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North Central MASSACHUSETTS

CHAMBER OF COMMERCE

The Chamber Report (USPS 773-650) is published quarterly by the North Central Mass. Chamber of Commerce, 860 South Street, Fitchburg, MA, for \$15 per year which is withheld from annual membership dues. Periodicals postage paid at Fitchburg, MA.

For Editorial & Advertising

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About the Cover:

In North Central Massachusetts we make things. We have always had a rich and proud manufacturing history. Even though the industry has evolved and changed over the years, manufacturing still plays an oversized role in our economy here. It is the third largest industry in North Central Massachusetts. Nearly fifteen percent of the region's employment is in manufacturing and fully one-third of private sector wages paid in the region are from manufacturing jobs. Manufacturing is also twice as concentrated in the region as the U.S. average. So, for this edition of the Chamber Report we decided to turn our attention to the region's dynamic manufacturing sector. The feature article starting on page 14 includes some interviews with several local manufacturers. In this edition you will also find news and updates from the Chamber and so much more. We continue to be focused on growing our local economy and making sure the business climate in North Central Massachusetts is a strong one to help your business grow. Thank you for taking the time to see what your Chamber and our members and partners have been up to. We hope that you enjoy reading the Chamber Report!

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CHAMBER WELCOMES TIPPAWONG AND YOUNG TO ITS PROFESSIONAL STAFF

Bids Fond Farewell to Ryan Murphy



Vicky Tippawong.



Terry Young.



Ryan Murphy.

“ We are very excited to have Vicky and Terry join our growing team and help contribute to the Chamber’s work of improving the business climate and advancing the economy of North Central Massachusetts.”

— Roy M. Nascimento, Chamber President & CEO

The Chamber is pleased to welcome two new additions to our professional staff. Vicky Tippawong joins the Chamber team as our new Marketing Manager. In this position, she will be responsible for the marketing and communications efforts of the Chamber and our affiliate organizations – Visit North Central Massachusetts and the North Central Massachusetts Development Corporation. This includes managing our multiple websites, social media, media buys, PR and our other marketing channels. Tippawong has broad experience in graphic design and marketing. She comes to us from NEWW Packaging and Display in Gardner. Earlier in her career she also worked for Checkerboard, LTD; LCI Paper; and the Merrimack Repertory Theatre. She lives in Leominster and holds an Associate degree from Mount Wachusett Community College in Graphic Design. She

is also the owner and designer of her own small business which offers custom party decorations.

Terry Young has joined the Chamber team in the new position of Manager of Talent and Education Initiatives. In this newly created position, Young will be working with employers, regional partners and education leaders on developing strategies and programs to build and strengthen our region’s current and future workforce. She comes to the Chamber with 25 years of experience in non-profit management, program development and community organizing. She joins the Chamber from Maine General Hospital, where she served as the Program Director for their Supplemental Nutrition Program for Women, Infants and Children. Prior to Maine General, she worked at the Community Health Network of Connecticut Foundation, Inc. where she oversaw

multiple grants, capacity building and in-kind programs as well as project development as Director of Programs. She holds a Bachelor's degree in Natural Health Sciences/ Nutrition and lives in Ayer.

The Chamber also announces the recent departure of Marketing Manager Ryan Murphy, who left in June to accept a new position with MassLive.

“We are saddened to lose Ryan. We want to thank him for his dedicated service to the Chamber and wish him well as he continues to further his career,” said Roy M. Nascimento, President & CEO of the North Central Massachusetts Chamber of Commerce. “We are very excited to have Vicky and Terry join our growing team and help contribute to the Chamber’s work of improving the business climate and advancing the economy of North Central Massachusetts.” ♦

Members can contact
Vicky Tippawong at 978.353.7600 ext. 240 or via email at vtippawong@northcentralmass.com
and
Terry Young at 978.353.7600 ext. 244 or via email at tyoung@northcentralmass.com.

GOVERNMENT AFFAIRS UPDATE

While the legislative session has wound down, election season is in full swing, and the North Central Massachusetts Chamber continues to remain engaged on both fronts. Earlier this summer, the Chamber partnered with a number of community partners and local media outlets as part of the Elect North Central Coalition for a series of forums with the state's gubernatorial candidates. The forums with the candidates that chose to participate can be viewed online. The Chamber also continues to interview candidates running for statewide seats as part of the Inside North Central Massachusetts Podcast: Election Series which can be streamed on the Chamber's website as well as Apple and Spotify.

The Chamber is in the process of reaching out to our elected officials as well as candidates that will appear on the ballot in our local and statewide races for our Annual Legislative and Candidates Reception. The Legislative and Candidates Reception is one of the most exciting events of the year, providing members of the business community the opportunity to engage the region's elected officials and those looking to hold office. This year's event, sponsored by Mount Wachusett Community College, will be held at the Chocksett Inn in Sterling on Thursday, September 22 from 5:00 to 7:00 PM.

At the end of July, Governor Charlie Baker signed his eighth and final



Pictured is Senate Clerk Michael Hurley carrying the clean energy bill and its amendments during the final hours of the legislature's formal 2022 session. Photo courtesy of the State House News Service.

“The State’s budget for the new fiscal year saw crucial funding to a number of priority areas including local aid, K-12 education, career pathway programs and other workforce development programs...”

budget as Governor to the tune of \$52.7 billion, a 10.7 percent increase over the previous fiscal year. The State’s budget for the new fiscal year saw crucial funding to a number of priority areas including local aid, K-12 education, career pathway programs and other workforce development programs as well as economic development initiatives which will benefit the region.

Although formal sessions have wrapped up, the Chamber continues to monitor Beacon Hill as they continue their final push

on a number of pieces of legislation. In the middle of August, Governor Charlie Baker signed off on a new climate bill that will boost offshore wind and solar despite his voiced concerns over a provision allowing a group of ten cities and towns to ban the use of fossil fuels in new construction and major renovations. The Chamber will continue to monitor this development and its potential impact on the North Central Massachusetts business community. Earlier in the same week, Governor Baker signed off on a bill legalizing sports betting, setting Massachusetts up to better compete with neighboring states who have already been capitalizing on the industry. We are also closely monitoring the proposed economic development bill which, as of this writing, has yet to make it across the finish line. We continued to advocate for the region as the House and Senate put together their priorities for that bill. At the end August, Governor Baker filed a \$1.6 billion supplemental budget

that proposed another \$200 million in aid for the struggling MBTA and called for setting aside more than \$2.9 billion of the state's surplus to be potentially returned to taxpayers. Despite ongoing talks of tax relief for Commonwealth residents, nothing has been set in stone yet.

Down in Washington D.C. the House came together to approve what has been come to be known as the Inflation Reduction Act of 2022, sending the bill to the President’s desk. Major components of the bill fit the President’s build back better pledges that he campaigned on during the 2020 election. The bill includes \$370 billion in climate investment, proposes changes aimed at saving consumers money on prescription drugs, and according to the administrations, it also upholds President Biden’s commitment to ensure families earning less than \$400,000 per year do not see any tax increase. The bill contains a major provision imposing a 15% Corporate Minimum Tax, additionally it would impose a 15% domestic tax on the approximately 200 largest corporations that currently pay less than that corporate tax rate. ♦

If you have any questions or concerns, please feel free to contact **Travis Condon**, the Chamber’s public affairs manager, at **978.353.7600, ext. 224**; or via email at **tcondon@northcentralmass.com**.

