



Connections

Serving the Corridor Nine Business Community

February/March 2008

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HYPE9

Helping Young Professionals
Engage in Corridor Nine

HYPE9 Launched!

The Corridor Nine Chamber is all hyped up, and with good reason! The Chamber's latest endeavor, HYPE9 (Helping Young Professionals Engage in Corridor Nine), has latched onto the energy and vibrancy already present in our organization. This brand new program is designed specifically for 21 to 40 year old professionals, and is igniting young people throughout the region.

An update of HYPE9 programs to date:

- HYPE9 launched on November 7th at Vinny T's of Boston – the very first event drew in over 150 "HYPE9ers."
- First Professional Development Workshop, "The Lunchbox" –

61 "HYPE9ers" enthusiastically attended on Jan. 16th at the Doubletree Hotel. Jason Kallio of ExpoVantage presented "Age, Rage, or Sage: 30 Seconds to Your Image," and wowed the packed crowd.

- HYPE9 sponsorship has really caught on, and already has a 2008 yearlong sponsor in Grafton Suburban Credit Union. The Inaugural HYPE9 kickoff event was sponsored by Hayden Wood Insurance Agency, Inc. and Enterprise Cleaning Corporation.

What's next on the HYPE9 calendar? On February 6th at 5:30pm, February Freeze will storm Jillian's Billiards in Worcester, and is already billed as the

"coolest" networking event exclusively for young professionals in Central Massachusetts. The event promises to feature a frozen T-shirt contest and the premiere of HYPE9's signature drink called "HYPE-O-Thermia." Best of all, "HYPE9ers" will donate \$10 at the door to benefit the American Heart Association one week prior to Valentine's Day! Sachs Jewelers, the DoubleTree Hotel, Knight's Limousine, Colonial Candies, and Mugford's Flower Shoppe have come together to create the Ultimate Sweetheart Valentine's Day Package to give away to one lucky "HYPE9er!" HYPE9's Advisory Committee Chairman Dr. Paul Levine of Vision Care Specialists said he believes it's a "win-win" for everyone.

FEEDBACK Comments?

Connections strives to give its members useful news and information. If you have any suggestions or questions, please e-mail events@corridornine.org. Your input will be helpful to us as we continually assess and make improvements to this publication.

Connect with Us...

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**Grow Your Business
On the Spot!**

Wednesday, April 2, 2008
DoubleTree Hotel, Westborough
4:00-8:00 p.m.

Expo 2008 is the region's most successful business-to-business trade show. This 4-hour power-packed marketplace will feature more than 100 businesses from the Corridor Nine region showcasing their latest products, services, and technologies. You will:

- Build strong relationships with key decision makers
- Enjoy a sampling of award-winning regional cuisine
- Generate qualified business leads
- Enjoy the opportunity to win thousands of dollars in prizes
- Gain a competitive edge

Corporate Sponsor:
PENTA Communication, Inc.

A Letter from Barbara Clifford

Photo: Ron Bouley



As we end the first month of our new year, it occurs to me that more than any other year—we are certainly conducting our businesses in very challenging times!

As part of the Corridor Nine leadership team I

am examining each and every thing we do with a more critical eye and a stronger focus towards providing YOU, our business members with the very best tools to help you develop and grow your business, despite the difficult economy and global challenges we are facing in 2008.

In that spirit we bring you a new speaker from the field of business strategy for our February Breakfast- Scott Latham of Bentley. Being relatively new to the educational arena, Scott's entrepreneurial and technology background gives him a perspective of what it is like to be in our shoes and how we can not only take steps to weather the storm, but position our businesses for growth in the post recession period. When I met Scott at a conference earlier this month I knew he would be good for us!

We look forward to a challenging but positive year serving you, our members. Know that we are your partners and want to help you achieve the goals you have set for this year. Our purpose is to deliver the best return on your investment in Corridor Nine. Please let us help you achieve your goals and thus we will achieve ours!

Barbara Clifford
President

KUDOS!

- **Corridor Nine Staffers Joelle Valliere and Dani Tiftt**, for being recognized by Pulse magazine as two of the most outstanding individuals under the age of 40 in Worcester County to watch for.
- **Whittier Rehabilitation Hospital**, Westborough for celebrating it's 10th Anniversary.
- **Boston Private Bank & Trust Company**, has celebrated it's 20th anniversary.
- **TD Banknorth**, Westborough for the grand opening of it's new location in Baystate Commons.
- **Ted's Montana Grille**, Westborough for hosting an exciting grand opening with a VIP dinner for the business community in Baystate Commons.
- **Kris Allen**, author and former Westborough Selectwoman for being honored by the Boy Scouts, recognized by a distinguished citizen's award.
- **Residence Inn by Marriott, Westborough** for it's grand re-opening event.
- **Shops at 290 West Main Street in Northborough**, for it's grand opening event right in time for the holiday season.
- **AmComm/Verizon**, in North Grafton for it's grand opening ribbon cutting.



