

# THE BEDFORD BANNER

Bedford Chamber of Commerce Newsletter

January/2012  
Vol. 13 Issue 7

## In This Issue

[2012 New Year Resolutions](#)

[Recap of 2011](#)

[2012 Board of Directors](#)

[Letter from Josh Cohen](#)

[Chamber Calendar](#)

## 2012 NEW YEAR RESOLUTIONS FOR SMALL BUSINESSES

by Nellie Akalp

1. Go mobile. By 2015, more U.S. Internet users will access the web through mobile devices than through PCs. On average, 15% of all searches on Google today are from a mobile device. How well are you catering to this mobile population? Make 2012 the year you optimize your search marketing, email marketing and website to focus on this growing mobile community.
2. Go local. These mobile users are constantly interacting with things and places that physically surround them. Microsoft reported that 53% of mobile searches on Bing have a local intent. The online world has become an essential place for businesses to connect with their local community. Make sure your business has a local listing on key search engines: Google Places, Bing maps, and Yahoo maps.
3. Learn how to delegate and do more of it. When you're just starting out and times are tough, it's natural to tighten the purse strings. However, consider what you could gain by handing over certain tasks to contractors, virtual assistants or full-time employees. By relinquishing control of administrative tasks or company blog updates, you'll free up time for what's ultimately going to keep you in business: bringing in revenue.
4. Refresh your website. In the race to master new social media tools, don't overlook your own website. After all, social media efforts like Twitter campaigns end up driving traffic somewhere, right? It doesn't make any sense to build a beautiful and savvy Facebook presence that funnels people to a boring, inaccurate, and out-of-date website. Keep it current and engaging!
5. Social network in the real world. **USE YOUR CHAMBER MEMBERSHIP** !!!! Whether the plumber recommends a carpenter or the web designer recommends a copywriter, business is driven by referrals and connections. In 2012, don't be a stranger!

## A Recap of 2011

Dear Chamber Members,

As I have the privilege of beginning my journey as your Chamber President I just wanted to take the opportunity to share a few thoughts with you.

First, I hope that 2011 was a successful year for all of you! Second, I would like to extend my best wishes for a Happy and Healthy New Year to all of you!

May this upcoming year be more Prosperous than the last! As I look back at the last few years for the Chamber I see incredible growth. From an

increase in Chamber membership to an increase in programs available to you all and the elevated level of these programs. These

accomplishments are a testament to the previous President's, Board of Directors, and of course Maureen Sullivan, but most importantly to you the members of the Chamber. With out you there is no Chamber! So I appeal that you continue to participate in the Chamber and if possible increase your level of participation in the Chamber.

We all have joined the Chamber for different reasons from networking to representation on different issues. However, there is one thing that I believe can help us all and that is to be involved in the Chamber community. So I urge you all to become more involved in the Chamber. If that means coming to your first ever event or joining one of the Chambers sub committees. I believe that

## HIGGINS HOLIDAY HOUSE TOUR



With the sponsorship of the Higgins Group and the energy of their Realtors, we had our most successful tour in years. Special thanks to Diane Higgins and all those that volunteered time, energy and their lovely homes!

### Chamber Holiday Party

Over 40 Chamber members gathered at New England Nursery to celebrate the holiday season and thank outgoing Pamela Brown for her two years of service as Chamber president!

We also presented a check for \$1000.00 to Colonel Yikes for the Heroes For Homecoming Fund!

BEDFORD IS BUSINESS WEB SITE  
FLAVORS OF BEDFORD  
GODDARD TRUNK OR TREAT  
CAMBRIDGE SAVINGS BANK SENIOR PROM STROLL  
MENS BREAKFAST CLUB  
WORKING WOMEN ALLIANCE  
CATCH THE NET  
MULTI-CHAMBER AFTER HOURS  
BOARD OF DIRECTORS MEETINGS  
BUSINESS AWARDS  
GOLF LEAGUE  
NEWMEMBER ORIENTATION  
CHAMBER ANNUAL DINNER  
VA FUN RUN  
cHAMBER coNNECTION CABLE SHOW  
19 NEW MEMBERS

## INTRODUCING THE 2012 BOARD OF DIRECTORS

President- **Josh Cohen** - Snap Infusion  
1st Vice President - **Fatima Mendonca** - Brookline Bank  
2nd Vice President - **David Cormier** - Cormier Law, LLC  
Treasurer- **Chuck Duran** - Carlton & Duran, CPAS  
Chairman- **Pamela Brown** - Brown & Brown P.C.

