

THE BEDFORD BANNER

May/June 2008

Volume 11, Issue 3

Home Owners & Business Welcome Bags are a Big Hit

The "Welcome to Bedford" Homeowners & Business Program proved to be one of the most successful new ventures yet. Over 40 businesses signed up to be included in the inaugural bag, each supplying the Chamber with 100 items. Whether it was a piggy bank from Brookline Bank or rubber ducks from Frank Web Bath Center, Chamber members came up with great ideas to make the bags very interesting.

With the relocation of IROBOT to Bedford, 25 business bags were delivered immediately. Businesses were also given the opportunity to be part of the 475 other bags the Chamber supplied to all of IROBOTS employees. The home bags will be delivered to all new 2008 homeowners this week, either by the Chamber staff or our chamber realtors.

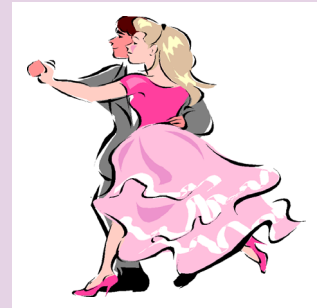
The bags will be a great way to increase awareness of the Chamber of Commerce and more importantly provide Chamber members with a highly visible method of marketing

their business. Special thanks to the WWA members and the women from Elm Brook Place for helping to stuff the bags.

Chamber to Print Membership Directory

The Executive Board elected to print its first Membership Directory as part of our push to give our members as much publicity as possible. The Directory will feature a full color community section with articles about Bedford's economy, arts & culture and the Chamber. Each member will be listed categorically. The distribution will include direct mail to all new Bedford residents as well placement in our Welcome to Bedford Business bags. Copies will be sent to all members and also be mailed to those inquiring about Bedford. There will also be an online version of the directory as well.

The Chamber Publishing Group is handling the production; they will provide free design services for your ad. An advertising representative will contact you or you may call their office at 978-741-3344 for advertising opportunities.



Prom Stroll

The Chamber of Commerce will hold its 11th Annual Sovereign Senior Prom Stroll on June 3, 2008. The event is held on the Town Common and includes a class picture and an old fashion Prom Stroll. If you are interested in volunteering, please contact the Chamber office at 781-275-8503.

Businesses Sought for Internship Placements

The Work Readiness Programs of Middlesex Community College, Bedford campus is seeking business partners for internship placements in customer service and human service training programs. Through a comprehensive program of classes, life skills workshops and internships, Work Readiness programs succeed in transitioning clients off public assistance and into sustainable employment. Internships cost employers nothing but afford interns the opportunity to learn practical experience in a business environment. Work Readiness welcomes your participation and encourages you to contact our office at (978)656-3153 for more information.

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**Slak Chiropractic Group
Get Well, Stay Well, Naturally**

Did you know that every recent research article written regarding longevity predicts that you will live to 100 or longer?

The results are in, the real question is not whether you'll live to a hundred but what shape will you be in when you get there? Will you enjoy your last 20 or 30 years with abundant health, energy and wellbeing or will you spend most of those years in a nursing home?

At Slak Chiropractic, we take these questions seriously. Of course, we can help you get over back pain and sciatica, neck pain, allergies and sinus problems safely and naturally. And, uniquely, we also focus on your long term health.

Actually, we start from the very beginning. Dr. Linda Slak is one of the few certified pregnancy and pediatric chiropractors in the state. She routinely works with infants and children to help them recover from ear infections and colic. Dr. Linda reports: "I'm amazed every day by the improvement in function and quality of life of kids with ADD/ADHD and even autism under my care". As the children grow, we manage and often avoid the formation of abnormal curvatures of the spine (scoliosis).

Dr. Jean-Marc Slak has trained extensively in the management of the young (and not so young) athlete with such luminaries as Dr. Jeff Spencer (Lance Armstrong and Tiger Woods' chiropractor). The drug-free care the doctors provide help patients recover quicker and even improve their performance.

As you age, Drs. Linda and Jean-Marc help overcome aches and pains associated with arthritis and joint degeneration as well as the acute and painful episodes weekend warriors and snow shovelers endure.