CHAMBER SUPPORTS FAÇADE IMPROVEMENTS PROGRAM



Pictured left to right in the picture are Mayor Dean J. Mazzarella of the City of Leominster; Elizabeth Wood, AICP, Director of Planning and Development for Leominster; Roy Nascimento, President & CEO of the Chamber; and Travis Condon, Public Affairs Manager for the Chamber.



Pictured left to right in the picture are Joe Ferguson, Director of intown Fitchburg/ Relmagine North of Main; Mayor Stephen L. DiNatale of the City of Fitchburg; Dr. Richard S. Lapidus, President of Fitchburg State University; Roy Nascimento, President & CEO of the Chamber; and Travis Condon, Public Affairs Manager for the Chamber.

The Chamber and its economic development arm, the North Central Massachusetts Development Corporation, recently provided \$25,000 in grant funding to both the City of Leominster and the City of Fitchburg’s Façade Improvement Programs. The funding was provided to support the cities’ efforts to help downtown property owners and businesses upgrade their building’s exterior, which

will ultimately help retain and attract businesses, strengthen the downtown areas, increase utilization of existing businesses, and enhance property values.

“Our recent Regional Economic Development Plan identified one of the critical factors for our region’s growth is focusing on our downtown areas,” said Roy M. Nascimento, President & CEO of the Chamber. “With this support, downtown

Leominster and Fitchburg-based businesses have the opportunity to enhance their city’s image and ability to attract new residents and investment in the community.”

Property or business owners interested in applying for improvement grants should contact the economic development offices in the cities to discuss the potential project prior to submitting an application. ♦

“ With this support, downtown Leominster and Fitchburg-based businesses have the opportunity to enhance their city’s image and ability to attract new residents and investment in the community.”

— Roy M. Nascimento

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Leominster, MA 01453
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208 Coleman Street Ext.
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(CHNA9)**
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& Air Conditioning**
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Leominster, MA 01453
PLUMBING/PIPING/HEATING/
AIR CONDITIONING

Joshua Allen Design
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Sterling, MA 01564
INTERIOR DESIGN/DECORATING

Lush Rx Aesthetics
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RESTAURANT

North Central Technologies
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PO Box 683
Townsend, MA 01469
INFORMATION TECHNOLOGY

Ozone Capital Markets
301 Union Street, #328
Franklin, MA 02038
CONSULTANT

Paramount Trust Insurance
2 Shaker Road, Suite B103
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INSURANCE COMPANY

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320 Hamilton Street
Leominster, MA 01453
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Leominster, MA 01453
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Supernatural All Stars, LLC
44 Old Princeton Road
Fitchburg, MA 01420
RECREATION & SPORTS

The Loft at 538
538 Electric Avenue
Fitchburg, MA 01420
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Thirsty Robot Brewing Co.
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NOT A MEMBER OF THE CHAMBER?
CONSIDER JOINING!

Save the Date

ANNUAL LEGISLATIVE & CANDIDATES RECEPTION

Mark your calendars for the Chamber's Annual Legislative & Candidates Reception. The reception is one of the premier events of the season in North Central Massachusetts. Thank you to Mount Wachusett Community College for once again sponsoring this great opportunity to connect and engage with elected officials and

business leaders from throughout the region.

The event will feature an open bar, gourmet appetizers and hors d'oeuvres. Cost for members is \$35 and the general public is \$45. Registration is available online at www.northcentralmass.com or by calling the Chamber at 978.353.7600 ext. 235. ♦

September 22, 2022
5:00pm—7:00pm
Chocksett Inn
59 Laurelwood Road
Sterling, MA

North Central MASSACHUSETTS
CHAMBER OF COMMERCE

SPONSORED BY
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**Legislative
& Candidates Reception**

EMERGING LEADERS GRADUATE FROM COMMUNITY LEADERSHIP INSTITUTE



Pictured is the Community Leadership Institute Class of 2022 at the graduation ceremony held during the Chamber's Annual Business Meeting in June.

COMMUNITY LEADERSHIP INSTITUTE — CLASS OF 2022 —

Congratulations!

- Daisy Ayala**
ENTERPRISE BANK
- Joshua Bedarian**
RCAP SOLUTIONS, INC
- Austin Brooks**
TD BANK
- Joseph Ferguson**
FITCHBURG STATE UNIVERSITY (INTOWN FITCHBURG AND TDI PARTNERSHIP)
- Justin Goettsch**
THE ARC OF OPPORTUNITY
- Ramon Gonzalez**
MOUNT WACHUSETT COMMUNITY COLLEGE
- Brittany Haley**
LEOMINSTER CREDIT UNION
- Megan Heffernan**
UMASS MEMORIAL HEALTH HEALTHALLIANCE-CLINTON HOSPITAL
- Kimberly LeBlanc**
RESOURCE MANAGEMENT, INC

- Bea Lee**
NORTH CENTRAL MASSACHUSETTS DEVELOPMENT CORPORATION
- Christian Lopez**
FITCHBURG ART MUSEUM, SPONSORED BY AIS
- Stephanie LoSasso**
AVIDIA BANK
- Hannah Pollan**
AGING SERVICES OF NORTH CENTRAL MASSACHUSETTS
- Andrea Sampson**
AGING SERVICES OF NORTH CENTRAL MASSACHUSETTS
- Melanie Sauvageau**
ROLLSTONE BANK & TRUST
- Patricia Wayrynen**
WORKERS CREDIT UNION
- Marcus Williams**
MOUNT WACHUSETT COMMUNITY COLLEGE

The Community Leadership Institute (CLI) Class of 2022 were recognized at the Chamber's Annual Meeting held on June 9 at Great Wolf Lodge in Fitchburg. Seventeen graduates, who were identified as up-and-coming employees and future leaders in the region, completed the nine-month program focused on education, government, health care, social services, the justice system, media, arts and culture, the environment and history. CLI is dedicated to providing participants with individual leadership skills and a deep understanding of the region. "The Chamber developed CLI to inspire a new generation of community leaders to enthusiastically assume important roles in their community while motivating participants

from diverse backgrounds to be influential in our region's future," said Roy M. Nascimento, President and CEO, North Central Massachusetts Chamber of Commerce. Mike Greenwood, Ph.D., Professor of Business at Fitchburg State University and Chairman of the CLI Steering Committee, was impressed by the caliber of this year's class. "For more than ten years, I've worked with the CLI class and each year I continue to be amazed with the dedication, creativity and motivation of our participants," said Dr. Greenwood. "Programs like CLI are important to our community in an effort to ensure a continuity of leadership, community engagement and service as our region's current leaders look

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forward to retirement.”

This year’s class completed several initiatives, including the establishment of a foundation and a successful community event.

