

# CHAMBER REPORT

BUILD YOUR BRAND | EXPAND YOUR NETWORK | SHAPE YOUR COMMUNITY



January 2010 | Volume Twenty-Two | Issue One

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 LAUNCHES NEW MEMBERSHIP MODEL & MARKETING CAMPAIGN

As the Greater Manchester Chamber of Commerce approaches its 100th anniversary, the organization has reinvented itself in many ways both internally through restructuring and externally through branding and a move. The way it affects the entire Chamber membership will be revealed beginning in January of 2010. Starting this month the Chamber will roll out a new membership model to all new members. The Chamber staff will pay visits to all existing members to explain the changes.

The reason for the personal visits is two-fold. First it will allow the Chamber staff to take the opportunity to meet with every member face-to-face and hear about what affects you and your business. Second, the staff will present you with the Chamber's new membership model and ask that at you renew your Chamber membership on your anniversary date.

Chamber staff will be contacting you over the next 12 months to

schedule these personal meetings. The meetings will last for approximately 30 minutes and will allow you, the Chamber member to select your level of membership based on your business needs. For example if you typically purchase a membership every year and also purchase the Chamber's mailing list and a newsletter insert and maybe even a sponsorship for the golf tournament, you may find a level of membership that has all of those items you are looking for rolled into one package. This allows for one time payment and one time budgeting.

For those unsure about this new model, the Chamber will still retain an a la carte menu, where all of the Chamber's products, services and sponsorships are available individually. This allows some flexibility for you throughout the year.

The new system of membership is based on bundled products, services and in some cases sponsorship dollars all in one package.

There are seven levels of membership which include:

- Chamber Associate
- Chamber Professional
- Chamber Principal
- Chamber Diplomat
- Chamber Steward
- Chamber Leader
- Chamber Partner

The new membership model also maintains an individual membership for students and retirees called "Chamber Friend."

In addition to the new membership model, a new marketing campaign which encompasses the value-proposition of the Chamber will be rolled out simultaneously. The new marketing campaigns is:

- Build Your Brand
- Expand Your Network
- Shape Your Community

The new marketing campaign will also focus on members and their stories. The Chamber has collected dozens of testimonials from members who have had great success thanks to Chamber membership. We will share these stories with current and prospective members in all forms of communication beginning next month.

A new website is also in the works which will be easier to navigate and will have some additional features including photos.

The Chamber staff will also focus on improved customer service and delivery of our programs. Staff members will reach out via phone and email to ensure that you are taking advantage of all the Chamber has to offer. The mission for the future of the Greater Manchester Chamber of Commerce focuses on its members and that is exactly what this new membership model will do.

## GET CHARGED UP FOR THE ANNUAL CITIZEN OF THE YEAR DINNER

The Greater Manchester Chamber of Commerce wants you to "Get Charged Up" for the 2010 Annual Citizen of the Year Dinner. Please join us on February 4, 2010 from 5-9 p.m. at the Radisson in Manchester. Please bring your cell phone or mobile device and be prepared for a night of connecting to your closest friends and members of the business community in person and via social media. We will announce the Citizen of the Year and end the night with dessert and a champagne toast. We would like to extend a thanks to all of our sponsors.

### PRESENTING SPONSOR



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- Harvey Construction Corp. of NH
- FairPoint Communications
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Visit us on the web at [www.manchester-chamber.org](http://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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## 2010 BOARD OF DIRECTORS

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### Staff

Robin Comstock, President & CEO  
Ann Makowski, Chief Financial Officer  
Mike Skelton, VP of Economic Development & Advocacy  
Gemma Waite, VP of Marketing & Public Relations  
Shawnda Misina, Membership Director  
Charlene Courtemanche, Sr. Executive Assistant/Office Mgr.  
Emily De Puy, Customer Relations Specialist

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GREATER MANCHESTER CHAMBER OF  
COMMERCE ESTABLISHED 1911.

## ADVOCATING FOR YOUR BUSINESS

# The Next 100 Years...

Change is good, but that doesn't make it easy. The last year underscored how difficult change can be, and how much old fashioned hard work and determination can make miracles happen. We as an organization have surfaced to ride the wave into the new year, as a new, reinvented and reinvigorated organization.