When Dr. Linda trained with famous holistic healer Deepak Chopra, MD, she

CHAMBER CALENDAR



- April 30** Chamber Speakers Bureau/General Bowles
8:30 a.m. *Doubletree Bedford Glen*
- May 1** Multi-Chamber After Hours
5:30-7:30 p.m. *Doubletree Hotel/ Waltham*
- May 8** Chamber of Commerce Directors Meeting
7:30 a.m. *Bedford Police Station*
- May 15** Working Women's Alliance
12 noon *Town Center*
- May 15** Women in Business Night at the Theatre
5:30 p.m. *Stoneham Theatre, Stoneham MA*
- June 3** Sovereign Senior Prom Stroll
4:00 p.m. *Town Common*
- June 12** Chamber of Commerce Directors Meeting
7:30 a.m. *Bedford Police Station*
- June 19** Working Women's Alliance
12 noon *Town Center*

heard him say that what you do today dictates the level of health you will have years from now. So the question is: are you taking proper care of your body right now; so you can enjoy your later decades? Call Dr. Jean-Marc and Dr. Linda at 781-273-0099 and we'll tune-up your body's function level, your exercise plan, diet, stress management strategies and recovery. The sooner you start, the greater your long term success!

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: Lea Ann Knight
Executive Director: Maureen Sullivan



Little fans at Frank Webb's Bath Center with the Red Sox World Series Trophy.



Welcome to New Members

Inside Out Staging and Design

Michelle Maurice
292 Old Billerica Road
Bedford, MA 01730
(339) 927-2588

www.insideoutstaginganddesign.com

North Land Insurance Agency

Al Smith
90 Great Road
Bedford, MA 01730
781-275-3800

Calling All Pets

Leslie Corin-Ash
15 Overlook Drive
Bedford, MA 01730
781-538-5637

Community Connections Yellow Pages

99 Washington Street
Melrose, MA 02176
781-665-9344

Membership Renewals

Bedford Florist
Bedford Plaza Hotel
Brueggers Bagels
Callahan's Karate Studio
Capstone Mortgage
Carlton & Duran, CPAs, P.C.
Debbie Spencer/REMAX
Fetch It
Flatbread Pizza
Latady Design Associates
Mead Bros. Tree Service, Inc.
Organizing Works
Oscar S. DePriest IV, DMD, PC
Peter C. Quinn Insurance Agency, Inc.
Port Oil
Right At Home
Spencer Company
Town Planner
Virtual Tour & Panorama Photography

The Alexander Technique; a Tool for Managing Stress and Improving Performance

The majority of small children carry themselves with grace and ease—yet the same cannot be said for most adults. The Alexander Technique is a method by which people of all ages and abilities can learn to restore the body's natural pattern of coordination, key to good health and wellbeing. With this Technique you learn how to identify habits and tension patterns, be still and transition into movement with efficiency, adaptability and ease.

The oldest of the Western somatic disciplines, the Technique was developed around the turn of the twentieth century by F.M. Alexander. Alexander was troubled by chronic hoarseness that interfered with his ability to work and didn't respond to standard medical treatment. After years of observation, Alexander concluded that his problem was caused by his habits—more specifically, from misuse of his neck, head, and spine. Unlocking his pattern of habits helped him to solve his problem. Sharing this understanding with others necessitated developing a means for effectively communicating what he learned to others.

The technique is primarily taught in private lessons. Teachers use this hands-on technique to gently guide students in performing simple movements while simultaneously offering verbal instruction. The goal is to awaken a new awareness of the self that can be carried out into every activity.

Most people tend to sit, stand or move in ways that impose unnatural strains on their bodies and in particular on the back and neck. Anyone who suffers from chronic tension and stress related pain can benefit from a greater understanding of the habits that contribute to that stress.

While very popular in the United Kingdom (where Alexander Technique teachers outnumber chiropractors), the Alexander Technique is less known in this country. Actors and singers study it to improve their vocal range, instrumentalists to avoid repetitive stress injuries. A sampling of the performers who have benefitted from the Alexander technique would include Paul Newman, Jeremy Irons, Kevin Kline, John Cleese, Robin Williams, James Earl Jones, Christopher Reeve, Ben Kingsley, William Hurt, Keanu Reeves, Paul McCartney, Sting, Julian Bream, Yehudi Menuhin, James Galway, Sir Colin Davis, and Joan Baez.

Others famous students include Professor Niko Tinbergen (Winner of Nobel Prize in Medicine), Frederick Perls (Originator of Gestalt Therapy), Moshe Feldenkrais (Originator of the Feldenkrais Method), and Dr. Andrew Weil,

The technique also has a following among athletes (runners, swimmers, golfers, equestrians, etc.) who want to maximize their performance. Athletes learn the technique to improve agility, balance, and eye-hand coordination. It also is used as a pre-technique for other disciplines such as yoga and pilates.

