

# CHAMBER REPORT

BUILD YOUR BRAND | EXPAND YOUR NETWORK | SHAPE YOUR COMMUNITY



October 2010 | Volume Twenty-Two | Issue Nine

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 TO HOST 10TH ANNUAL INFRASTRUCTURE SUMMIT

### SUMMIT TO PROVIDE IN-DEPTH LOOK AT REGIONAL ECONOMIC DEVELOPMENT PROJECTS

The Greater Manchester Chamber of Commerce is gearing up to hold its Annual Infrastructure Summit on October 20th from 7:30 am to 11:30 am at the Radisson Hotel in Manchester. The Infrastructure Summit is one of the Chamber's most successful and sustainable annual events. Now in its 10th year, the summit focuses on the key infrastructure and economic development related projects in progress across the region.

This year the summit will provide an in-depth look at the key infrastructure, transportation, and economic development projects underway in Southern New Hampshire including Elliot at River's Edge, the Merrimack Outlet Mall, widening of I-93, I-293 Exit 6/7 Interchange, Airport Access Road, and other various regional projects.

DOT Commissioner George Campbell

will attend and provide an overview from the state level of the challenges and opportunities facing New Hampshire in terms of funding and sustaining a quality infrastructure system. Chris Clement, Director of the NH Office of Economic Stimulus, will report on the impact of the stimulus act in New Hampshire and if the state can expect future federal dollars to help meet our infrastructure needs. Members of New Hampshire's Congressional Delegation have also been invited and are expected to offer remarks pending their availability.

The 2010 summit promises to be both interesting and exciting. Please join us for this great event! The cost is \$30 for GMCC members and \$40 for non-members. To register visit our calendar of events at [www.manchester-chamber.org](http://www.manchester-chamber.org) or call (603) 792-4122.

Join us for the  
Annual  
Infrastructure  
Summit  
Presented by



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### JOIN US FOR SOJOURN POWER HOUR

#### *Becoming Indispensable: Steps to creating a performance strategy for success*

We are in a period of great transition, and what you do and how you do it matters. These are the times that create opportunities, if you're looking, and have the emotional energy to engage them. Being the custodian of the past is not outstanding, making yourself indispensable for the future is. This workshop will frame 10 strategies to emerge as a leader, right now, and make you an indispensable professional.

Dr. Russ Ouellette is a recognized expert in high performance coaching, executive leadership, and organizational development. He brings to clients a vast background of industry and functional diversity, a Doctorate in Management,

and a certificate in coaching from the Coaches Training Institute. His practice and research focus on leadership behavior, social relationships and ROI among organizational workers.

Dianne Mercier is President of People's United Bank, NH. She has 25 years of New Hampshire Banking experience. She is currently serving on the Board of Trustees for the Elliot Health System, and Amoskeag Industries while actively supporting the Greater Manchester Family YMCA and Greater Manchester Boys and Girls Club. Dianne is the former Chair of the Greater Nashua Chamber of Commerce.



Dianne Mercier  
President, People's  
United Bank



Russ Ouellette  
Sojourn Partners

Friday, October 15th  
12:30-1:30 p.m.  
Chamber Board Room  
Lunch will be provided  
Free to Chamber members  
Call 603.792.4122 to register  
RSVPs required

### MEMBER BRIEFING

Meet the Chamber staff and learn about the Chamber and benefits of membership.

Wednesday, October 6th or  
Wednesday, November 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)

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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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Shawnda Misina, Membership Director  
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Emily De Puy, Customer Relations Specialist

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

## ADVOCATING FOR YOUR BUSINESS

# A conversation about community...

You may have seen or heard about a recent article in the Union Leader that was titled "Hooksett Chamber founding sparks debate." The article ran on August 28th and it has raised a lot of questions about the communities we serve and how we serve them. Although there is a strong sisterhood between chambers, and all chambers of commerce are important business advocacy organizations, I'm here to tell you that while we support and work collaboratively with chambers throughout the state, there is a difference between a community chamber and our organization which serves the business interests of Manchester and the nine surrounding towns. We are a regional organization.