Joelle Valliere and Dani Tiftt



Shops at 290 West Main Street in Northborough Grand Opening Ribbon Cutting!



Ted's Montana Grill VIP Party (from left): Joe Gatto, George McKerron, Hugo Marin of Ted's with Garry Kessler, Sue Abladian of Town of Westborough and Corridor Nine Chairman Ben Colonero of The Willows



Karen Chapman (right) congratulates Afaf Gerges at the grand re-opening of the Residence Inn by Marriott Westborough



TD Banknorth (Baystate Commons, Westborough) Ribbon Cutting Celebration: L-R: Kathy Hunter, Suzanne Poole, Sue Abladian, Richard Nicholson, Louise Trotter, Brian McEvoy and Barbara Clifford



L-R: Dr. Paul Levine of Vision Care Specialists, Dani Tiftt, Morgan Duffy of Hayden Wood Insurance, Joelle Valliere and Karen



Corridor Nine Chairman Ben Colonero, Kevin LaDuke of Sunshine Sign and Mark Leder



Grafton Inn After Hours Event sponsors: L-R: Ed Lopes of Grafton Suburban Credit Union, Bill Smith of WB Smith Companies and Larry and Kate Loughan of the Grafton Inn.



Corridor Nine Delegation at the January 2008 Legislative Panel Discussion



The Applefest Road Race Committee: L-R: Karen Chapman, Dave Jacobs of Office Depot, Betsey Cummings of AstraZeneca, Carol Campomizzi of Car Wash and Detailing of Westborough, Ben Colonero of The Willows and Joelle Valliere



The Orange Team takes home the first place trophy at Summer Sizzle

Success Express Workshop Winter/Spring Series

Success Trade Show Strategies

Corridor Nine Chamber's Workshop Series begins on February 20, 2008 with Successful Trade Show Strategies, presented by Jason Kallio of ExpoVantage. This is perfect timing for members who would like to prepare for the April 2nd Business Expo!

50% or more trade show leads than you get now, how would you know? What happens with your leads when the show is over? What would it mean to your sales if you could follow up within one day?

Trade shows can be extremely effective outlets to showcase your products and services to large numbers of customers and potential clients. What planning goes into your trade show strategy? Is everything last minute before the show? How do you filter through the traffic at the show? If you are losing at least

Jason Kallio, owner of ExpoVantage, is a trade show consultant that will provide you with successful strategies you need to know to maximize your ROI on trade shows. With his goldmine of strategies, tips and insights, you will change your thinking about trade shows from an expense to a profit center.



Dan Crossing of Grafton Suburban Credit Union (sponsor of Lunchbox professional development series), speaks to 62 HYPE9 attendees.



Armand Diarbekirian (left) and Chad Steiner (right) from MetroWest Financial Partners network with a breakfast guest at their business showcase.



Open for Business "Business Trade Show Strategies" L-R:Carole Donovan of Image Boosters, Jason Kallio of ExpoVantage, Karen Chapman and Barbara Clifford



2007 Educators receive Corridor Nine Mini-Grant Awards



Corridor Nine Holiday Event at White Cliffs. Sponsors of the Holiday Event L-R: Phyllis Joseph and Michael LoPresti of White Cliffs, Ben Colonero of The Willows of Westborough and Steve Holbrook of White Cliffs welcome over 300 attendees to the festive event featuring fantastic food, music and raffle prizes.



Northborough Rotary Spelling Bee Corridor Nine Word Wizards take 2nd Place. Barbara Clifford, Dani Tiftt and Donna Cox of dynamx.com.

Success Trade Show Strategies – February 20, 2008

Topics that will be covered during the program are:

- Strategy Planning Diagram
- Choosing the right show, space and staff
- SPEED is the key to a successful strategy
- Boothmanship
- Do's and Don'ts of Exhibiting
- Contact Information Collection
- Follow-Up Tools and Strategies
- Strategy Questions
- Seminar Feedback Form

Networking for Profit

Corridor Nine Chamber's second Workshop begins on March 12, 2008. Ever wonder how to really get results when attending business functions aimed at growing your business? Networking is a learned skill with many components, each working with the other. This class is designed to teach participants how to get the most out of the organizations that they join with calculated steps that build profitable and long-lasting relationships with

end-users and with those who can feed you ongoing business. Carole Donovan, who has spent the last 17 years growing her business primarily through networking, uses her upbeat and engaging style when teaching participants effective networking techniques. She is a certified networker (yes, there actually is such a designation!) who has done marketing and networking seminars for organizations all over the Central Mass. region.

Networking for Profit – March 12, 2008

Topics that will be covered during the program are:

- Develop the relationship
- Determine your players
- Educate, educate, educate
- Build credibility
- Follow-up
- Show appreciation

For more information and costs call the Chamber or visit the website at www.corridornine.org



Save the Date: February 28

Scott Latham, PhD, Bentley: "Recession Proof Your Business"

If you've been following the economic reports and listening to the news, all indicators have us heading into a recession. Business leaders are concerned this will have a crippling effect on their companies. Research suggests that not all firms suffer during economic downturns.