Austin Brooks, Small Business Relationship Manager for TD Bank, presented an idea to the CLI class to support local families affected by cancer during the holidays. “My father, Russell Brooks, was diagnosed with cancer and expressed his feelings to me one day before our last Christmas together that he couldn’t afford gifts for the family,” recalled Austin. “This experience made me think how I

can help with gifts for families when a parent or loved one is undergoing cancer treatments.”

Following a discussion with the CLI class about his thoughts, and in just seven weeks’ time, the class established the Russell Brooks Foundation to help make the holidays brighter for deserving families in our community. “Everyone knows someone affected by cancer and we agreed to move forward. We helped a family who lost their mother just two weeks before Christmas last year and we fulfilled the wish list for three children.”

For Christian Lopez, Marketing Manager at the Fitchburg Art Museum, bringing community

services and programs for families in need was top of mind. With the support of the class, Lopez created The Community Cuts Program, working in collaboration with local barbers and hairstylists to provide free haircuts before the summer for local youth. “With the support of my classmates, local businesses and organizations, more than 65 youth received a free hair cut at the event in June and also obtained helpful information for food, fuel and housing assistance.”

For both Lopez and Brooks, the CLI was a lifechanging experience. “One of the biggest takeaways from CLI is the relationships you

develop with your class and also with those people you meet along the way when you visit businesses and organizations within the community,” said Brooks. Added Lopez, “We had such a diverse group of individuals who were all like-minded in wanting to learn about their community and do something positive to help people as well.” ♦

Please contact **Kat Deal**, Events & Programs Manager, at **978.353.7600 x 235** or **kdeal@northcentralmass.com** for more information on the Community Leadership Institute.

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CHAMBER UPDATES

MASS-TECH PROJECT: The Chamber’s economic development arm – The North Central Massachusetts Development Corporation - has received a small grant from the Massachusetts Technology Collaborative to help strengthen the environment for start-ups in the region. This project builds off of the work of the One North Central Regional Economic Development Plan, which prioritizes efforts to grow the region from within through small business support programs and initiatives. The Chamber has formed a small advisory committee of members and hired economic development consulting firm RKG Associates to assist with the project. The project scope will entail reviewing the current entrepreneurial ecosystem in the region including inventorying existing practitioners, policies, programs and resources available to start-up and early stage companies, and looking at what gaps exist in the region.

GIFT CARD PROGRAM: The Chamber has revamped the Gift Local Gift Card program to make it easier for members to process the gift cards, and for the public to redeem them. We transitioned over the Summer to a new technology platform called Yiftee that is very user friendly and allows the new gift cards to be issued electronically and processed as a Mastercard. To accept the new e-Gift Cards a participating merchant just needs to accept Mastercard and process it via a key-entry. There will no longer be any need for a separate web terminal for processing, dual entries into the terminal and POS system, or any costly POS integration. Most importantly when consumers use the gift card, dollars stay local and benefit our shops and restaurants and our communities. We are planning an advertising campaign starting in the Fall running through the holidays to promote the new e-Gift Local Gift Cards. Because it is an opt-in program, members interested in being able to accept the gift cards need to contact the Chamber to receive an activation card to participate. Visit Giftlocal.net for more information or contact the Chamber.



CHAMBER FOUNDATION: The Chamber Board approved a contribution of \$9,600 to the North Central Massachusetts Chamber Foundation. The contribution represents the proceeds from the Chamber’s Scholars Breakfast in the Spring and will help to strengthen the foundation’s scholarship and education efforts. The

Foundation is the Chamber’s charitable affiliate. Thank you to all the members that supported the foundation!



Maribel Cruz with an NCMDC loan client.

NEW LOANS: The Chamber’s economic development arm – the North Central Massachusetts Development Corporation - has closed 25 micro-loans for a total of \$1,277,500 since October 1, 2021. The loans were made to a mix of existing and start-up businesses and ranged from \$7,500 to \$206,000. There are another three loans totaling \$300,500 that have been approved but have not yet closed.

TECHNICAL ASSISTANCE: During the last quarter, our team provided over 310 hours of direct technical assistance to small businesses. Our 2-day in-person Quickbooks seminar was a big success, with sold-out attendance. We also connected several of our borrowers and small business clients to professionals for technical assistance, such as bookkeeping, marketing, website design and legal services.

JOBS BOARD: The Chamber continues to offer the WorkNorthCentral.com online jobs board as a resource to connect employers and job seekers in North Central Massachusetts. The jobs board has had over 8,600 jobs posted and more than 80,000 views by job seekers since being launched. As a reminder, the jobs board is free for members to utilize. We encourage members to post any employment opportunities they offer or send them to us and we will post them for you.

EQUITABLE CREDENTIAL ATTAINMENT PROJECT: A North Central Massachusetts team comprised of the Chamber, Mount Wachusett Community College and the Spanish American Center have been meeting monthly as part of the Equitable Credential Attainment initiative offered through the Association of Chamber of Commerce Executives (ACCE) and the American Association of Community Colleges (AACCC). North Central Massachusetts was one of seven regions selected in the Spring from throughout the country to participate in this 18-month competitive program. This initiative is focused on growing credential and degree

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Chamber with with representatives of the Spanish American Center.

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program participation among minority workers with the goal of helping to place these workers in well-paying jobs with career advancement. Our team has already seen some early successes in building partnerships and engaging the Latinx community around micro-credentialing in the health care and manufacturing industries.

WORKFORCE STUDY: In related news, the UMass Donahue Institute has completed the workforce study commissioned by the Chamber to assess and recommend ways to enhance the labor pool in the region. The results will be unveiled at the September

edition of the Chamber’s Good Morning North Central Massachusetts breakfast program and shared online. We hope the study will be a useful resource to help develop new strategies and advocate for solutions to the workforce challenges faced by employers.

ENERGY PROGRAM: From its inception in August 2014 through July 2022 the solar field on Pleasant St. has produced 11,473,106 kWh of Net Metering Credits to the manufacturers participating in the program. Total value of these credits is \$2,551,981.14 and the collective savings to participants totals \$2,169,184.

DIGITAL MARKETING: Traffic to our websites averaged approximately 12,122 unique page views each month in FY2022 which ended in June. In FY22 we also garnered over 2.3 million google impressions. We continue to be very active on social media, populating our Facebook, Instagram, LinkedIn, and Twitter platforms with our content. Our social media platforms have a combined 23,139 total followers. In CY2021, our social media platforms garnered an average of 217,000 impressions monthly and a total of nearly 2.4 million impressions for the year. ♦

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FEATURED MEMBER PROFILE

Chamber Member Brings New Life to **AGING SERVICES**



ASNCM EANE Conference.

Established in 1974, The Aging Services of North Central Massachusetts (ASNCM) has paved new opportunities for the older adult community through passion, heart, and a collective hive mind to provide new and improved support services to older adults.

In 2021, the agency changed its name from Montachusett Home Care (MHCC) to better reflect its mission. ASNCM is a private non-profit with a volunteer Board of Directors that is made up of representatives from the local Councils on Aging and people aged sixty and older who live in the communities they serve.

ASNCM is one of 24 Aging Service Access Points (ASAPs) across the Commonwealth and are

“Before we realize it, in a blink of an eye, you may have noticed your mother, your father, or a beloved relative, friend, or neighbor in need of additional support.”

