



THINKING THE WARM THOUGHTS OF SPRING!

It's not too early to begin to plan for the business promotional opportunities for this spring. Our 2017 Business Expo at the 39th Annual Daffodil Festival is the best way to promote your own company to an audience of over 50,000 prospective customers. We invite you to join us UNDER THE TENT on Sat. April 29 and Sun. April 30.

The 8' x 10' booths inside of the heated tent are significantly more floor space than many other expos can provide. Over the years, our members have setup amazing displays of their products and services. We have seen motor vehicles, hot tubs, furnaces, mini-salon and mini-office setup displays as well. It's a unique way to brand your business to the entire community.

Many of our exhibitors have utilized raffles and other tools to collect information and to receive quality leads for follow up calls. Some of our exhibitors get an entire season worth of referrals from just this one show.

Please call the chamber if you have any questions or take a look at the application included in this newsletter. We are SO looking forward to the spring!



CTNEXT INNOVATION PLACES PLANNING GRANT UPDATE

After a series of successful public meetings and community outreach, the City, the Chamber and a number of partners are making solid progress with our planning efforts through the Innovation Places (IP) Planning Grant. There is a solid entrepreneurial spirit in central Connecticut and we want to be able to maximize the opportunities and the resources to attract and support these creative business people.

The next steps are to solidify the list of projects and activities that would require future IP funding. We will be submitting a CT Next Implementation Grant and we will have created the draft proposal by March 1, 2017. This multi-year application will receive a technical review in mid-March and the final Application is due on April 1, 2017. Awards for successful applications will be announced in June 2017.

We believe that Meriden's strengths will shine with the oncoming high speed rail in early 2018, over 500 units of residential rental in development, over 60,000 of new commercial development coming online, creative landlords, a great team of dedicated public and private sector partners with the ability to make decisions and the overall affordability factor relative to the markets in Hartford and New Haven.

Please be on the lookout for a notice for a meeting or two to update the community on ongoing work. We continue to welcome business and community input. **This planning process was made possible by the support of CTNext.**



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What You'll Find INSIDE:

President's Piece: (pg.2)
Chairman's Corner (pg.2):

**** 2017 **** **LEGISLATIVE** **AGENDA**

MORE Goal Setting TIPS and
HOW YOU CAN EARN
CHAMBER BUCK\$
for you and your business!

CONGRATS TO
Darlene Belanger on
10 Years with the Chamber!

RIBBON CUTTING

EVENT - PROGRAM RATES:
2017-18 MAGAZINE
2017 EXPO at Daffodil Fest

LOTS OF WHAT WE DO FOR MEMBERS IS LINKING YOU ... to resources, services, support, and fellow members. Here are some EASY LINKS to the Midstate Chamber to "always keep you in the loop":

NEWS: <http://www.midstatechamber.com/News> CALENDAR: <http://www.midstatechamber.com/Calendar>
RESOURCES: <http://www.midstatechamber.com/Resources> DIRECTORY: <http://www.midstatechamber.com/Directory>



Séan W. Moore

MESSAGE FROM THE PRESIDENT:

PLEASE SHARE OUR 2017 LEGISLATIVE ACTION AGENDA

Included in this newsletter is our Chamber's 2017 Legislative Action Agenda. This document is created annually by our chamber's Government and Business Development Committee with input from the municipalities and our Chamber members. I'd like to thank them especially Pam Fields, Frank Ridley, Tom Welsh and Marc Nemeth for the many meetings of researching and word smithing.

We believe that this Agenda provides the specificity needed to engage our legislative leaders. It accurately reflects the ongoing activities that require funding and leadership. And it asks that our leaders consider the intended or unintended impact on the business community with each and every one of their votes.

We distribute this to our legislative delegation so they know where the business community stands on a variety of issues. I also use this as my set of directions when specific bills come up in the legislative session.

As you too meet with your Senators and House members, please feel free to use this as a guideline for your own talking points. Thank you. Also, please see the insert for our upcoming Legislative Breakfast on Friday, March 17 at 11 Monticello. RSVP Today!