For more information contact Susan Lehotsky, a Member of the American Society for the Alexander Technique Teaching in Carlisle and Arlington MA. ateacher@earthlink.net
978-371-2219



DON'T MISS CHAMBER CONNECTIONS (Our Local Cable Show)

Monday & Thursday nights 7:00 PM
BEDFORD CABLE ACCESS TELEVISION

This month's guest Lea Ann Knight/Edward Jones Investments

Women in Business Multi-Chamber Program Network Business After Hours

Participating Chambers

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

**Thursday, May 15, 2008
5:30 – 7:30 p.m.**

**Hosted by the
STONEHAM THEATRE**
395 Main Street, Stoneham, MA 02180

**Networking – 5:30 to 7:00 PM
Opening Night Performance of The Porch – 7:30 PM**

Networking only: \$10 Chamber Members / \$20 Non-Members
Networking and Performance: \$35* Members / \$45* Non-Members

Sit back, relax, and enjoy good old-fashioned gossip with Gert, Marjorie and Alma. Set on the North Shore, this homespun comedy follows the Labor Day preparations of three best friends as they bicker about Lawrence Welk, share recipes for potato salad, and swap stories about everything from Foxwoods senior bus trips to the President’s sex life. We promise you’ll feel right at home!

******* MEET *******

Elizabeth A. Hart, Executive Director, Tailored For Success

Tailored For Success is a 501(c)(3) tax-exempt organization, established to provide women in transition with “new” or “nearly new” business clothing donated from the general public to help them make a positive first impression. Attendees are invited to bring gently used business attire & accessories (dry cleaned, pressed, on hangers) to this event. (Donations are tax deductible.) For more information about Tailored For Success and guidelines for making donations, visit www.tailoredforsuccess.org.

*** Theatre Ticket Price is substantially reduced and only 50 tickets will be available at this price.**

Refreshments and cash bar will be offered. Bring lots of business cards for networking.

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 **YES, I PLAN TO ATTEND THE NETWORKING EVENT ONLY ON May 15, 2008** Enclosed is my check for \$ \_\_\_\_\_ (\$10 pp for members, \$20 pp for non-members)

**I PLAN TO ATTEND THE NETWORKING EVENT & PREMIER PERFORMANCE OF THE PORCH** Enclosed is my check for \$ \_\_\_\_\_ (\$35 pp for members, \$45 pp for non-members)

NAME: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

# Bedford Chamber of Commerce Multi-Chamber 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*

**Thursday, May 1, 2008  
5:30 – 7:30 p.m.**

\$10.00 Member – \$20.00 Non-Member

**Hosted by the  
DOUBLETREE GUEST SUITES HOTEL**  
550 Winter St., Waltham, MA

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

**Diane Darling, Founder and CEO - Effective Networking, Inc.**  
**Author of The Networking Survival Guide and Networking for Career Success**  
**4:30-5:30 p.m.**

***“THIS IS A “CAN’T MISS” OPPORTUNITY!***

As principal consultant for Effective Networking, Inc., she founded the company on the premise that everyone can learn to network, they just need to find their own style. Combining interactive training, strategic planning and an exploration of the natural fears of networking, Darling demystifies the process by providing techniques that can be immediately implemented. She has received rave reviews for her seminars and speeches and is increasingly sought after as an expert resource on the subject of networking. McGraw-Hill commissioned her to write the definitive book on networking called *The Networking Survival Guide* which was published in April 2003 and went into a 2nd printing just 90 days after the book hit the shelves. The book has been translated into Korean and Taiwanese. In 2005, McGraw-Hill published her 2nd book, *Networking for Career Success* which has since been translated into Chinese, Japanese, Indonesian, and Thai. She has appeared on NBC Nightly News, in *The Wall Street Journal*, *San Francisco Chronicle*, and *The Boston Globe*. She is a member of the CEO Club, Commonwealth Institute, Word of Mouth Marketing Association (WOMMA), and National Association of Women Business Owners (NAWBO). Darling is also a monthly columnist for the *Boston Business Journal*.

**Mark your calendars, gather your business cards and company brochures  
and make your reservation for another great networking event.**

Tables are shared with up to three organizations and provided at no additional cost on a first come, first served basis.  
Over 200 people typically attend our multi-chamber events. Bring a friend or business associate.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address \_\_\_\_\_

Name of Guest(s): \_\_\_\_\_

Phone No: \_\_\_\_\_ Fax No: \_\_\_\_\_

\_\_\_\_\_ Member \$10.00      \_\_\_\_\_ Non-Member \$20.00      \_\_\_\_\_ Total

Please return your check with this form to:  
Bedford Chamber of Commerce 12 Mudge Way Bedford, MA 01730  
or you can pay on line at [www.bedfordchamber.org](http://www.bedfordchamber.org)