— LORI RICHARDSON

regulated by the Executive Office of Elder Affairs.

The overall mission of ASNCM is to provide comprehensive information and quality services so older people and their families are empowered to make personalized choices to ensure a life of dignity, safety, and respect.

“Part of who we are is that we try to empower people to stay safely at home for as long as possible,” said Lori Richardson, CEO of ASNCM. “I entered

the field of aging services because I was a caregiver for my mother-in-law, Joyce, who had Alzheimer’s. My husband Jeff and I walked the walk of caregiving for seven years; we were overwhelmed, we felt alone, and we did not know where to find the answers, because we were unsure of what were the right questions to ask. Joyce died at ‘home.’ She remains an inspiration to me of that human spirit, dignity, and respect.”

Before we realize it, in a blink of an eye, you

may have noticed your mother, your father, or a beloved relative, friend, or neighbor in need of additional support. This is where ASNCM provides a plethora of services, resources, and support to families throughout Central Massachusetts.

This support could include basic tasks that could be taken for granted such as cooking, cleaning, driving, laundry, or managing finances. Sometimes the needs for support for a loved one can include eating, dressing, getting in and out of bed or a chair, taking a bath or shower.

The heart of ASNCM’s mission is one family member at a time, including their caregiver support program. This program

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“We are all connected, and we can all learn from each other. I could have the best cell phone, the best gadgets in the world, but if I don’t have the heart, I’m nowhere.”

— LORI RICHARDSON

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provides you the support and services you need to make life easier for yourself and the individual you’re caring for.

The staff dedicated exclusively at ASNCM provides comprehensive information and options counseling. Additionally, the case managers and nurses assess the individual needs of older adults and develop a personalized comprehensive service plan to meet the needs.

“Needs change. We are partners in supporting the changing needs,” Richardson stated.

ASNCM has a provider network of direct care professionals who deliver the services into the home. Each provider must meet established policies, insurance coverage, training, background checks and quality metrics.

“Because of COVID, we needed to pause as a community and think about, ‘where were we?’ So, we embraced technology throughout the change,” said Richardson.

A case worker could be in the car or a lobby, and see the consumer’s face, apartment/home, and have that interaction if there was

any concern for abuse or neglect. This kept everyone safe, healthy, and protected.

The inclusion of technology into adult protective services has made its impact in Los Angeles County, CA and throughout the Commonwealth of MA. The L.A. County will now be implementing ASNCM’s plan for this technology. ASNCM is working together to help them with the technology for protective services in California.

“We are all connected, and we can all learn from each other. I could have the best cell phone, the best gadgets in the world, but if I don’t have the heart, I’m nowhere. Add the technology, add the heart, and we can make a positive difference in the world,” she said.

She also discussed the economic work force challenges. “We continue to recruit for case managers and nurses. Our provider agencies that deliver services in the homes are challenged by vacancies as well. This is not just in North Central Massachusetts, but across the Commonwealth and entire nation. Prior to the pandemic, ASNCM

averaged thirty consumers waiting for services; now the numbers are in the hundreds. We are relentless in our work to meet the needs of every single consumer, while being honest and transparent as to the challenges.”

ASNCM continues to change the stigma about aging through their Age Well Expo on Sept. 29th, 2022, at the Great Wolf Lodge in Fitchburg, Ma.

The Age Well Expo is for older adults and family members to discover what their further interests are. Vendors at this expo will be from the local community and covering a variety of interests, whether it is yoga, meditation, health screenings, money management, caregiving, and more.

“Everyone that walks through the expo will absolutely leave with something to think or gain some knowledge about,” she said. “This is our first expo after [the pandemic], so we are excited to show everyone that getting older doesn’t mean that you’re stuck.”

Richardson is grateful

to the North Central Chamber of Commerce for facilitating avenues for increased partnerships and development.

“ASNCM recently had two employees participate in and graduate from the Chamber’s Leadership Training Institute. The positive impact LTI had on our employees was incredible; relationships built and fostered is a win-win for our employees and our mission.”

ASNCM is partnering with the North Central Massachusetts Chamber of Commerce by sponsoring its Young Professionals group next year.

“On a daily basis we strive to make a positive difference for older adults through our people, programs, providers and our community partnerships. It is worthwhile and honorable to do so,” stated Richardson. ♦

You can learn more about the Aging Services of North Central Massachusetts by visiting www.agingservicesma.org.

Mediation Services of North Central MA, Inc.
A non-profit conflict resolution service agency. Providing free and low-cost services to the community since 1988.

**INTERNATIONAL CONFLICT RESOLUTION DAY IS
 OCTOBER 20, 2022**

**Join MSI in celebrating conflict resolution week by
 taking part in one of our informative webinars or
 children’s activities.**

Details on website and socials coming this fall.

Visit our website: MEDIATIONNCM.ORG
 or follow us on Facebook and Twitter: [TalkitoutMA](https://www.facebook.com/TalkitoutMA) or Instagram: [MSItalkitoutma](https://www.instagram.com/MSItalkitoutma)
 MSI works in cooperation with the MA AGO, MA MOPC and the MA Dept. of the Trial Court

GROWTH, OPPORTUNITY, & INNOVATION

at the
*Crossroads of
Manufacturing*
In North Central
Massachusetts

For more than a century, North Central Massachusetts has served as the center of this state's traditional, legacy manufacturing, making manufacturing one of the most important economic drivers in the region's niche employment cluster. From the history of Foster Grant, L.S. Starrett and Simonds Industries to Bristol-Myers Squibb, Solvus Global and Wonder Plunger, North Central Massachusetts has served as a crossroads where companies work hard to recruit and retain local workers, a place with a strong local job market and an affordable lifestyle close by New England's largest cities.

"I've lived in the region for close to twenty years, and it was the area's manufacturing environment that drew me to open my business here," said Lillian Burkart, Founder, Burkart Flutes and Piccolos, a Shirley-based manufacturer of high-end flutes and piccolos. "This area brings tremendous opportunity in terms of jobs because



Solvus Global in Leominster.

it is an affordable area to raise a family with many amenities but is still close to the region's largest cities."

Burkart Flutes and Piccolos opened for business in 1982 in Stoneham but after being priced out of that market, found themselves in Acton. In 2006, after doing some research on how to make her business more affordable, Burkart made the decision to move to Phoenix Park in Shirley. Close to the intersection of

Routes 495 and 2, Shirley offered lower overhead costs. "There's no better place to be in the state," Burkart added. "Several of us are manufacturers in this area and it's truly a hub of innovation and activity."