In past columns, I've talked about all of the ways in which the chamber can assist you in building your brand, and the 72 events we put on annually that will assist you in building your network. Today, I'd like to close the loop with a conversation about shaping the community and how we, as a regional chamber do just that. Before I begin, you should know that 60% of our members come from Manchester, 40% from outside of Manchester, with 50% of those members from well-beyond our formal service area.

Most members tell us through focus groups and surveys that they become members of our organization to support the community at large, and to influence the region's economic development agenda. This agenda protects and brings infrastructure, roads, sidewalks, rail, beautification, safety, good education systems, and housing among so many other initiatives that better the community in which we live and work. This is what creates and supports jobs, while improving the ability to develop and move products, services, and people from one place to another to promote and

grow business. As a regional association, we focus our work on regional areas of importance, and we address our local issues through the committee structure that is organized at the local level, such as our Downtown Committee which focuses its efforts on Manchester's downtown community.

Londonderry and Merrimack are communities in our service area that sustain and support community-based chambers of commerce and have done so for several years. Those chambers are well established in those communities, but serve a different community purpose than our organization. Our Chamber still serves those towns, and we have members that represent those towns, just as we serve and represent Hooksett. Recently, a small group of Hooskett business owners created their own small, locally focused chamber of commerce. Some of you may be scratching your head wondering why any community would want two chambers of commerce serving them. You may wonder what one could do, that the other doesn't. Let me explain.

These communities support and sustain a local chamber of commerce to advocate for business needs unique to local "main street" level issues. While these organizations work to unify the business community in that particular town, these smaller scale chambers of commerce are often tasked with executing parades and festivals and other types of Main Street events and programs.

Here in Manchester, we have a specific independent organization that assumes responsibility for local central business district programs and events know as InTown Manchester. I appreciate that not every community is not able to support its own CBD association; so, often the local chamber of commerce can fill that role. As a regional entity, our community piece is grounded in economic development through our committee work. Also, many members who have businesses in those smaller towns choose to belong to our regional organization because it connects them with customers and clients

in the region, not just in their town, thus expanding their network immensely.

A regional chamber of commerce addresses regional needs believing the greatest good is from communities working together on an agenda that is long and wide, that affects all of the communities and therefore businesses in its service area. Our program of work is anchored soundly in the belief that many issues of one community affect all of the communities in the area, and even the state. In contrast, a local chamber of commerce will turn its attention to its local community as its first priority.

Don't make the mistake that one is better or more important than the other. In fact both are very important, and all business advocacy is good advocacy. In general, regional chambers have very important relationships with local chambers. We have good positive and productive relationships with Londonderry, and Merrimack, and other chambers of commerce in our region and throughout the state.

The newly formed Hooksett Chamber is still in the early stages and it will be interesting to see what local issues, initiatives and programs the organization takes on. Hooksett is very important to our region's and state's future in that sense, some of our state's most exciting economic development projects are Hooksett projects which we already support and will continue to support. I have every expectation of having a good strong relationship with the newly formed Hooksett Chamber of Commerce once it establishes itself. In the meantime, we will continue to advance our community agenda through economic development initiatives and continuing to do what we do to shape your community.

*Robin Comstock  
President and CEO  
GMCC*



## AMBASSADOR SPOTLIGHT

PETER COOKE  
COOKE ASSOCIATES



Peter Cooke, of Cooke Associates, became an Ambassador in May of 2010. He is an organization and management development consultant who helps organizations

develop alignment around purpose – ethical values, vision and mission. Specifically, he helps them link their shared ethical values to customer service, community engagement, and leadership. Prior to becoming an independent trainer and consultant, Peter worked for Outward Bound's Professional Development Program in both marketing/sales and group facilitation. While there, Peter founded and co-chaired the Diversity Task Force with a mission that focused on diversity education.