CONGRATULATIONS DARLENE!

On January 29, 2017, our Chamber's Office Assistant Darlene Belanger celebrated her 10 year anniversary working at the Midstate Chamber of Commerce. At the recent Business After Hours at the Holiday Inn Express, Chairman Richard Pendred of A & A Office Systems presented a commemorative gift to Darlene in recognition of attaining this milestone.

Darlene has an Associate Degree in Business Management from Quinnipiac College (now Quinnipiac University). She is a life-long resident of Meriden. She is married to Bruce Belanger and they have 2 children. Both Bruce and Darlene are very involved in the Meriden Franco American Club. In her spare time, she enjoys quilting, cross stitch, boating and fishing.

Darlene has been a bookkeeper for more than 30 years and is currently working as Financial Secretary of the Franco American Club. House Committee, Bookkeeper for Larry's Land Clearing LLC and Office Manager for GRB Tree Cutters.



Join us in thanking Darlene for her continued service to the Chamber and business community.

CHAIRMAN'S CORNER



Rich Pendred
A&A Office Systems, Inc.
Chairman of the Board
Midstate Chamber of
Commerce

Last month I provided some tips on setting goals for 2017. Hopefully you took the time to set your goals and are now on your way to accomplishing them. If you haven't taken the time to set your goals it's not too late. Another goal setting tip for this month is to review your goals often. Make sure your goals are placed where you can see them on a regular basis. I like to review my goals daily during a 15 minute planning session. I find by reviewing my goals daily it helps me plan my day and stay on task. Ask yourself "How am I doing?" "What do I need to do today to help me move towards my goal?" This will help you stay on track. It also will help you make the adjustments you need to accomplish your goals.

I hope you find these tips as good benchmarks for your continued success. In the months ahead I will be offering more useful tips to encourage and inspire. In Midstate Chamber news we are in an exciting membership campaign until our Annual Dinner. We are asking you to invite your clients and friends who are not Midstate Chamber members to our chamber activities. Bringing a guest to a BAH, Meet & Greet or a Breakfast will give them the chance to see our energy, excitement and activity level. That's why our members say we are the Chamber of Choice. We are all busy and may not be able to make direct calls to our contacts. No worries! Our Midstate Chamber staff and volunteers will be happy to reach out to your referral for you.

The Midstate Chamber is offering you \$25.00 in Chamber Bucks to be used towards membership, advertising or can be used with a member. That \$25.00 reward is for any referral that signs on as new member before our Annual Dinner in April. If you refer 5+ companies and they join, you will receive the \$25.00 for each new member AND one E-Minder sponsorship (valued at \$175)! As your chairman I ask you to consider helping us with our Membership campaign. Your participation is needed for our Chamber to continue to grow.



See you at the next event. - Rich Pendred

Questions? Here's How to Reach Us...

This issue of Chamber News is a member service of the Midstate Chamber of Commerce, Inc. with offices located at 3 Colony St., Suite 301, Meriden, CT 06451. You can also visit us on line at www.midstatechamber.com. Ph: 203.235.7901 Fx: 203.686.0172 info@midstatechamber.com. We welcome Chamber member and community news, events and other articles of interest from our diverse membership base. The Midstate Chamber of Commerce serves its member businesses in Meriden, Wallingford, Southington, Berlin, Cheshire and Middletown, Connecticut. We invite all businesses to join with us and become members of our chamber.



For all of your needs visit our members at www.midstatechamber.com



PROMOTION



EDUCATION

NOW is PRIME TIME
to JOIN Midstate Chamber of Commerce.
Kindly SHARE this APPLICATION
with your business associates!



