

To learn more about the Downtown Committee or to get involved please contact Mike Skelton, VP of Economic Development & Advocacy at 603.792.4107 or via email at michaels@manchester-chamber.org.

AMBASSADOR SPOTLIGHT MARIE POZA, VIBRANT VITALITY

Marie Poza has been an Ambassador with the Greater Manchester Chamber of Commerce since October 2009. She started her own business in January of 2009 called Vibrant Vitality, which works with 100 percent real food nutritional supplements. Vibrant Vitality works with individuals to help them become more health conscious and provides a means to make better decisions to improve one's overall well being.

Marie was born and raised in Manchester, attended college in Italy, and received her MA degree in International Relations in Canterbury, England. She later volunteered as a school teacher in an extremely poor barrio in Sucre, Bolivia. After returning to the United States she taught Government in a private High School for two years.

"Living abroad has given me a strong appreciation and passion for my own



Marie Poza, Vibrant Vitality

community. I joined the Chamber to help promote my business while also having the chance to learn more about the people that make up my community," says Poza. "Being an Ambassador has given me the opportunity to become more connected with the Greater Manchester community and build stronger relationships."

MEMBER UPDATES

Chamber Member Wins Design Awards From Rhode Island Sign Contractors Association

Poyant Signs, a leading design/build sign manufacturer serving the New England region, won a total of eight awards in five categories at the Rhode Island Sign Contractors Association's awards dinner held recently.

In a competitive field of over 100 entries, Poyant Signs came away with three First Place awards, two Second Place awards and three Merit Place awards. The judging criteria included creativity, uniqueness of design, readability, how well the signage fits in with the architecture of the building and how well the design represents the customer's business.

Jason Fredette, Director of Design and Project Management at Poyant, explains the pride Poyant takes in helping their clients realize their business goals, saying, "Our staff of highly trained designers understands the importance of conveying who our clients are to their customers. This makes a tremendous difference as it helps our clients maximize the return on the investment in their signage and graphics programs."

Big Brothers Big Sisters Bowl For Kids Sake

Bowl for Kids' Sake is the single largest agency fundraiser. Big Brothers Big Sisters of Greater Manchester serves over 300 children yearly. However, with additional children referred to the program annually, there are more than 70 children still on the waiting list. Events like Bowl For Kids' Sake are essential in raising the necessary funds. For every \$1000 raised another youth in the greater Manchester area will receive a chance at a brighter future.

Join Big Brothers Big Sisters for the 27th annual Bowl For Kids' Sake on Friday April 16th from 6:30pm-8:30pm and Saturday April 17th, from 12:00pm-2:00pm and 2:00pm- 4:00pm. For more information about Bowl for Kids' Sake contact Big Brothers Big Sisters of Greater Manchester at 603.669.5365 or visit www.bbbsmanchester.org.

New Hire at Berry Dunn McNeil & Parker Senior Consultant

Berry Dunn McNeil & Parker is pleased to announce that Keith R. Damon has joined Berry Dunn McNeil & Parker, CPAs and Management Consultants, in the Portland office as a Senior Consultant.

Keith will work within the Government Consulting Group at Berry Dunn. He is a graduate of Franklin Pierce College with a BS in Computers & Management and has over 25 years experience working with municipal and state government organizations in the areas of information technology and business operations.

Berry Dunn McNeil & Parker, established in 1974, is the largest certified public accounting and management consulting firm headquartered in northern New England, with offices in Portland and Bangor, Maine, and Manchester, New Hampshire.

Centrix Bank Co-Sponsors Heritage United Way 2009 Campaign Celebration

Centrix Bank announced today that it will co-sponsor Heritage United Way's 2009 Campaign Celebration scheduled to take place Wednesday, March 3, 2010 at the Radisson Hotel/Center of NH in Manchester.

The Bank's sponsorship helps ensure that the dollars raised through employee campaigns are used to support programs that provide safe learning opportunities for children, access to healthcare, and affordable housing choices to help families remain self-sufficient.

"Centrix Bank is a strong supporter of Heritage United Way," said Joseph B. Reilly, President/CEO. "This annual celebration helps raise funds, so they can continue their mission of assisting communities where there is a greater need for critical services."

Dartmouth-Hitchcock Manchester Welcomes Kristen G. Bernacki, APRN, CDE to the Endocrinology Department

Dartmouth-Hitchcock Manchester is pleased to welcome Kristen Bernacki, APRN, CDE to the Endocrinology Department.

Continued on page 4...

Network AM

DOING BUSINESS OVER BREAKFAST.

Join us for Network AM at the Millyard Museum, and celebrate the 150th Anniversary of Abraham Lincoln's visit to Manchester. See the special exhibit "Abraham Lincoln: Manchester Remembers" and enjoy a walk through Manchester's history, from Paleo-Indians to the Segway.



