

THE BEDFORD BANNER

January/February 2008

Volume 11, Issue 1

A Year in Review

The Chamber kicked off 2007 with the Annual Dinner where Patriot Pediatrics (Business of the Year), Judith Brown (Business Person of the Year), Whole Foods Market (Diversity Award) and Liz Coules (Outstanding Service to the Chamber) were all honored for their good citizenship within the community. The Edge Sports Center was completed and opened in October 07, and I Robot and Annika Therapeutics began plans to move their national headquarters to Bedford in 2008. McDonald's was torn down in November and is scheduled to be completed in 100 days. Twenty four new businesses joined the Chamber and the Board welcomed Steve Spector as the Planning Board liaison. Plans for the Blake Block redevelopment were

introduced to the town and continued to be reviewed. Flavors of Bedford netted its largest profit yet, and donations were made to the Heroes Homecoming Fund and Charles Hume Scholarship. The "Starting a New Business in Bedford," a how to, where to go, who to speak with handbook which outlines all the laws and regulations that the Town is legally obligated to require of those doing business in Bedford is in its final stages of review. The Chambers' Cable Show "Chamber Connections" continues to air on Monday and Thursday nights. The Sovereign Senior Prom Stroll was held outdoors and the Women Alliance Group continues its successful format under the direction of Joan Turnberg. The Chamber offered 5 Multi-Chamber Networking events to members over the course of the year. We also sponsored our first joint networking event with the Lexington Chamber of Commerce. The following directors were voted in for the 2010 term, Pamela Brown (Brown & Brown, P.C.), Lawrence H. Carlton (Carlton & Duran, CPAs, P.C.), Bud Koor (Great Road Gallery & Framing), Linda

Mitchell (Edith Nourse Rogers V.A. Hospital), Georgette Moquin (Brueggers Bagels), and Jean-Marc Slak (Slak Chiropractic Group). Barb Davis, Barbara Sardzinski, Suzanne Johnson and Kim Barber left the board. Bryan McKay and Kevin Latady were appointed to fill the vacancies. The Chamber office received approximately 15 calls a week, looking for referrals, insurance information, town offices, services and directions.

Annual Dinner

The Bedford Chamber of Commerce Annual Dinner will be held on Wednesday, January 16, 2008 at the Doubletree Bedford Glen Hotel. The evening is a great opportunity to network, recognize the Chamber award winners and have some fun. Entertainment will be provided by the fabulous Soul of Boston (www.soulofboston.com). If you have not received your invitation, please call the Chamber office 781-275-8503.

IN THIS ISSUE

A Year in Review	1
Annual Dinner	1
Chamber Calendar	2
Business Spotlight	2
Business Marketing on the Internet	3
Flavors of Bedford	4
MA Child Labor Laws	4
From the Chamber Office	4
Winter Multi-Chamber After Hours	5
2008 Officers & Directors	6
Welcome to New Members	7
Membership Renewals	7

To The Bedford Chamber of Commerce Members

On behalf of the returned deployed Air Force members and their families, thanks VERY MUCH for inviting us to Flavors of Bedford...we had a GREAT time and your contribution to Hanscom Heroes Homecoming will be most appreciated. We are very grateful... it's nice for our women and men to know that when they "come home" from overseas, they return to such a warm and supportive community...Bedford. Thanks again.

Tom Schluckebier



Vela Ventures

Need local up to date marketing information to target potential customers? Tired of wasting your time and resources? Vela Ventures can help. There is plenty of public information available from the Bedford Town Census. In fact, there are over 10,000 entries. The problem is that the census is not in a ready to use form. The town's job is to gather the data and make it available, not to help businesses readily access the information. Vela Ventures has built a database and application to view it, sort it and print it using Microsoft Office tools. That's right. No fancy software needed, just the software you already have. The information can be sorted to get you the information you need. Visit www.VelaVentures.com/Demos/Bedford/ReadMe2006.doc to see how useful this tool can be for your business. Vela Ventures can expand this database by merging it with your current business operations or include surrounding towns or any town in the Commonwealth.

For more information, contact John Clark by email John.Clark@VelaVentures.com or at 781 223 6060 (cell).

The Bedford Chamber of Commerce, Inc.

12 Mudge Way
Bedford, MA 01730
Tel. (781) 275-8503
Fax: (718) 275-8501
www.bedfordchamber.org

Office Hours:
Monday, Wednesday, Thursday
8:00 a.m.-2:00 p.m.