LEADERSHIP



NETWORKING

1-5 Employees	\$280.00
6-10 Employees	\$295.00
11-20 Employees	\$410.00
21-30 Employees	\$525.00



The Midstate Chamber supports, promotes and serves our member businesses in Berlin, Cheshire, Meriden, Southington, Wallingford and throughout central Connecticut.
 3 Colony Street, Suite 301, Meriden, CT 06451
 Ph: 203.235.7901 Fax: 203.686.0172
 info@midstatechamber.com www.midstatechamber.com

Membership Application

Company Name: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____ Fax: _____
 Company Website: _____
 Type of Business/Classification: _____
 # of Owners: ____ # of Employees: ____ Full-Time ____ Part-Time ____ Year Founded: ____
 Contact Person: _____ Contact's Phone: _____
 Contact's E-Mail: _____

How Did You Learn About Us?

Chamber Activity / Interests:

Promotion: ☐ Member Directory Advertising ☐ Web Site Advertising ☐ Chamber Business Expo ☐ Newsletter Advertising ☐ Marketing Committee, etc
Education: ☐ Education Committee ☐ Education Awards ☐ Workshops ☐ School-Business Partnerships ☐ Hispanic Outreach Leaders in Action (HOLA), etc.
Networking: ☐ Business After Hours ☐ Breakfast Club Celebrates ☐ Annual Meeting/Dinner ☐ Annual Golf Tournament ☐ Young Business Leaders of CT ☐ Ambassadors ☐ Membership Committee, etc.
Leadership: ☐ Government & Business Development Committee ☐ Pizza, Pasta, & Politics ☐ Health Insurance, etc

**** Please Include Your "Web Words":** Web Words are a 25-30 word description of your business that appears with your Member Directory listing on www.midstatechamber.com: _____

New member add on – Specials—reserve now and save \$50:

- ☐ \$100 web image (appears next to your web listing making you stand out) - \$150 value
☐ \$100 3 month newsletter ad (business card size) - \$150 value

**** Please E-Mail Your Key Employees Information to info@midstatechamber.com.** Key employees are employees who you wish to receive additional Chamber updates/information and who may be attending events. Key employee information may consist of name, title, direct phone number or extension and e-mail address.

Card# _____ Exp. _____ Card Zip Code _____ Verification Code _____



Signature _____

A one-time \$15 dollar set up fee is due at time of application

Membership dues in this organization may be tax deductible as an ordinary & necessary business expense. Dues paid to this 501c(6) are not a charitable tax deduction. The organization serves as an advocate for and promotes its member businesses.





Thanks to Our Sponsors:



The Breakfast Club
 *Celebrates...*

CT State Comptroller Kevin Lembo

Friday, February 3rd

7:30 a.m. to 9:00 a.m.

Four Points by Sheraton,
275 Research Parkway, Meriden



Kevin Lembo was elected to a second term as Connecticut's State Comptroller following 20 years of public service & advocacy. As the state's chief fiscal guardian, Lembo monitors & reports on the state's financial status, coordinates state health care and payroll & administers the statewide electronic accounting system. He has been hailed by advocacy groups & the media as a "champion of transparency" for open government initiatives such as "Open Connecticut" – an online hub of state financial data that simplifies access to real-time state spending information. Lembo is also leading initiatives to ensure that all residents have access to retirement savings options through employers and to deliver competitive, affordable ultra-high-speed Internet service to every business and household in the state.

Program Format:

7:30—8:15 a.m. Arrival, Networking, & Great Breakfast Buffet

8:15—8:30 a.m. Announcements, Recognition 8:30—9:00 a.m. Presentation with Q & A

Company Name: _____

Name: _____

E-Mail: _____

Chamber Members:\$20 in advance;___ check enclosed Chamber Members:\$25 at the door (without a reservation) Members to be \$30. *Registration changes must be made 2 days prior to event to avoid charge*

Credit Card #(AX, Disc, VI, MC)_____

3 digit code:_____ Card Zip Code_____ Exp._____

Sponsorships are available—call the chamber for details - options for every business and any budget are a GREAT way to promote your business via The Breakfast Club!



**Please RSVP by
February 1st**



3 Colony Street, Suite 301, Meriden, CT 06451 Ph: 203.235.7901
Fx: 203.686.0172 info@midstatechamber.com
www.midstatechamber.com



MEMBER RENEWALS...