Directors  
Dani DeParis- Millipore

the increase in your participation will be greatly rewarded.

So with that being said, I look forward to working closely with all of you over the course of next year to make our Chamber a stronger more successful Chamber. I hope to see those of you that I see on a regular basis soon and those that I have never met, I urge you to come to one of our many events and introduce yourself to me and the rest of the Bedford Chamber of Commerce.

Sincerely,  
Josh Cohen

## Chamber Calendar

### January 12

Board of Directors  
Bedford Police Station  
7:30 AM

### January 19

Working Women Alliance Atria  
Longmeadow  
Mall Road  
Burlington, MA  
Noon

### January 19

Mens Breakfast Club  
Doubletree Bedford Glen Hotel  
44 Middlesex Turnpike  
Bedford, MA 01730  
7:30 AM

## Member Announcements

### Need Shredding

The UPS Store is offering Chamber Memembrs a special rate of \$.50 a lb for

Coe Kittredge- The Entremural Source

Vanessa Vladasi- Cambrige Savings BAn

Brian Devellis - Lombard & DeVellis

Bryan McKay - Middlesex Savings Bank

Alan Shoemaker - MITRE

Joan Turnberg - Live Life Well

Dr. Jean-Marc Slak - Slak Chiropractors

Maria Porto - Hanscom Federal Credit Union

Christine Pinney - Christine Pinney Marketing

Karen Kenney - OrganizingWorks

Lynne Luongo - DoubleTree Bedford Glen Hotel

Bud Koor- Great Road Gallery & Framing

Adma Schwartz - Coupon Surfer

Louise Dodd - Womens Financial Network

John Monahan - JRM Antiques

AD HOC MEMEBRS

Kristen Pressley - Edith Nourse Veteran's Hospital

Colonel Stacy Yikes - Hanscom AFB

Walter St. Onge - Bedford Selectman

Margot Fleischman/Jon Silver -Planning Board

**shredding and if you would  
like them to do it for you,  
the cost is \$.75 lb.  
Contact Mostafa at  
[store5724@theupsstore.com](mailto:store5724@theupsstore.com)**

## **HARTWELL FARMS**

**Promote your business or  
service to our new  
homeowners!**

**We will have 75 new residents  
& we provide them with a  
package of information at  
closing. We would be happy to  
include anything that you  
would like to provide.**

- Promotional Items
- Coupons
- Menus
- Brochures
- Samples

**We would be happy to pick  
them up or you may drop off to  
us.**

**Renee Hansen -**

**[Renee.Hansen@Pulte.com](mailto:Renee.Hansen@Pulte.com)**

**Anastasia Bukuras -**

**[Anastasia.Bukuras@Pulte.com](mailto:Anastasia.Bukuras@Pulte.com)**

**(781) 275-7701 Phone \* 184**

**Hartwell Road, Bedford**

### **2012 CHAMBER MEMBERS**

Atlantic Capital Stregies

Atria Longmeadow

B2B CFO

Bedford Acupuncture Center

Bedford Children's Center

Bedford Funeral Home, Inc

Bedford Plaza Hotel

Bedford Motel

Brookline Bank

Brown & Brown, P.C.

Callahan's Karate Studio

Cambridge Savings Bank

Carleton-Willard Village

Coupon Surfer

Dalya's

Design 1 Kitchen & Bath

Dr. Kiana Kaymanesh

Dr. Oscar DePriest

DSA Printing

Edward Jones  
EMD Millipore  
Enterprise Bank  
First Parish  
Fujifilm Recording Media U.S.A.  
Genetti's Wine & Spirits, Inc  
Great Road Gallery & Framing  
Hanscom Federal Credit Union  
Heritage at Bedford Springs  
Inner Visions  
JRM Antiques  
Keller Williams Realty  
Latady Design  
Lexington Symphony  
McColough Associates, Inc  
Minuteman Volkswagon Inc.  
North Road Chiropractic  
Patriot Pediatrics  
Progress Software  
Quality Database Design  
Rental Car Momma  
Right At Home  
Salon Alfonse  
St. Michael's Parish Center  
The Bedford Minuteman  
The Goddard School  
The Higgins Group  
The UPS Store  
Vela Ventures  
Watson Law Offices  
William Raveis Real Estate  
Women's Financial Network