President: Lee Ann Knight
Executive Director: Maureen Sullivan

CHAMBER CALENDAR



- | | |
|--------------------------------------|--|
| January 10
7:30 a.m. | Chamber of Commerce Directors Meeting
<i>Bedford Police Station</i> |
| January 16
6:00 p.m. | Annual Dinner
<i>Doubletree Bedford Glen Hotel</i> |
| January 17
12 noon | Working Women's Alliance
<i>Town Center</i> |
| February 12
5:30-7:30 p.m. | Winter Multi-Chamber Card Exchange
<i>Montvale Plaza</i> |
| February 14
7:30 a.m. | Chamber of Commerce Directors Meeting
<i>Bedford Police Station</i> |
| February 20
12 noon | Working Women's Alliance
<i>Town Center</i> |



Welcome to New Members

Mary Fletcher Farm
87 South Road
Bedford, MA 01730
781-454-9623
Writing, editing & photography services

Bedford Cleaners
200 Great Road
Bedford, MA 01730
781-275-0250
Dry cleaning services

Membership Renewals

Amptek
Dalyas
Great Road Gallery & Framing
Mary Fletcher Farm
Minuteman Advisory Partners
Port Oil
Start Medical
The Oriental Pantry



summit health + fitness, voted the **Best of Bedford in 2007**, is offering only Bedford Chamber of Commerce members and their employees 50% off the joining fee upon sign-up. This offer is valid until 1/31/08! Start the New Year off right and join us at **summit health + fitness**.

Business Marketing on the Internet

Submitted by: Mark Abrams

Your business's Website and a smile have a lot in common. In a few seconds they convey a first and lasting impression of who you are. A well designed Website will look good, be intuitive and communicate your business's services, products and atmosphere. You can create a Web user experience that will serve you well.

Getting your message across

A pleasing presentation is a tempting invitation to learn more. The right combination of visual images and words will get your message across effectively and with an impact. Statistics and user interface studies show that few Web viewers read most of what is written; most people prefer to scan or chunk select blocks of information. Words are important but on the Web, less is more. On the Web, graphic arts play a larger role than traditional media, and graphics are the signposts that help guide the reader. A well designed Website will personalize your business, specialty, and you to your prospects. Your Website should easily communicate what you offer. You can save a few dollars with prepackaged Web templates or listing services, but they limit uniqueness as well as limiting your ability to distinguish yourself from every other competitor. Your Website can be your most powerful marketing tool. It should build confidence so that prospective customers pick up the phone or stop in to explore your services.

Building your site

In building or redesigning your Website, there is a seven step process that will help create a site that works and that will assist you in understanding what a professional Web developer should be doing for you.

1. **Discovery:** Conducting a business analysis and customer analysis. A clear understanding of prospect demographics and your services / products helps you to build your business and direct advertising resources.

2. **Exploration:** Defining the structure of the Website and the site's navigation so that it presents your business's services / products fluidly to prospects and customers.
3. **Refinement:** Defining the look and feel of the site through sketches or simple computer mockups, selecting image sizes, locations, and multimedia treatments including computer animation and/or Web video, and your colors.
4. **Production:** The design concepts come together into high fidelity prototypes. You provide written content for each page or this task can be assigned to a Copy Editor.
5. **Implementation:** Graphics are enhanced, code is created, and each page is tested for quality and user friendliness.
6. **Launch:** Live deployment, grammar, spelling and hyper-links are checked to ensure that all references to internal and external pages function as expected on the live site.
7. **Maintenance:** The ongoing process of content updates, usability and satisfaction metrics, site analytics for marketing, and Search Engine Optimization (SEO). Site analytics are accomplished through analysis of the actual Web usage statistics. Other metrics are accomplished via surveys.

Being Found on the Internet

The best designed Website will do little good if people can't find it. On the Web, Search engines are the tools by which the majority of people find what they are looking for. Getting your site to the top of Google, Yahoo, and MSN is very important for your Web success. Search Engine Optimization falls into two models: Organic SEO (SEO) and Pay-Per-Click (PPC) marketing.

SEO is the strategic use of keywords within the Webpage to increase its rank on the search engine's results page. Each search engine's algorithms are different and they are constantly being changed. Achieving and maintaining a high page rank is like being in a horse race. Your actions as well as your competitors' actions will determine your position.

PPC allows you to buy an advertising spot for your Webpage. The price you are willing to pay for a prospect clicking on a link to visit your site is a determining factor on where your page will rank in the pay-per-click line-up. As of 2007, costs can run between 5 cents per click to over five dollars per click. Third party programs can range from \$500 to \$1,500 per month to achieve a page one position.

My own statistics derived from Google for high ranking sites show that 50 – 70% of visits are the results of search engines, 20 – 38% of visits are direct access via the site URL.

Marketing Dynamics

Traditional marketing, dubbed interruption marketing, is where you attempt to get your ad in front of a viewer and hope they respond. Your ad may be broadcast by television, radio, newspaper, or direct marketing channels. Search engine marketing is very different. The prospect actively seeks out the provider using Internet search technologies. If your Webpage is consistent with what the prospect is looking for, your probability of success is significantly improved.