With this article, I am heralding a celebration by unveiling numerous changes that we have been working very hard to introduce to you. In many ways we are staging and positioning for our centennial anniversary to ensure the Greater Manchester Chamber of Commerce is as vibrant and relevant in the next 100 years as the last. It's not often a 100-year-old anniversary of a critically important community institution, is so literally and figuratively reborn. But I can tell you that the flat out truth is that your chamber of commerce *has* been reborn, and I'm now ready to tell you all about it.

To lay the foundation of the organization we are today, I would like you to first know that in 2008, we dedicated ourselves to explore our mission, value proposition, relevancy, technology, and overall ability to develop and execute programs that our members, and our community needs from us. We collected data and conducted comparative analysis.

In 2009, we began the process of engaging with members, non-members, and community leaders. We distributed numerous surveys and conducted focus groups. We learned about you, and your contemporary needs. We also learned about many myths and misconceptions about the chamber, and we heard several good ideas, thoughtful recommendations, and wish list items too. All of this research began to shape a vision for the future.

I spent my time hearing, watching and feeling all that was shared. We had a plan to recreate the organization in place by last spring. That plan was anchored in a fundamental internal and external reorganization, and the move to the ground level that many of us wanted to see happen for years. This was clearly an essential need to establish the chamber as a solid member of community, serving the community by representing our members and their businesses.

The first order of business was to evaluate our mission statement. We wanted to have a mission statement that embodied and directed us in ways our members needed, to ensure we are always focused in the right direction. There was a quick unilateral agreement that the mission statement needed work. We wanted our mission to include a statement that would commit us to have a dedicated focus on our individual members, and the membership as a whole. After months of work I am very pleased to unveil our new mission to you:

"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."

The internal reorganization was the second job. A management team of three was put in place by adding a new position now known as Marketing and Public Relations. The plan is that all of our marketing and public relations work would fall under the responsible vice president. The areas of membership, programs, customer service, and all communication, branding and marketing would be managed by our new V.P. Gemma Waite was hired for this position in early 2009, and she has now brought a common voice, message and practice in who we are, what we do, and how we do. Gemma is a huge asset to the organization, and you will be thrilled with the results she will deliver to you.

Next, was creating a dynamic economic development and advocacy position. Our own Mike Skelton was moved into the role of V.P., for a department that will include, the Leadership Greater Manchester program and a new position we have created and plan add to our team in 2011 called Director of Manchester Community Relations. Our lobbying and advocacy work will revolve around advancing our economic development agenda. Any and all efforts in the area of economic development, from the regional citizenship effort now known as the Metro Center, or as local as a Manchester aldermen meeting will fall into Mike's department.

Finally, we added our finance person to the team, Ann Makowski, is our Chief Financial Officer. These three individuals make up the Chamber's new Leadership/Management Team.

Then came the third leg of the stool- the external reorganization. After talking to chamber executives from the east coast to the west coast, we agreed we needed to move to a customized membership model.

We currently use what is commonly referred to as the "traditional" operation model. This is where you pay a fee to join, and then it is up to you to purchase additional items that may enhance the value for your membership. Think of this model as a kind of neighborhood amusement park. You pay a fee to get in, and then you pay a fee for every ride, and the cotton candy too!

After conducting extensive research we have decided to move to the "Tiered" operation model, where you, the choose the level of membership you want. You choose your tier based on the bundle of attributes, features and benefits of that particular tier in relation to your business plan and marketing strategies.

For businesses, there are seven tiers to choose from. Each has been assembled at a particular price point, with specific bundled programs and products that will help you build your brand, expand your network, and shape your community. You pick what works for you and we deliver your choice to you throughout the course of the year of your membership. We will meet with every member to convert each to the tiered model when the renewal anniversary arrives.

Finally, we have moved. We are now located at 54 Hanover Street, Manchester (we are next door to the Palace Theatre). We have moved into the historic Daily

Mirror Building. We have made every effort to capture all of the charm of the beautiful historic building and blend all of the contemporary attributes of life in the 21st century. It is an incredible space, and we are very excited to show our new location off to you. Even more so than the building's beauty, we are thrilled to be a member of the community. We are excited to be accessible and available to the residents of Manchester and the surrounding area so that we can share and distribute information about our members to everyone who walks in our door. We all firmly believe we will be able to do a better job for YOU, our MEMBERS, by being on the street level, nestled in this wonderful neighborhood.