"After leaving the Chamber's Education Committee a few years ago, I became disenfranchised and did very little with the Chamber," says Cooke. "Then, Mike Skelton called me in to discuss the restructuring of the chamber and the new tiered membership system. That's when I realized the Chamber had new life and I had to get involved again. Without a doubt this is one of the most exciting times for the GMCC, and I just wanted to part of its reemergence. Volunteering on the Ambassador Committee has given me this great opportunity to work closely with staff and volunteers who are so focused and committed to the business community," says Cooke.

## MEMBER NEWS & UPDATES

### Friedman New Principal of NH Office of The Interface Financial Group

Upon the retirement of Jeannette Neff-Billy, Darlene Friedman is the new principal of the New Hampshire office of The Interface Financial Group. The office is now located in Merrimack, NH.

### Havenwood-Heritage Heights Selects Rumbletree in Recent Agency Review

After conducting a formal agency review, Havenwood-Heritage Heights (H-HH) announced its selection of Rumbletree to provide marketing and communications services. In addition to reviewing H-HH's brand identity, Rumbletree will be tasked with formulating a 2011 strategic marketing and media plan designed to raise awareness about the community and its many compelling assets.

### CharmLab Designs National Ad For Local Brand 7-20-4 Cigars

CharmLab has been busy branding and designing a tradeshow booth, a national ad appearing in Cigar Snob Magazine and a new custom website, [www.7-20-4.com](http://www.7-20-4.com), for K. A. Kendall's famed 7-20-4 Cigars, born here in Manchester, NH in 1874. The ad appeared in the 2010 July/Aug. issue of Cigar Snob (p.62). The tradeshow booth is was on display from August 9-13 at the annual IPCPR (International Premium

Cigar and Pipe Retailers) Show in New Orleans.

### "Biz Financing Tips" National Newsletter Launched by Chamber Member

The Easton Group LLC (Hooksett, NH) announces the national launching of its free monthly newsletter "Biz Financing Tips". Kenneth Easton, a former banker and consultant with over 40 years of local and national business financing experience, reports this business financing newsletter is designed as a financing survival tool for business borrowers, their associated professionals and commercial lenders.

### Centrix Bank Expands Its Business Development Group

Joseph B. Reilly, President/CEO of Centrix Bank, announced today the addition of Barbara Tiernan to the bank's business development group. Ms. Tiernan will fill the role of Business Development Officer throughout the Seacoast region. The bank also promoted Crystal Surprenant to Assistant Vice President, Business Development Officer, at the bank's Manchester branch.

Continued on page 3...



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**October 14, 2010**

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Program Start 8:00 am

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Greater Manchester Chamber of Commerce  
54 Hanover Street, Manchester NH 03101

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**Tuesday, October 12th  
PuroClean**

850 East Industrial Park Drive, Manchester  
12:30-1:30 p.m.  
Call 603.792.4122 to register or visit  
[www.manchester-chamber.org](http://www.manchester-chamber.org)

**MEMBER UPDATES  
CONTINUED...**

**Melanson Heath Engages MESH  
Interactive for Online Marketing**

MESH Interactive Agency, New England's premier, full-service design and marketing firm, is pleased to announce that it has been engaged by Melanson Heath & Company to develop a new website and supporting online marketing strategy for the leading regional CPA firm.

**Day of Caring Inspires BayRing  
Donation**

Employees of the regional telecom carrier BayRing Communications spent a week in September volunteering through the United Way's Day of Caring program. "We had a great experience helping Rockingham Nutrition and Meals on Wheels. Volunteering as a company has so many benefits, including the camaraderie, the sense of purpose, but most importantly we all walked away with an understanding of how important Rockingham Nutrition & Meals on Wheels is to the community" said Rob Williams, BayRing's Sales & Marketing Manager.

**Local Printer Cartridge Refiller  
Celebrates Five Year Anniversary.**

InkSpot, a cartridge refilling business, is proud to announce it is celebrating its fifth year anniversary. InkSpot opened its doors on September 1, 2005 at 373 South Willow Street in Manchester, NH.

**wedü Kicks Off Successful Social  
Media Campaign for YMCA of Greater  
Manchester**

wedü (wedü.com) announced that they have joined with the YMCA of Greater Manchester to create a social media presence for the local arm of the worldwide Y organization. The new pages on Facebook (facebook.com/ymcafun) and Twitter (twitter.com/ymcafun) provide new ways for the YMCA community to share new and exciting opportunities available at the downtown location, as well as hold open discussions between members and staff.