Summary

A well designed Website that is easy to find can be one of your best investments in your business. No other media offers so much for so little cost. Help those looking for your services and products to find you, and your business will prosper.

Mark Abrams is a Web design and Internet marketing specialist. He is a principal of Advanced Media Webs and may be contacted at 480-895-1900 or www.AdvancedMediaWebs.com



Renaissance Bedford Hotel

Flavors of Bedford

We wish to thank the many people and companies that made the 6th Annual Flavors of Bedford a grand celebration and fall tradition in Bedford. The event is key to the financial stability of the Bedford Chamber of Commerce and the events and support we bring to the Bedford community. This year we made a donation to the Heroes Homecoming Fund; an organization that supports our deployed soldiers on their return to Hanscom Air Force Base.

We greatly appreciate the sponsors, restaurants, volunteers, community groups and guests that make this afternoon such an all round success. The Doubletree Bedford Glen Hotel and the Bistro 44 staff set the stage for an afternoon of elegance. The Bedford High School Jr. ROTC cadets greeted guests as the Madrigals and Sounds of Concord filled the air with their beautiful voices. The following restaurants returned with their delicious offerings, Bedford Farms, Bistro 44, Bruegger's, Café Luigi, Carriage House, Dalya's, Flatbread, Knowfat Lifestyle Grille, Lester's Roadside Bar-B-Q Naked Fish, Trader Joe's, Legal Sea Foods, Lexx, Margaritas and Whole Foods Market. The Melting Pot, Summer Winter, Bear Rock Café, Starbucks, Vinny T's, Great American Grille, and Not Your Average Joe's expanded the venue and brought additional offerings.

We greatly appreciate our Premier Sponsors the Doubletree Bedford Glen Hotel and Brown and Brown PC who continue to sustain the event. In addition,

Debbie Spencer~ REMAX showcased her commitment as community partner. Additional sponsors, for whom we salute, are Bedford Florist, Brookline Bank, Cambridge Savings Bank, Carlton & Duran CPA's, DSA Printing, Edward Jones Investments, Great Road Galleries, Hanscom Credit Union, KnowFat! Lifestyle Grille, Limousine Eighteen, Middlesex Bank, Ruping Company Sovereign Bank, Summit Health & Fitness, and TD Banknorth. This event would not be possible without the volunteers who begin their work in March. We offer a round of applause to Liz Coules, Christine Pinney, Barb Davis, Angela Marcucci, David Rodriguez and the employees at Great Road Galleries and New England Nurseries for the great job they did to make Flavors such a success.

Attorney General Martha Coakley Issues Reminder Regarding the Massachusetts Child Labor Laws

Attorney General Martha Coakley issued a bulletin reminding teens, employers of teens, schools and parents of the Commonwealth's Child Labor laws. School vacation weeks are an especially popular time for teens to work. The bulletin highlights the requirements that employers must meet when they employ teen workers.

"As businesses employ more workers to meet the holiday rush, we want to remind employers of their obligations under the child labor laws," Attorney General Martha Coakley said. "These child labor laws play an important role in keeping our young teens and communities safe."

Recent changes to the child labor laws went into effect at the beginning of the year. The new law states that 16-17-year-old minors may work until 10:15 p.m. in establishments that stop serving customers at 10:00 p.m., and until 11:30 p.m. on non-school nights (until 12:00 a.m. in restaurants and race tracks on non-school-

nights). Additionally, all minors must have direct and immediate supervision of an adult supervisor after 8:00 p.m. (with exceptions). [M.G.L. chapter 149, sections 56 through 105]

The Office is responsible for enforcing the prevailing wage, minimum wage, payment of wages, overtime, tip pooling, child labor, Sunday and holiday premium pay laws. In addition to prosecuting employers who fail to follow the Commonwealth's wage and hour laws, the Attorney General's Office also works to protect employees from being exploited by an employer by educating both employers and employees about the law and employee's rights. The Attorney General's Office aims to set a level playing field for employers and employees throughout the Commonwealth.

The bulletin is being distributed to shopping malls, retailers, and local and regional chambers of commerce. Further information can be found at the Attorney General's child labor law website, www.laborlowdown.com.

From the Chamber Office

- Congratulations to Callahan's Kenpo Karate**

The MSPA would like to acknowledge Richard Callahan of Callahan's Kenpo Karate and all his staff for their great generosity in supporting our schools. Mr. Callahan conducted a self defense training program for 120 employees at Hologic, a company on Crosby Drive on Nov. 4th. He is donating his fee of \$1200 to be split equally between BEST and the MSPA. We extend our great thanks to Mr. Callahan for his ongoing support of the Bedford Schools. He has not only been generous with time and money, he has also provided many years of great leadership and mentoring for children in Bedford. Thank you, thank you!
- The 2008 dues have been mailed. Please note you can pay on line at www.bedfordchamber.org.