As a relatively new manufacturing company, Solvus Global opened for business in 2017 with two employees and zero square footage of manufacturing space. Today, the company boasts 54 employees and 48,000 square feet

of manufacturing space serving the aerospace, defense, and recycling industries. As post-doctorate graduates from Worcester Polytechnic Institute, co-founders Sean Kelly and Aaron Birt were drawn to the startup community Worcester offers but decided to expand their business to Leominster. "We needed a secondary campus and in Leominster we get this

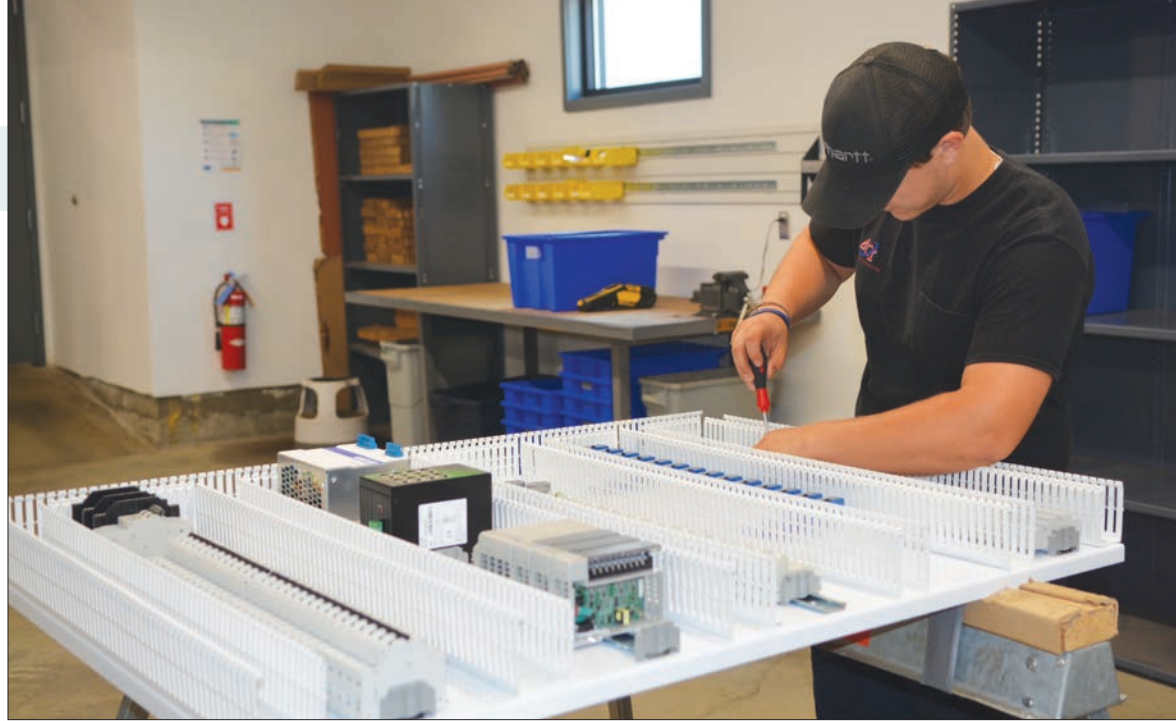
Continued on page 15

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strong manufacturing-bound city that also has a small-town culture and a range of community offerings,” noted Kelly. “By renovating an existing plastics factory warehouse, we were reminded of where manufacturing got its start in central Massachusetts, and we hope to provide it with a flavor of where it is headed in the future.”

As a UL-listed control panel shop, Applewood Controls, Inc., needed a new space to grow, preferably one with a ground-level entrance and loading dock. Applewood President Randy Furmanick found that magic combination in Ayer in 2019. “We needed to stay in the region so our employees could remain close to home, but we also needed to find the right spot for us,” said Furmanick. “After purchasing the building, we did an extensive remodel and added square footage. But in the middle of the remodel, we were hit with the pandemic. It did cause some delays, but Ayer has been a great fit and we are currently in a growth pattern and hiring.”

With 11 employees currently working at Applewood, Furmanick said the decision to invest in North Central Massachusetts was an easy decision since the region is home to a wide range of technology and biotech companies. “This region has a high level of technical



manufacturing, and our central location allows employees to reverse their commute, going from the cities into our region for the jobs, rather than the other way around.”

With local cities and towns across the region revitalizing and rejuvenating their centers with restaurants, activities, rail trails, and other community-focused amenities, it is becoming an increasingly tempting proposition for city-dwellers to not just visit the area, but to stay and live here. “These are all of the things people tend to gravitate to locally, so it’s not just about

more affordable housing, but about the communities who support that housing,” Furmanick explained. “That mindset and outreach is just as big a factor for people who want to stay and raise a family here.” Kelly at Solvus Global agrees. “In every step of Solvus’ growth journey, the surrounding community as grown right along with us,” he said. “We make it our mission to attract, support, and retain these talented people living in our region.”

Manufacturing firms employed more than 14,200 workers in North Central Massachusetts in 2019. That’s about 15

percent of the region’s total employment. Contrary to the Commonwealth of Massachusetts, which experienced a two percent decline in manufacturing jobs between 2014 and 2019, manufacturing employment in North Central Massachusetts actually grew by three percent, or more than 440 jobs during that same period. In the region, chemical manufacturing is the fastest growing subsector, employing nearly 1,700 workers, with plastics and rubber products representing the largest manufacturing subsector with more than 2,400 local jobs.

For Solvus Global, building the right team is incredibly important, and Kelly said the right fit is well worth the company’s time and effort. “There is no better feeling than watching a company you truly believe in grow as Solvus has in the last



Continued on page 16

Continued from page 15

few years. Every team member we have brought on brings incredible talent, dedication, and drive.”

Autumn Minery, Manager, Human Resources, Solvus Global agrees noting “with the addition of diverse backgrounds, skillsets, and personalities, you can feel the culture at Solvus evolving just as we hoped it would; our people have definitely fueled our company to date and will continue to do so as we look to the future.” The company, which has 15 career opportunities currently posted, found recruiting success by diversifying benefits packages and sourcing applicants from a variety of platforms, including the North Central Massachusetts Chamber’s jobs board.

Burkart Flutes and Piccolos said their recruiting success benefitted from a creative recruiting and retention

We need to create our own pocket of success in the region, and companies here need to appreciate and understand that training and education are a key component to having a successful workforce.”

— **Burkart Flutes and Piccolos**

approach, especially given the intricacies of manufacturing world-class musical instruments. What started as a business of one person has expanded to 22 employees today, with all instruments made of precious metals of solid silver, platinum and gold by an experienced and diverse group of employees (some of whom are musicians themselves) who love to work with their hands. “We have a talented team, and more than half of our staff is female,” said Burkart.

Though based in North

Central Massachusetts, the company sells more than 50 percent of its instruments domestically with the rest going to musicians in every corner of the world. They serve a wide range of customers from symphony orchestras and training centers to aspiring musicians and amateurs. “A working musician needs a tool, but an amateur may be playing just for the enjoyment of making music,” she said. “Our instruments are definitely an investment tool for professional musicians, but

we can also offer something at an intermediate level to make our products more accessible to less experienced musicians.”

But it’s not just about the customer. Burkart recently took employee engagement to the next level and offered shares of the company to her employees. “With this opportunity, I just welcomed 22 new business owners to the local economy,” she added. “I want to provide not just a job, but a long-term future to keep people and their families thriving in this area.”