**NETW ORK PM**

TOMORROW'S WORK STARTS TONIGHT.

**Thursday, October 28th  
Baron's Major Brands Appliances  
967 Gold Street, Manchester  
5:00 - 7:00 p.m.**

Baron's is happy to open our 5th NH location in the great city of Manchester. Come visit New Hampshire's largest independent appliance store, and celebrate the opening of it's new Manchester location!



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

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

**MEMBER-LED  
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**Tuesday, October 19th**  
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)  
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 12:00-1:30 p.m. Deb Titus of Dale Carnegie NH will be on hand to help facilitate the conversation. Space is limited.

RSVPs only.



**Tuesday, October 26th**  
Chamber Board Room  
54 Hanover Street, Manchester  
**12:00-1:30 p.m. \*\*new time\*\***  
Call 603.792.4122 to register or visit  
[www.manchester-chamber.org](http://www.manchester-chamber.org)

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RESTAURANT WEEK**

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# CHAMBER REPORT

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and



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www.evergreenplace.wordpress.com

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### Granite State Automation, LLC

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Bedford, NH 03110  
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(603) 641-2010  
www.massageheights.com

## GMCC OCTOBER COMMITTEE MEETINGS

10/1	Fri	Government Affairs Committee - 7:30 a.m. - 54 Hanover Street
10/13	Wed	Green Steering Committee - 8:00 a.m. - 54 Hanover Street
10/15	Thu	Infrastructure Committee - 7:30 a.m. - 54 Hanover Street
10/19	Tue	Executive Committee - 7:30 a.m. - 54 Hanover Street
10/26	Tue	Board of Directors - 7:30 a.m. - 54 Hanover Street
10/27	Wed	Leadership Steering Committee - 8:00 a.m. - 54 Hanover Street
10/27	Wed	Metro Steering Committee - 3:00 p.m. - SNHP
10/28	Thu	Downtown Committee - 2:00 p.m. - 54 Hanover Street
10/28	Thu	Ambassador Committee - 4:00 p.m. - Baron's Major Brands

## GMCC OCTOBER EVENTS

10/6	Wed	Member Briefing - 7:45 a.m. - 54 Hanover Street
10/12	Tue	Congressional Debate - 11:00 a.m. - NHIOP, Saint Anselm College
10/12	Tue	Spotlight On Business - 12:30 p.m. - PuroClean
10/14	Thu	Network AM - 7:30 a.m. - Printer's Square
10/15	Fri	Sojourn Power Hour - 12:30 p.m. - 54 Hanover Street
10/18	Mon	U.S. Senate Debate - 11:00 a.m. - NHIOP, Saint Anselm College
10/19	Tue	Member-led Workshop - 12:30 p.m. - 54 Hanover Street
10/20	Wed	Infrastructure Summit - 7:30 a.m. - The Radisson
10/26	Tue	Lunchtime Connections - 12:00 p.m. - 54 Hanover Street
10/28	Thu	Network PM - 5:00 p.m. - Baron's Major Brands
11/3	Wed	Member Briefing - 7:45 a.m. - 54 Hanover Street

### More Than Wheels

Non-Profit Organization  
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Ms. Debby Miller  
(866) 455-2522  
www.morethanwheels.org

### Serenity Place

Non-Profit Organization  
Social Services  
101 Manchester Street  
Manchester, NH 03101  
Ms. Sharon Drake  
(603) 625-6980  
www.serenityplace.org

### Technology Seed

Computer Consultant  
150 Nashua Road  
Londonderry, NH 03053  
Mr. Brian LaBonte  
(603) 537-2700  
www.tseed.com

### The Interface Financial Group

Finance  
51 Spring Pond Road  
Merrimack, NH 03054  
Ms. Darlene Friedman  
(603) 668-4022  
www.interfacefinancial.com/NH

### The Wolf 93.3 FM

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