Please come to our Open House on Tuesday, January 12th at 9:00 a.m. to see how everything old is new again. Meet our staff, our members of the Board of Directors and past Chairman of the Board, and to see our new location. Who would ever think that something as old as 100 years, would be ready, willing, and most importantly, able to totally reinvent itself for it's next 100 years. We are energized, enthusiastic, responsive, smart and nimble as we enter into our centennial celebration that will occur in 2011. And we are anxious to go to work for you as a chamber of commerce of the 21st century!

Robin Comstock  
President and CEO  
GMCC



## GRAND OPENING!

Please join us as we celebrate the move to a new street level location at 54 Hanover Street in the historic Daily Mirror Building.

WHEN  
January 12, 2010  
9:00 - 11:00 a.m.

WHERE  
54 Hanover Street  
Manchester, NH

RSVP  
Emily De Puy  
603.792.4122  
or visit  
[www.manchester-chamber.org](http://www.manchester-chamber.org)



SPONSORED BY



## BREAKFAST FORUM

### "Passenger Rail in New Hampshire"

Join the Greater Manchester Chamber of Commerce and the NH Rail Transit Authority for the unveiling of a recently completed economic impact study of the New Hampshire Capitol Corridor Project.

The NH Capitol Corridor Project will restore passenger rail service from Boston to Manchester with stops in Nashua and the Manchester-Boston Regional Airport. The Chamber believes the project will provide citizens with a safe and efficient mode of transportation, while also serving as an economic catalyst to Southern New Hampshire. Please join us for this panel discussion.

Wednesday, January 20th  
7:30 to 9:30 a.m.  
The Derryfield Restaurant  
625 Mammoth Road,  
Manchester

\$25 Members  
\$30 Non-members

Please reserve your place by calling (603) 792-4122, or visit [www.manchester-chamber.org](http://www.manchester-chamber.org)

## Network AM

DOING BUSINESS OVER BREAKFAST.

Join us and learn how Girls Incorporated of New Hampshire is helping girls achieve their personal best.

Tour our Manchester Girls' Center, meet our staff and board members and enjoy a great breakfast, prepared in our own Café' Lauren kitchen. Plenty of time for networking too!



Where girls *achieve* their personal best

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

Thursday, January 14th  
Girls Incorporated of NH  
340 Varney Street  
Manchester  
7:30-9:00 a.m.

Call 603.792.4122 to register or visit [www.manchester-chamber.org](http://www.manchester-chamber.org)

## NETWORK PM

TOMORROW'S WORK STARTS TONIGHT.

During this holiday season, the Four Points Manchester invites you to stroll through our Winter Wonderland and enjoy the sounds of the season with music from the Acting Loft.



Enjoy the sweet smells of winter as you sample our flavorful hors d'oeuvres and desserts from our Nutfield Ale Restaurant. Relax in the sweet aroma of hot chocolate, or enjoy a complimentary glass of beer and wine. Come see us then..in 2010.

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

Thursday, January 28th  
Four Points By Sheraton  
55 John E Devine Drive  
Manchester  
5:00-7:00 p.m.

Call 603.792.4122 to register or visit [www.manchester-chamber.org](http://www.manchester-chamber.org)

VALUE-ADDED PROGRAMMING  
Brought to you by



## 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. Paul Donehue of Paul Charles & Associates will be on hand to help facilitate the conversation. Space is limited to 25.



Tuesday, January 26, 2010  
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](http://www.manchester-chamber.org)

## GET INVOLVED JOIN A COMMITTEE!

If you are a new Chamber member looking to get involved or a long-time member interested in getting more involved you can join one of the Chamber's committees.

**Green Committee:** Go green! Get involved in our committee devoted to green business practices and initiatives.

**Infrastructure Committee:** Join this committee which has a focus on a safe and sound infrastructure.

**Government Affairs Committee:** This committee is the Chamber's voice in Concord. Committee members shape policy decisions on behalf of the New Hampshire business community.

**Metro-center Committee:** The goal of The Metro Center is to garner regional visibility and identity in order to influence surrounding communities.