One of the more pressing challenges for the region’s manufacturing employers is attracting and retaining younger workers who are interested in the region’s most concentrated areas of employment in health care, advanced manufacturing, and government and public services industries. While these sectors represent

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Lillian Burkart, founder of Burkart Flutes & Piccolos in Shirley demonstrates the precision manufacturing taking place there during a manufacturing tour.



Burkart Flutes and Piccolos in Shirley.

Continued from page 16

strong and stable industries, job opportunities in health care and manufacturing offer a wide array of pay grades that require both highly skilled, intermediate and entry-level workers. At the same time, the region's industrial sector has experienced an increase in higher-paying, higher-tech firms within chemical manufacturing, electronic product manufacturing, research & development, and computer systems design, among others.

"Manufacturing used to be standing in front of a machine with not a lot of thought process. Today, there is so much more to manufacturing, such as robotics, and we need to start educating parents about the opportunity for future generations to have successful careers in manufacturing so we can reverse the skills gap," said Furmanick.

Applewood decided to work directly with local technical and vocational high schools to combat the skills gap. "We are licensed electricians, and we are seeing a shortage in the number of up-and-coming electricians who can work in both industrial and residential settings," he said. "If we can get to the youth, we can hopefully excite them about the opportunities available to them for long-term, successful careers."

Kelly said he is starting to see a shift toward advanced manufacturing, which resulted in the creation of a workforce

When you purchase locally, you know where it is made, who made it, and where they are located"

— Applewood President Randy Furmanick



Solvus Global in Leominster.

training program to improve and support the manufacturing industry in the region. "We want to bring the region back to its industrial roots," added Kelly. "We foresee the nucleus of additive manufacturing forming right here in New England. The truth is manufacturing overall is becoming increasingly important to local economies because it offers a lot of growth potential to the region's workforce and that will cultivate a surge in job creation and economic turnaround."

"The North Central Massachusetts Chamber of Commerce is putting manufacturing at the forefront of job creation in our region. I believe that by supporting trade schools and showing students that we have great manufacturing jobs with clean work environments

as well as opportunities for advancement and training, we can actively recruit youth into manufacturing," said Burkart. "Our biggest challenge is hiring, and we cannot pretend to compete with the Greater Boston area. We need to create our own pocket of success in the region, and companies here need to appreciate and understand that training and education are a key component to having a successful workforce."

Solvus Global's Kelly believes manufacturing, and particularly advanced manufacturing, is unique in that it cuts across a wide swath of academic, industrial and government entities. "Our success depends on our ability to bridge the innovation gap by the identifying critical manufacturing needs and successfully scaling key research concepts into commercially-sustainable

solutions," he said.

"As individuals and businesses, we need to look at how supply chain disruptions have impacted our daily lives, especially those long-term supply chain issues which have proved how dependent we are on off-shored products for our day-to-day lives," added Burkart. "Our boats have been rocked in the last few years and we need to steady our sails with a stronger local supply chain in the years to come."

Furmanick echoes Burkart and encourages all people to buy local and buy American-made products as much as possible to help rebuild the once thriving American supply chain and resolve the supply issues our country is experiencing. "When you purchase locally, you know where it is made, who made it, and where they are located," said Furmanick. "There are shortages of everything right now and some of those issues are related to imported products. This will take time to recover, and I suspect we will experience a shift, but I hope it's a positive shift for future generations."

As the challenges of the supply chain, inflation and the skills gap put increasing pressure on our manufacturing businesses, it's clear they are thinking outside of the box and looking to our communities to help them overcome these challenges, to show that this region is an effective crossroad where growth, opportunity and innovation thrive. ♦

Save the Date

WorkNorthCentral Hiring Event

Find your next job in North Central Massachusetts!

The Chamber will be hosting the Work North Central Hiring Event on September 27, 2022 from 10:00 a.m. to 1:00 p.m. at Wachusett Ski Area located at 499 Mountain Road in Princeton, MA. This regional jobs fair connects job seekers with employers of all sizes and industries to discuss employment and career opportunities in North Central Massachusetts.

Employers reserve your space today! Space is limited and we are anticipating a strong response. The Work North

Central Hiring Event will be free for jobs seekers and the Chamber will be marketing the event using print, digital, social media, and earned media. We are also partnering with the North Central Massachusetts Career Center, Workforce Investment Board, Fitchburg State University, Mount Wachusett Community College and others to help spread the word to jobs seekers. For more information or to reserve your spot, contact Terry Young at 978.353.7600 Ext. 244 or email tyoung@northcentralmass.com. ◇



We want to hear about the great things happening with our members.

Have you hired any new employees? Have you expanded? Has your business celebrated a new milestone or received an award? Do you have a special event coming up? Have you supported a local community group?

Send us your announcements, news, events and press releases and we will post it in our members news section and share it on our social media. This is one of the many great perks that we offer members. The Chamber has a high-traffic website and strong social media presence. Our social media channels boast over 21,000 total followers and garners an average of 217,000 impressions monthly and over 2.4 million impressions annually. The Chamber's multiple websites have become a go-to resource for local stakeholders, business professionals, elected officials, visitors and groups in our region, averaging 10,000 monthly pageviews.

If you want to increase your exposure, send all business news and events to vtippawong@northcentralmass.com

Save the Date

2022 NORTH CENTRAL MASSACHUSETTS CONGRESSIONAL LUNCHEON

Scheduled for
October 13, 2022



Join us for the Chamber’s Annual Congressional Luncheon scheduled for Thursday, October 13, 2022 from 11:30 a.m. to 1:30 p.m. at the Great Wolf Lodge, 150 Great Wolf Drive, Fitchburg. This is your opportunity to hear directly from members of our federal delegation – Congressman Jim McGovern and Congresswoman Lori Trahan – on what’s happening

on Capitol Hill and ask questions. Special thanks to Fitchburg State University for sponsoring the program.

Pre-registration is required and easy. Simply call the Chamber at 978.353.7600 ext. 235, email kdeal@northcentralmass.com or register online at northcentralmass.com. The cost is \$42 for members and \$55 for non-members. ♦



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TOURISM update

VISIT NORTH CENTRAL MASSACHUSETTS

We wanted to provide an update on the work of our destination marketing arm, Visit North Central Massachusetts (VNCM), to promote the region to visitors and groups over the late Spring and Summer.

The Spring/Summer edition of the Guide to North Central Massachusetts was published in April. The magazine is the primary travel publication promoting the communities of North Central Massachusetts and includes information on our local communities, a calendar of events, stories about the region and much more. The guide was distributed



Fall edition of the Guide to North Central Massachusetts.



Pictured here is one of the digital banner ads that ran as part of a geotargeted campaign during the Summer.

through AAA offices throughout New England and through CTM Media Group to hundreds of locations including hotels, visitor centers, attractions and airports, including Logan and Worcester. The magazine was also posted on our website. The Fall/Winter edition is now out and you can find it at the visitor center, online and at numerous locations. Members interested in advertising in the 2023 Spring/Summer edition should contact the Chamber to reserve an ad in this popular publication. We also

published our 2022 edition of the Venue Guide to North Central Massachusetts. This publication is a resource for event and meeting planners and helps promote the region as a unique destination for events, conferences, corporate events, and weddings. The Venue Guide is posted on the website and shared via social media and at trade shows.