We *recognize and thank* our members who have joined or renewed their investment in the Midstate Chamber within the last month. Visit www.midstatechamber.com for the most up-to-date membership listing!

AC Exterminating Co. LLC
Accel International
ACORD, Inc.
Aeroswiss
Alderman Motor Co.
American Eagle Financial Credit Union
Barker Specialty Co.
Best Western Plus - Berlin
Body Focus Therapeutic Massage & Ashiatsu
Calcagni Associates
City of Meriden
Class Act Auto Wash LLC
East Side Veterinary Clinic, LLC
Edwin Cordero Painting LLC
Firestone - Broad St.
Hartford Courant
Instant Imprints
James T. Kay Co., Inc.
Jor-Mad, Inc.
Luchs Consulting Engineers, LLC/
DeCarlo & Doll, Inc.
Meriden Daffodil Festival
Meriden Dental Group
Meriden Party Rentals
Nest Egg Auctions
New England Duct Cleaning
Newland Landscaping & Excavation
Nina's Cafe
Prentis Printing Solutions, Inc
Seniors Have Dreams Too, Inc.
Shiner Signs, Inc.
Squire Travel Agency
Stempien Funeral Home, Inc.
The Edge Fitness Club
Ulbrich Boys & Girls Club
Workers Tax Service

Members Use Members!

ZOEL'S

BODY & AUTO
CENTER

"Collision Specialists & Full Auto Service"

19 Hall Ave.
Meriden, CT 06451

DAVE SIROIS

President

CT Licensed Appraiser

dsirois@zoelsauto.com



Approved
Auto Repair

203-237-6464

Fax: 203-634-4541

www.zoelsauto.com



NEW MEMBERS!

We are delighted to introduce our new members - the *lifeblood* of our organization and the reason we exist. Please welcome them by visiting their website, sending them an email or stopping by to introduce yourself. The personal touch will help our chamber continue to grow and thrive as we continue on our goal to reach 650 members in the coming months!

Page 3 has a membership application - **SHARE** it with a friend ... don't keep us a secret!

Edward Jones: 41 Swain Ave., Meriden, CT 06450. The phone number is 203.631.0696. William Pas-sarelli is the primary contact.

Friends of the Meriden Public Library: 105 Miller St., Meriden, CT 06450. The phone number is 203.639.1505. Frank W. Ridley is the primary contact. Friends of the Meriden Public Library is a used book store with internet book sales which supports the Meriden Public Library.

Meriden Farmers Market: 200 Research Parkway, Meriden, CT 06450. The phone number is 203.238.8362. Ed Peczynski is the primary contact. Thank you to Michael Rohde of the Community Health Center of Meriden for inviting Ed to join the Chamber!

Meriden Puerto Rican Festival Committee: P.O. Box 466, Meriden, CT 06450. The phone number is 203.494.3712. Michael Rohde is the primary contact. The Meriden Puerto Rican Festival Committee plans this annual festival in Meriden.

Rose Flowers & Gifts: 232 W. Main St., Meriden, CT 06451. The phone number is 203-235-5759 or 888-56-ROSES. **Nicole Anastasio** is the new owner and certified floral designer with 10 years' experience in wedding and event planning and design. Rose Flowers & Gifts has been proudly serving the Meriden area since 1954. They are committed to offering only the finest floral arrangements for all occasions, birthdays, weddings, sympathy, baby and bridal showers. All services backed by experienced and professional staff that are caring, friendly and prompt. They recently remodeled the showroom and have brought in entirely new lines of giftware that are perfect for last minute Birthday, Mother's/Father's Day, and hostess gift giving needs. Candles, windchimes, unique picture frames, casual jewelry, fun beer mugs, sassy wine glasses, and lots of nautical related and other seasonal home decor items are displayed throughout the shop in addition to fruit and gourmet gift baskets and the gorgeous flowers that are brought in daily. The shop is open from 8:30 a.m. to 5:30 p.m., Monday through Friday and from 9:00 a.m. to 12:00 p.m. on Saturday. They are closed on Sundays. Please call Nicole for an alternate appointment time if the posted hours don't meet your needs.