**Downtown Committee:** This committee is tasked with find new and better ways to promote and enhance downtown Manchester's economic vitality, cultural, historic resources, and quality of life.

**Ambassador Committee:** Volunteer your time to this committee focused on building relationships, growing our membership and assisting with events.

For more information on getting involved in any of these committees contact the Chamber at 603.666.6600.

## MEMBER BRIEFING

Meet the Chamber staff and learn about the benefits of membership and your Chamber's agenda and program of work.

Wednesday, February 3rd  
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](http://www.manchester-chamber.org)



## MEMBER UPDATES

### Rumbletree and the Atkinson Resort & Country Club Announce New Partnership

After a recent review of marketing and communications firms, the Atkinson Resort & Country Club has selected Rumbletree as its Agency of Record to position and promote the property and its comprehensive array of amenities. Charged with generating greater awareness for this exceptional venue, Rumbletree was chosen to promote the resort based on a successful 20 year track record in the travel, tourism and hospitality industries. "We are excited about working with such an amazing destination," said Charles Yeaton, President of Rumbletree. "The Atkinson Resort and Country Club is a hidden jewel with top notch facilities. We look forward to helping them increase awareness and patronage of this truly exceptional property."

### First Colebrook Bank Employees and Customers Donate Over 1,500 Items For Local Food Pantries

First Colebrook Bank recently wrapped up its 120th anniversary celebration with a food drive. "Employees and customers contributed 1,526 canned goods and non-perishables," said President and CEO Jim Tibbetts. "We exceeded our goal by fifty percent!"

### Granite State Baseball Dinner Raises an All-Time Record Amount!

Your Fisher Cats announced that an all-time record \$158,504.38 was raised for three great causes at the Granite State Baseball Dinner, presented by Northeast Delta Dental, on November 21st! Monies raised through dinner ticket sales, raffle tickets and a silent and live memorabilia auction went to benefit the Children's Hospital at Dartmouth (CHaD), the Ted Williams Museum and the Fisher Cats Foundation.

## SPOTLIGHT ON BUSINESS

Join us this month at CJ's Great West Grill for Spotlight on Business. CJ's specializes in Old West inspired cooking, serving Premium Reserve chargrilled steaks, slow-cooked BBQ baby back ribs, authentic Louisiana Seafood Gumbo, and Tex-Mex blazing fajitas. So gather 'round and experience the fresh tastes and warm welcomes of CJ's Great West Grill.



Tuesday, January 12, 2010  
CJ's Great West Grill  
782 South Willow Street, Manchester  
12:30-1:30 p.m.

Call 603.792.4122 to register or visit [www.manchester-chamber.org](http://www.manchester-chamber.org)

# CHAMBER REPORT

## GMCC JANUARY COMMITTEE MEETINGS

|      |     |  |
|------|-----|--|
| 1/8  | Fri | Government Affairs - 7:30 a.m. - 54 Hanover Street       |
| 1/12 | Tue | Executive Committee - 7:30 a.m. - 54 Hanover Street      |
| 1/13 | Wed | Green Committee - 8:00 a.m. - 54 Hanover Street          |
| 1/15 | Thu | Infrastructure Committee - 8:00 a.m. - 54 Hanover Street |
| 1/26 | Tue | Board of Directors - 7:30 a.m. - 54 Hanover Street       |
| 1/28 | Thu | Downtown Committee - 8:00 a.m. - 54 Hanover Street       |

## GMCC JANUARY EVENTS

|      |     |  |
|------|-----|--|
| 1/12 | TUE | GRAND OPENING - 9:00 A.M. - 54 HANOVER STREET                |
| 1/12 | Tue | Spotlight On Business - 12:30 p.m. - CJ's Grill, Manchester  |
| 1/14 | Thu | Network AM - 7:30 a.m. - Girls Incorporated, Manchester      |
| 1/19 | Tue | Member-led Workshop - 12:30 p.m. - 54 Hanover Street         |
| 1/20 | Wed | Breakfast Forum - 7:30 a.m. - The Derryfield                 |
| 1/26 | Tue | Lunchtime Connections - 12:30 p.m. - 54 Hanover Street       |
| 1/28 | Thu | Network PM - 5:30 p.m. - Four Points By Sheraton             |
| 2/4  | Thu | Annual Citizen of the Year Dinner - 5:00 p.m. - The Radisson |