Cost is \$5 for Chamber Members
\$10 for not-yet-members
Payable at the door

Thursday, April 8th
Manchester Millyard Museum
200 Bedford Street, Manchester
7:30-9:00 a.m.
Please park on the street.

Call 603.792.4122 to register or visit www.manchester-chamber.org

NETWRK PM

TOMORROW'S WORK STARTS TONIGHT.

Join us for a fabulous time as we showcase our recent renovations and celebrate "a night in Margaritaville". This event will be a Caribbean theme party expertly prepared by the Radisson's new Executive Chef/Food and Beverage Director, Brian Sullivan. This will be a great night for networking along with tours of the guestroom renovations, and of course, great food and margaritas. ...Remember, It's 5:00 Somewhere at the Radisson Hotel Manchester!



Cost is \$5 for Chamber Members
\$10 for not-yet-members
Payable at the door

Thursday, April 22nd
The Radisson Hotel
700 Elm Street
Manchester
5:00-7:00 p.m.

Call 603.792.4122 to register or visit www.manchester-chamber.org

MEMBER BRIEFING

Meet the Chamber staff and learn about the benefits of membership and Chamber programming. Presented by:



Wednesday, April 7th or May 5th
7:45 to 9:30 a.m.
Chamber Board Room
54 Hanover Street, Manchester
Please reserve your place by calling (603) 792-4122, or visit www.manchester-chamber.org

VALUE-ADDED PROGRAMMING

Brought to you by



SPOTLIGHT ON BUSINESS

Join us for Spotlight on Business at Easter Seals New Hampshire. Easter Seals provides exceptional services to ensure that all people with disabilities or special needs and their families have equal opportunities to live, learn, work and play in their communities. Attendees will be greeted by President and CEO of Easter Seals NH/VT/NY/ME/RI, Larry Gammon.



Tuesday, April 13th
Easter Seals of NH
555 Auburn Street, Manchester
12:30-1:30 p.m.
Call 603.792.4122 to register or visit www.manchester-chamber.org

MEMBER-LED WORKSHOP

Radio Advertising 101: "Breaking it down to the basics"

Join us for this informative workshop presented by:



Lunch provided by



Tuesday, April 20th
Chamber Board Room
54 Hanover Street, Manchester
12:30-1:30 p.m.
Call 603.792.4122 to register or visit www.manchester-chamber.org
Space is limited to 35.

LUNCHTIME CONNECTIONS

Come and share your lunch hour with other Chamber members. Z Food & Drink will generously provide us with a wonderful spread of food for this intense networking program.

This program occurs on the fourth Tuesday of every month from 12:30-1:30 p.m. Deb Titus of Dale Carnegie NH will be on hand to help facilitate the conversation. Space is limited. RSVPs only.



Tuesday, April 27th
Chamber Board Room
54 Hanover Street, Manchester
12:30-1:30 p.m.
Call 603.792.4122 to register or visit www.manchester-chamber.org

CHAMBER REPORT

Share this
newsletter with
the rest of your
staff...
Route to:

HELP US REACH YOU IN A TIMELY MANNER...
If your name or address is wrong in any respect,
please correct directly on label and return to the
Chamber.

PRSR STD
U.S. POSTAGE
P A I D
MANCHESTER, NH
PERMIT NO.1993

GMCC APRIL COMMITTEE MEETINGS

4/5	Fri	Government Affairs Committee - 7:30 a.m. - 54 Hanover Street
4/10	Wed	Green Steering Committee - 8:00 a.m. - 54 Hanover Street
4/16	Tue	Executive Committee - 7:30 a.m. - 54 Hanover Street
4/19	Fri	Infrastructure Committee - 7:30 a.m. - 54 Hanover Street
4/23	Tue	Board of Directors - 7:30 a.m. - 54 Hanover Street
4/24	Wed	Leadership Steering Committee - 8:00 a.m. - 54 Hanover Street
4/24	Wed	Metro Steering Committee - 3:00 p.m. - 54 Hanover Street
4/25	Thu	Downtown Committee - 2:00 p.m. - 54 Hanover Street
4/25	Thu	Ambassador Committee - 4:00 p.m. - The Radisson, Manchester

GMCC APRIL EVENTS

4/5	Mon	Annual Legislative Dinner - 5:00 p.m. - Bedford Village Inn
4/7	Wed	Member Briefing - 7:45 a.m. - 54 Hanover Street
4/8	Thu	Network AM - 7:30 a.m. - Millyard Museum, Manchester
4/13	Tue	Spotlight On Business - 12:30 p.m. - Easter Seals, Manchester
4/20	Tue	Member-led Workshop - 12:30 p.m. - 54 Hanover Street
4/22	Thu	Network PM - 5:30 p.m. - The Radisson, Manchester
4/27	Tue	Lunchtime Connections - 12:30 p.m. - 54 Hanover Street
5/5	Wed	Member Briefing - 7:45 a.m. - 54 Hanover Street

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WELCOME NEW CHAMBER MEMBERS!