In addition to these publications, we continued to invest in creating an assorted mix of strong content for our travel website –

Visitnorthcentral.com – highlighting seasonal activities and attractions. Stories posted during the Spring/Summer season included “Raise a Glass” which promoted the region as a destination for craft beer lovers; “Hook, Line & Sinker!” which highlighted the region as a fresh water fishing destination; and “The Sweetest Season” which focused on sugar houses located in the region.

Our paid advertising efforts during the Spring/Summer primarily focused on utilizing digital strategies. We ran a sponsored content campaign with MassLive promoting breweries, wineries and cideries in the region to day trippers and overnight visitors. We also ran geofenced digital advertising campaigns with MassLive and LocalIQ on their websites to build brand awareness and promote activities in the region. The LocalIQ digital ads have garnered 306,148 impressions and 155 clicks so far and will run through the end of

September. The MassLive campaigns garnered 465,768 impressions and 898 clicks with a .19% CTR through June 30.

While we mainly invested in digital, we also secured some print advertisements to promote the region, including ads in Yankee Magazine; a full panel ad in a tourism map published by CTM Media Group and distributed throughout the state; and an ad in the Dream Destinations Guide targeted towards the Western Massachusetts and Connecticut market. We also ran several ads in Baystate Parent Magazine targeted towards families with young kids centered around the family-friendly experience our region provides.

For FY2022 which ended on June 30, VisitNorthCentral.com saw a 25% increase in traffic with 43,034 visitors and 94,992 pageviews. We also had 1,408,054 google impressions. Our Visit North Central Facebook following grew in FY22 by 5.5% to 12,172 followers. We published 338 Facebook posts during the year, which was down 13% over the previous year. Our posts had a reach of 366,952 people,

Lodging data continues to show signs that the region is experiencing some recovery from the pandemic."



Tourism Tradeshow.

down about 5% over the previous year, and 23,000 engagements which was up modestly by .3% over the previous year. Our Instagram page saw a 10.8% increase in followers to 1,163. We published 71 posts on Instagram, up 12.7%, which reached 20,726 people. Our engagement rate increased to 7.7%.

Lodging data continues to show signs that the region is experiencing some recovery from the pandemic. Although occupancy still trails pre-pandemic levels slightly, both RevPAR and ADR exceed 2019 levels which indicates that demand is driving up prices. Hotel occupancy for YTD through July was 70.3%, a 25.5% increase over the previous year,

ADR was up through the year by 57.5%. RevPar and total room revenue was up 97.6% and rooms sold was up 25.5% for YTD through July.

We have also started to resume some trade show participation. In the Spring, we hosted a booth at the Dream Destinations Travel Show in Springfield and we will be helping to staff the Massachusetts booth at the Big E scheduled for the Fall. Our public relations efforts also resulted in the region being highlighted in a recent edition of Sports Events Magazine, an industry publication for sports events planners.

In other news, our Johnny Appleseed Visitor Center in Lancaster has completed some renovations and upgrades to help

improve the experience and better showcase the region to the more than 165,000 visitors that stop there each year. Renovations included adding handicap doors, new security cameras, a dog walking station, a water refilling station, shading for the picnic tables and new signage on the grounds. Inside the center we also added new floors, rustic paneling on the walls, new rugs, new signage for the exhibits and new office furniture. We are also in the process of upgrading the electronic screens inside the center, adding new seasonal banners on the lampposts and having the popular "Big Apple of New England" sculpture repaired. We hope to host a special event in the Fall to showcase the improvements.

We were challenged in the Spring with the loss of our marketing manager as well as increased costs for paid advertising and printing costs for our publications. But in July we welcomed a new marketing manager, and we are currently in the process of updating our marketing plan and implementing promotional efforts for the busy Fall season. ♦

QUICK hits



NCMDC PROVIDES LOAN TO WONDER PRODUCTS

The Chamber's economic development arm provided a \$50,000 loan to Wonder Products in Sterling to help them expand. Pictured left to right Rebecca Beaton, Vice President of Lending at the Chamber; Maribel Cruz, Economic Development Manager at the Chamber; Nikki Wiita, Controller at Wonder Products; Michelle Salas, Owner of Wonder Products; and Sandie Cataldo, Senior Economic Development Manager of the Chamber.



NCMDC PROVIDES LOAN TO VP AUTO REPAIR AND MECHANICAL

The Chamber's economic development arm provided a \$50,000 loan to VP Auto Repair and Mechanical in Leominster. Pictured Left to Right in the photo are Sandie Cataldo, Senior Economic Development Manager at the Chamber; Steve Sugar, Vice President of Lending at the Chamber; Maribel Cruz, Economic Development Manager at the Chamber; Victor Perez, Owner of VP Auto Repair and Mechanical; Roy Nascimento, President & CEO of the Chamber; Rebecca Beaton, Vice President of Lending at the Chamber; and Bea Lea, Economic Development and Loan Administrator at the Chamber.

NCMDC PROVIDES LOAN TO LUCY'S FURNITURE

The Chamber's economic development arm provided a \$15,000 loan to Lucy's Furniture and Upholstery in Fitchburg to help the small business expand. Pictured left to right in the picture are Sandie Cataldo, Senior Economic Development Manager at the Chamber; Wilson Arrua, Owner of Lucy's Furniture and Upholstery; Maribel Cruz, Economic Development Manager at the Chamber; and Rebecca Beaton, Vice President of Lending at the Chamber.



NCMDC PROVIDES LOAN TO CONNECTING TO GREATNESS

The Chamber's economic development arm provided a \$25,000 loan provided to Connecting to Greatness in Leominster. Pictured in the photo, from left to right, are Rebecca Beaton, Vice President of Lending at the Chamber; Kimatra Maxwell, Founder and President of Connecting to Greatness; and Maribel Cruz, Economic Development Manager at the Chamber.



QUICK HITS CONTINUED...



RIBBON CUTTING FOR THE FITCHBURG CULTURAL ALLIANCE'S NEW LOCATION, MAIN STREET STUDIOS

The Chamber was thrilled to join Chamber Member Fitchburg Cultural Alliance and City officials on their launch of Main Street Studios on 675 Main Street, Fitchburg. Main Street Studios will be a place where the community can connect, gather, and create. They will offer affordable artist studios, a conference room, a community gallery, and resources for local artists.



RIBBON CUTTING FOR LUSH RX AESTHETICS OPENING

Congratulations to new Chamber Member Lush RX Aesthetics on their recent opening in Leominster. Lush specializes in anti-aging by providing the highest quality aesthetic and wellness solutions. Owners Kia & Alyssa have 20+ years of medical expertise. Services include neurotoxin, filler, microneedling, hair restoration, chemical peels, body contouring, hormone optimization, laser hair removal, infusions and injections.



RIBBON CUTTING FOR AERUS ELECTROLUX'S 5TH ANNIVERSARY

Congratulations to Chamber member Aerus Electrolux, Fitchburg, MA on their 5th Anniversary! The Chamber joined Owner Loren Conley and City officials to celebrate the anniversary with a ribbon cutting.