## MEMBER UPDATES

### Dr. Annabel Beerel, MBA, PH.D, Joins Sojourn Partners

Dr. Annabel Beerel, MBA, Ph.D, a recognized expert in ethical issue analysis and change management, has joined Sojourn Partners, a results-driven executive leadership coaching firm, as a full-time partner. Beerel, the former Professor of Social Ethics at Southern New Hampshire University (SNHU) and founder and host of the SNHU Women's Leadership Summit, held the Christos and Mary Papoutsy Distinguished Chair in Ethics. She is trained in systems thinking and group dynamics with an emphasis on deep, personal learning that can be brought to any situation, dilemma or problem. She is particularly interested in helping small and medium-sized organizations leverage their strengths to achieve optimal growth. She also has extensive experience advising non-profit organizations to strive for maximum organizational efficiency while still retaining their sense of mission.

### Attorney Neal Pratt Joins Preti Flaherty's Portland, ME Office

Preti Flaherty announced that Neal Pratt has joined the firm as a Partner in its Litigation Group and will be practicing primarily out of its Portland office. Pratt is an experienced trial attorney with 20 years of success trying cases before juries, judges, arbitrators and administrative tribunals. Prior to joining Preti Flaherty, Pratt was for many years a Partner at Verrill Dana where he served as Chair of its Trial Department and as the firm's General Counsel. Pratt is recognized by many prominent peer and client review organizations, including Best Lawyers in America® (construction litigation), Chambers USA: America's Leading Lawyers for Business® (commercial litigation), and New England Super Lawyers® (business litigation). He is also a Fellow of the Maine Bar Foundation.

## THANK YOU TO RENEWING MEMBERS!

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Manchester Police Department  
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Ms. Nancy Hamory  
(603) 432-4444

**CCA Global Partners**  
*Co-Op*  
670 North Commercial Street  
Manchester, NH 03101  
Mr. Sandy Mishkin  
(603) 626-2128  
www.ccaglobal.com

**DD Drive**  
*D.W.I. Prevention*  
335 Cypress Court 16  
Manchester, NH 03103  
Mr. Mathew Despins  
(603) 247-5444  
www.dddrive.com

**Granite State Catering Partners**  
*Catering*  
87 Elm Street, Suite 11  
Manchester, NH 03101  
Ms. Jackie Dougherty  
(603) 627-7137  
www.granitestatecatering.com

**LTC Financial Partners, LLC**  
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9 Linwood Way  
Bedford, NH 03110  
Ms. Renee Martin  
(603) 860-9610  
www.ltcpf.com

**Mint Bistro**  
*Restaurant*  
1105 Elm Street  
Manchester, NH 03101  
Mr. Roi Shpindler  
(603) 625-6468  
www.minbistrnh.com

**New Hampshire Dept. of Employment Security**  
*Employment Services/Outplacement/ Recruiting*  
300 Hanover Street  
Manchester, NH 03104-4957  
Ms. Leanne H. Topolosky (603) 656-6500  
www.nh.gov/nhes

**Normandeau Associates, Inc.**  
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Mr. Bob Hasevlat  
(603) 472-5191  
www.normandeau.com

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Bedford, NH 03110  
(603) 232-8216  
Mr. Armand Hebert, III  
www.ReferralInstituteNH.com

**The Bridge Café**  
*Restaurant*  
1117 Elm Street  
Manchester, NH 03101  
Mr. Roi Shpindler  
(603) 647-9991  
www.thebridgecafe.net

**The Studio of Photographic Arts, LLC**  
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941 Elm Street  
Manchester, NH 03101  
Mr. Bud Thorpe  
(603) 584-1492  
www.thesopha.com

**UJIMA Collective**  
*Cultural Diversity Non-Profit Organization*  
1217 Elm Street, #205  
Manchester, NH 03101  
Mr. Woullard Lett  
(603) 627-4631  
www.ujimacollective.org

**Unifirst Corporation**  
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Nashua, NH 03062  
Mr. Greg Mazares  
(603) 888-1323  
www.unifirst.com

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