Beacon Heights, LLC

Property Management
168 Walnut Street
Manchester, NH 03104
Mr. Brian Lawrence
(603) 645-1000

Blake's Creamery / Restaurants

Restaurant
46 Milford Street
Manchester, NH 03102
Ms. Ann Mirageas
(603) 623-7242
www.blakesrestaurants.com

BounceU of Bedford

Entertainment
21 Commerce Park North
Bedford, NH 03110
Mr. Mike Trento
(603) 621-4011
www.bounceu.com

Certa Pro Painters

Painting/Drywall
720 East Industrial Park Drive #6
Manchester, NH 03109
Mr. Serge Nadeau
(603) 623-0182
www.southern-new-hampshire.certapro.com

Daniel Shelley

Student
8 Griffin Lane
Litchfield, NH 03052
Mr. Daniel Shelley
(603) 305-9048

Firefly American Bistro & Bar

Restaurant
22 Concord Street
Manchester, NH 03101
Ms. Diane Downing
(603) 935-9740
www.fireflynh.com

Friends of the Manchester Animal Shelter

Animals - Shelters
Non-Profit Organization
490 Dunbarton Rd
Manchester, NH 03102
Ms. Cathy Goodreau
(603) 628-3544
www.manchesteranimalshelter.org

Pattie Shack

Restaurant
1073 Elm Street
Manchester, NH 03101
Mr. Lee Severi
(603) 232-7201
www.pattieshackonline.com

Ping PR

Marketing Services
PO Box 4082
Manchester, NH 03108
Ms. Monica Bardier
(603) 660-6005
www.mypingpr.com

RBC Wealth Management

Gregory G. Hood
Financial/Investment Services
9 Trafalgar Square, Ste. 200
Nashua, NH 03063
Mr. Gregory G. Hood
(866) 477-3879
www.rbc.com

South Asia Enterprise

Export/Import
33 South Commercial Street
Manchester, NH 03101
Mr. Waheed Mansur
(603) 559-9393
www.SouthAsiaEnterprise.com

Southwest Airlines

Airlines
PO Box 46007
Baltimore, MD 21240-6007
Ms. Karen Price Ward
(603) 623-7338
www.southwest.com

Sprint Nextel

Telecommunications/Wireless Networking
3 Van de Graaff Drive
Burlington, MA 01803
Mr. Owen McAlister
(603) 674-8249
www.sprint.com

Sterling Auto Works

Automobile Services- Body Repairs/Parts/Service
125 Faltin Drive
Manchester, NH 03103
Mr. Thomas Swiderski
(603) 645-9878
www.sterlingautoworks.com

Super Media, LLC

Advertising/PR/Marketing
1 Bedford Farms, Suite 121
Bedford, NH 03110
Mr. Michael A. Villars
(603) 263-2839
www.supermedia.com

MEMBER UPDATES CONTINUED

Ms. Bernacki's clinical interests include diabetes type one and two, gestational diabetes, obesity, diabetes management software, and integrating insulin pumps and continuous glucose sensing technology. Ms. Bernacki is a board-certified family nurse practitioner and certified diabetes educator. She completed her graduate studies at The University of New Hampshire in Durham, NH.

Kristen G. Bernacki, APRN, CDE is now accepting new patients. To make an appointment, please call 603.645.6401. Patients will need a referral from their primary care provider.

Bayring Communications Connects With Rumbletree To Raise Awareness

BayRing Communications announced its recent selection of Rumbletree to provide marketing and communications services to help raise awareness of the Portsmouth-based provider of voice and data services.

BayRing is the first competitive local exchange carrier (CLEC) to be licensed in New Hampshire and is rapidly expanding its customer base throughout New England. More than just a telecommunication company, BayRing is committed to outperforming the competition by providing businesses with complete voice and data solutions along with unmatched customer-service excellence.

Please submit press releases to marketing-pr@manchester-chamber.org. Updates will be printed on a first come first served and space available basis.

THANK YOU TO RENEWING MEMBERS!

A. W. Therrien Co., Inc.

Allied Waste

American Cancer Soc. ,N.E.Div., Inc.

Bigelow & Company, CPA/PC

Blue Seal Feeds Corp. HQ

Café Services Inc.

Chalifour's Flowers, Gift & Gourmet Shop

Cotton

Easter Seals New Hampshire

Edible Arrangements

Image 4

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Mall of New Hampshire General Office

NAI Norwood Group

Print Savvy, Inc.

Public Service of New Hampshire

Puritan Backroom Restaurant

Richard Petty Driving Experience

Richard's Bistro

Sheehan Phinney Bass + Green PA

Texas Instruments

Women's Fund of New Hampshire

Workforce Training Resources LLC

WZID - The Mill - WFEA - Hot Hits



GREATER
MANCHESTER
Chamber of Commerce

54 Hanover Street
Manchester, NH 03101
T# 603.666.6600
F# 603.626.0910
www.manchester-chamber.org