The Bedford Chamber of Commerce
invites you to attend a...

Winter Multi-Chamber Program Network Business Card Exchange

Arlington, Bedford, Billerica, Concord, Lexington, Malden, Medford, Melrose, Needham-Newton, North Suburban,
Reading-North Reading, Stoneham, Wakefield, Waltham, Watertown-Belmont, Wellesley, Wilmington, Winchester

Tuesday, February 12, 2008
5:30 – 7:30 p.m.

\$10 per member – \$20 per non-member

Hosted by the

MONTVALE PLAZA

54 Montvale Avenue, Stoneham, MA 02180

******* SPECIAL ADDED BONUS *******

EMAILING MORE EFFECTIVELY!

Presented by Zak Baron, Constant Contact

4:00-5:00 pm

This free interactive seminar will show you how to:

- Use “Email marketing best practices and strategies” to build lasting customer relationships
- Show you how build a list of quality subscribers and keep them coming back again and again
- Learn how to increase deliverability, open rates and click-through rates in your email marketing campaigns

Zak is an email marketing expert with more than eight years of experience in customer service and sales. He has helped thousands of individuals to begin and optimize their email marketing efforts. Zak serves as a valuable resource for New England area businesses, nonprofits and associations, helping them build powerful and sustaining relationships with their customer and member base.

“This is a “can’t miss” opportunity!

YES, I PLAN TO ATTEND ON FEBRUARY 12, 2008

I ALSO PLAN TO ATTEND THE 4 PM SEMINAR AT NO ADDITIONAL COST!

Enclosed is my check for \$_____ (\$10 per person for members, \$20 per person for non-members)

Name: _____ Phone: _____

Company: _____

Address: _____

Please clip and mail with payment to: Bedford Chamber of Commerce, 12 Mudge Way, Bedford, MA 01730

You can pay online with a credit card at www.bedfordchamber.org

2008 BEDFORD CHAMBER BOARD OF DIRECTORS

Officers

PRESIDENT

Lea Ann Knight

Edward Jones Investments.
138 Great Road
Bedford, MA 01730
781-275-6224

CHAIRMAN

Lawrence J. Gould

Edward Jones Investments
138 The Great Road
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FIRST V.P.

Arthur Costa

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94 Great Road
Bedford, MA 01730
781-275-7133

SECOND V.P.

Christine Pinney

Christine Pinney Marketing
121 Wilson Road
Bedford, MA 01730
781-271-0398

SECRETARY/TREASURER

Charles E. Duran, Jr.

Carlton & Duran, CPAs, P.C.
110 Great Road
Bedford, MA 01730
781-275-7520

EXECUTIVE DIRECTOR

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781-275-8503

Directors, Terms ending 12/31/2010

Pamela J. Brown

Brown & Brown, P.C.
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Linda Mitchell

Edith Nourse Rogers VA Hospital
200 Springs Road
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781 687-2352

Bud Koor

Great Road Gallery & Framing
363 Great Road
Bedford, MA 01730
781 275 -8886

Lawrence H. Carlton

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110 Great Road
Bedford, MA 01730
781-275-7520

Georgette Moquin

Brueggers Bagels
170 Great Road
Bedford, MA 01730
781-275-2237

Jean-Marc Slak

Slak Chiropractic Group
23 Adams Street
Burlington, MA 01803
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Directors, Terms ending 12/31/2009

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325 The Great Road
Bedford, MA 01730
781-275-2148

Brian McKay

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186 Great Road
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Sarah Butturini

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Bedford, MA 01730
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Sheldon Moll

10 Sherwood Drive
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781-275-9090

Joan Turnberg

Live-Life-Well
PO Box 486
Bedford, MA 01730
781 223-8555

Mike McNeill

Doubletree Bedford Glen Hotel
44 Middlesex Turnpike
Bedford, MA 01730
781-275-5500

Directors, Terms ending 12/31/2008

Colonel Thomas Schluckebier

Commander 66th ABW/CC
20 Schilling Circle
Hanscom AFB, MA 01731
781-377-2301

Jan van Steenwijk.

Design Photo
212 Old Billerica Road
Bedford, MA 01730
781-275-7488

Scott Kalter

KnowFat Lifestyle Grille
347 Great Road
Bedford, MA 01730
781 271-1100

Maureen Pomeroy

Pomeroy & Fitch Law Offices
33 Bedford St. Suite 9
Lexington, MA 02420
781-861-1000

Alan Shoemaker

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Kevin Latady

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