CHAMBER HOSTS RECEPTION AT THE CHOCKSETT INN

In June, the chamber hosted a small reception at the Chocksett Inn to thank our program and event sponsors for the 2021-2022 program year.

QUICK HITS CONTINUED ON PAGE 24

QUICK HITS CONTINUED...



RIBBON CUTTING FOR EAST COAST SALES AND LIQUIDATION'S NEW LOCATION

Congratulations to Chamber member East Coast Sales and Liquidation LLC on their new location on John Fitch Highway in Fitchburg! East Coast Liquidation is a locally owned and operated small business.



RIBBON CUTTING FOR FRATICELLI OIL COMPANY'S PROPANE DIVISION OPENING

Congratulations to Chamber member Fraticelli Oil Company on the official opening of their new Propane Division! For 90 years, Fraticelli has been a part of the Leominster and North Central Massachusetts community.

MEETING BETWEEN CHAMBER AND ROTARY CLUB ON ECONOMIC GROWTH

Travis Condon, the Chamber's Public Affairs Manager, is pictured with Johnny Ahern, of Aroma Joes and Leominster Rotary Club President. Travis was recently invited to meet with Leominster Rotary Club members to talk about the Chamber's mission and efforts to grow the region's economy.



NEW CHAMBER MEMBER ORIENTATION & RECEPTION AT THIRSTY ROBOT BREWING

Thank you to all the new members that were able to join us for our New Member Orientation and Reception held in June at Thirsty Robot Brewing in Fitchburg! It was a great opportunity to learn more about the benefits of the Chamber and connect with other new members. A special thank you to Thirsty Robot Brewing for hosting us.



RIBBON CUTTING FOR NEADS WORLD CLASS SERVICE DOGS' BREEDING CENTER OPENING

Congratulations to Chamber member NEADS World Class Service Dogs on the recent opening of their new breeding center! NEADS is a pioneer, leader and innovator in producing service dogs for individuals with disabilities. Photo courtesy of NEADS.

QUICK HITS CONTINUED...



INSIDE NORTH CENTRAL MASSACHUSETTS PODCAST SERIES

The Chamber has been hitting the road for our Inside North Central Massachusetts podcast series! Pictured here is the Chamber’s Travis Condon, Public Affairs Manager and Kat Deal, Programs Manager, interviewing Rick Walton, owner of Moon Hill Brewing, and Al Rose, owner of Red Apple Farm on their collaboration on the Brew Barn. Hear about the history of the farm, the beginnings of Moon Hill Brewing and how their collaboration on the Brew Barn came about.



INTERVIEW WITH OWNER AND HEAD CHEF OF THE 873 CAFE & TAVERN

Travis Condon, Public Affairs Manager at the Chamber, interviews Sean Smith, Owner and Head Chef of the 873 Cafe & Tavern on Main St. in Ashby for the Chamber’s Inside North Central Massachusetts podcast series. Hear how he made the decision to open during the pandemic and how the lessons from his days as a boxer and musician have helped him create a unique experience at 873.



THE ELECT NORTH CENTRAL COALITION ON FATV

The Elect North Central Coalition, composed of leading business, educational, media and community organizations in the region, organized several televised forums with gubernatorial candidates during the Spring and Summer to ensure that local and regional issues were examined and addressed by the candidates. Pictured here is a behind the scenes look at one of the forums which were moderated by Kevin Cormier and held at Fitchburg Access Television. The Chamber is a founding member of the coalition.



INSIDE NORTH CENTRAL MASSACHUSETTS VISITS JOSHUA ALLEN DESIGN STUDIO

The Chamber’s Travis Condon and Kat Deal visited Joshua Allen Design studio for a recent installment of the Inside North Central Massachusetts podcast series. They were joined by owner Josh Allen and office administrator Carol Ann Gjeltema. Learn why Josh feels everyone needs and can afford a designer in their lives.



GRAND OPENING OF THE NEW TWIN CITIES RAIL TRAIL

The Chamber was excited to attend the official ceremony for the grand opening of the new Twin Cities Rail Trail! The first portion of the trail officially opened in June for biking, walking and jogging. The pathway runs along Route 12 and connects Downtown Leominster and Downtown Fitchburg. Future phases are planned to extend the trail.

AMBASSADOR OF THE YEAR



Lauren Howe.

Congratulations to Chamber Ambassador Lauren Howe, principal and owner of empPowered PR, for being named the 2022 Ambassador of Year. Chamber Ambassadors are valued volunteers to the Chamber who serve as the face of the organization in the community. They assist the Chamber with communications to new and existing members, participate in ribbon cuttings and help connect members at various Chamber events. Howe was voted Ambassador of the Year by her fellow Chamber Ambassadors. ◇

YOUNG PROFESSIONALS OF NORTH CENTRAL MASSACHUSETTS



David Ginisi.

Congratulations to David Ginisi, chief marketing officer at Aging Services of North Central Massachusetts, for being selected as Chair of the Young Professionals of North Central Massachusetts. He takes over for Kelli Rooney, senior vice president of community engagement and marketing at Leominster Credit Union. The Young Professional of North Central Massachusetts is a program of the Chamber that focuses on enhancing the professional and personal development of the region's young professionals. ◇

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North Central Calendar **EVENTS**

A complete list of events with details can be found at web.northcentralmass.com/events. Please contact Kat Deal with any questions at 978.353.7600 ext. 235 or via email at kdeal@northcentralmass.com.

September 13

**Business After Hours:
Oak Hill Country Club**
5:00 PM - 7:00 PM

September 15

Good Morning North Central
6:45 AM - 8:30 PM

September 20

Human Resource Council
12:00 PM - 1:30 PM

September 21

**Young Professionals of
North Central Massachusetts**
5:00 PM - 7:00 PM

September 22

**Legislative &
Candidates Reception**
5:00 PM - 7:00 PM

September 27

Work North Central Hiring Event
10:00 AM - 1:00 PM

September 30

Connect North Central
8:00 AM - 9:00 AM

October 6

Business After Hours: AIS, Inc.
5:00 PM - 7:00 PM

October 11

Small Business RoundTable
8:00 AM - 9:00 AM

October 13

Congressional Luncheon
11:30 AM - 1:30 PM

October 19

**Young Professionals of
North Central Massachusetts:
Kickball at Game On Fitchburg**
5:00 PM - 7:00 PM

October 24-25

QuickBooks 2 Day Seminar
8:00 AM - 11:00 AM

October 28

Connect North Central
8:00 AM - 9:00 AM

November 11

Good Morning North Central
6:45 AM - 8:30 AM

November 18

Connect North Central
8:00 AM - 9:00 AM

December 1

Winter Reception
5:00 PM - 7:00 PM

December 14

**Young Professionals of
North Central Massachusetts:
Holiday Party**
5:00 PM - 7:00 PM



Partner with MWCC to grow your business



TRAIN YOUR EMPLOYEES

Short-term training to upskill your workforce. Gain a competitive edge by investing in your greatest resource—your employees.

Our team delivers customized training for all industries, covering a wide scope of subject matter. Ask us about our comprehensive 90-hour first-line supervisory training program!



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