Join Corridor Nine at our February 28 Membership Breakfast to hear Scott Latham, Assistant Professor of Strategy at Bentley, provide us with concrete strategies that have helped companies weather the storm, as well as position themselves for growth in the post recession period.

Marlborough Savings Bank Wins Battle of the Banks!

Marlborough Savings Bank won the Corridor Nine Chamber's fall Battle of the Banks competition! Marlborough Savings Bank's Northborough and Southborough branches combined their resources and recruited the highest number of new members during the month-long competition. On hand to receive a plaque for their efforts was Tracy Sasseville of the Southborough branch, Inna Volosina of the Northborough branch and Jeff Dale, senior vice president of retail banking, who works out of the bank's main branch in Marlborough.

Marlborough Savings Bank management team is very active in the Chamber with Sasseville serving on the Chambers membership committee and Dale serving on the Chamber's Board of Directors. In March 2008, Marlborough Saving Bank will open a branch in Westborough. Congratulations on the Battle of the Banks win!



L-R: Tracy Sasseville, Jeff Dale and Inna Volosina of Marlborough Savings Bank receive Fall Battle of the Banks Competition Award

School Business Partnership Wins State Award!

The Corridor Nine Chamber's School/Business Partnership Committee, chaired by Donna Cox of dynamx, received notification that it is the recipient of the Outstanding School Partner Award from the Massachusetts Association of School Committees. The award will be presented at the Chamber's Membership Breakfast Meeting on Thursday, February 28 at the DoubleTree Hotel in Westborough.

"This is a tremendous honor for us," said Karen Chapman, vice president of the Corridor Nine Chamber. "It's a testament to the hard work and dedication of the members of the School/Business Partnership Committee, most notably Donna Cox, who has chaired the committee tirelessly for 10 years." The nomination of the committee was made by Nancy Spitulnik, director of Student

Services for the Westborough Public Schools and submitted by Westborough Superintendent of Schools Dr. Anne Towle, with a supporting nomination from Shrewsbury Superintendent of Schools Dr. Anthony Bent.

The partnership committee's main goal is to be an effective resource for schools and a driving force in school/business relationships. Since its inception, over \$300,000 has been donated to education through the Chamber's mini-grant, high school scholastic awards and building wide grant programs. Chapman said, "Corridor Nine is proud of the strong ties we have forged between our business and educational community and are honored to be recognized for the work we have accomplished."

John Mullin Speaks to Members

Economist John Mullin, Ph.D., FAICP master of urban and regional planning of UMass Amherst recently updated 180 Corridor Nine breakfast members on the economic trends and challenges of the Commonwealth and the region. John is a

favorite of Corridor Nine members because he "tells it like it is" in a lively and fascinating manner.

Mullin covered many challenging topics during his forty minute presentation that

ended with thoughtfully perceptive questions from the audience. Dr. Mullin offered a thought provoking program that offered attendees a broad array of social and economic opinions and commentary to consider! (Continued on Page 5...)

John Mullin Speaks to Members (continued...)

Where do we begin to address what we learned that day? Well suffice it to say, that since C9 is still in its early period of growth and development- we consider ideas from a person with such an incredible mind and stature as Mullin to be words of wisdom. While Mullin offered congratulations for the rapid growth of

the Corridor Nine Chamber, he observed that there is so much more in the way of untapped potential. A region like ours has the strength and resources it needs to succeed including-- fine schools, great access and geographic location, with a strong and stable business base. Our primary challenge is to capitalize on

our strengths by creating a clearer message about what our region is about. When facing our challenges Mullin's advice was to "embrace the inconvenience" of our challenges- and therein lies the strongest message and best advice to our emerging region!

Congratulations Ambassadors of the Month!

June:
Jeanne Worrick
Flynn Petroleum

July:
Davis Cox
dynamx

August:
Marvin Silver
Seder &
Chandler, LLP

**September,
November,
December:**
Davis Cox
dynamx

October:
Dave Jacobs
Office Depot



Davis Cox recipient of Ambassador of the Month Awards



Marvin Silver of Seder & Chandler, LLP and Adam Winter of Swift IT, Inc. receive Ambassador Awards from Chamber Chairperson Elect Dave Bagdon of Community Advocate.

Congratulations Outstanding Volunteers!

September:
Maureen McDowell
National Grid

October:
Dave Jacobs
Office Depot

November:
Catie Foertsch
Our Town Productions

January:
Peter Gardner
Curry Printing



Catie Foertsch of Our Town Productions receiving the Outstanding Volunteer Award from Corridor Nine Chairman Ben Colonero



Dave Jacobs of Office Depot receives October Outstanding Volunteer Award from Corridor Nine Chairman Ben Colonero



Peter Gardiner of Curry Printing receives the Outstanding Volunteer Award from Corridor Nine Chairman Ben Colonero



Maureen McDowell receives the September Outstanding Volunteer Award from Corridor Nine Chairperson Elect Dave Bagdon of the Community Advocate.

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