Silver City Barbell: 290 Pratt St., Meriden, CT 06450. The phone number is 203.935.7775. Carlos Cayboria is the primary contact for the gym that offers monthly memberships, training, zumba, yoga AND 10% discount for EMT, police and military personnel.

Business
After Hours



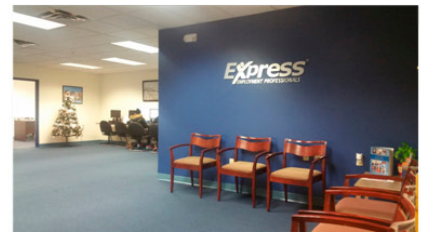
**1501 East Main St., Suite 102
Meriden**

Wed., February 8, 2017
5:00 to 7:00 p.m.

Since 2012, Express Employment Professionals has successfully grown their business by putting people to work and helping clients find good people! Please join them for a ribbon cutting of their new expanded location! Express Employment Professionals has become a leading staffing provider in the U.S., Canada and South Africa.



***Enjoy Refreshments, Tours,
Networking, Door Prizes,
and more!***



**Please RSVP to this event by calling the Chamber:
203-235-7901, e-mailing: info@midstatechamber.com, or visit
www.midstatechamber.com**

This Business After Hours event is in association with the Midstate Chamber of Commerce to showcase the sponsoring member and to offer both members and members-to-be the opportunity to network and enjoy a wonderful evening.

UPCOMING FEBRUARY EVENTS:

Mark your calendars, iPhones, Droids, etc. with these event dates. **M** = Chamber or Business event; **C** = Community event. More details and RSVP information for these events may be found on www.midstatechamber.com! Chamber event RSVP line: 203.235.7901



This QR code in the upper right corner also brings you right out to our business and community calendars.

This is a SHORT LIST of some of our KEY events – for MORE business and community events including Chamber Committee meetings - details & updates visit...www.midstatechamber.com/Calendar

- M** **NEW YEAR = NEW MEMBERS: Campaign 2017**, HELP us GROW in 2017 - earn Chamber BUCK\$ for you & your biz. 203.235.7901
- C** Wed, Feb 1 - Feb 28: 53 Shades of Love February Themed Show at Gallery 53, 53 Colony St., Meriden. 203.235.5347.
- M** Fri, Feb 3, 7:30 am: **Breakfast Club Features State of CT Comptroller Kevin Lembo at Four Points by Sheraton**. See flyer.
- M** Wed, Feb 8, 5:00 pm: **Business After Hours & Ribbon Cutting Showcasing Express Employment Professionals**. See flyer.
- M** Thu, Feb 9, 9:00 am: **SCORE - Counseling Sessions for Businesses** at the Midstate Chamber of Commerce.
- C** Sat, Feb 11, 7:00 pm: Pink In The Rink – Breast Cancer Awareness Night at Bridgeport Sound Tigers. Call at 203.345.4812.
- C** Wed, Feb 15, 9:00 am: Cardiac Support Group at Meriden Center, 845 Paddock Ave: End of Life Mistakes with guest speaker: Daniel Ford-President of Alderson-Ford Funeral Home RSVP to Roberta 203-317-1129.
- M** Thu, Feb. 16: 5:00 pm: Ribbon Cutting at AT&T - Westfield Meriden (mall) - come out and celebrate their NEW LOOK!!!
- C** Fri, Feb 17: The Curse of The Hopeless Diamond at Castle Craig Playhouse, 59 W. Main St., Meriden. www.brownpapertickets.com.
- M** Thu, Feb 23, 5:30 pm: **Meet & Greet with Midstate Chamber at Harry's Sports Bar** at Best Western Plus, Ave., No. Haven.
- C** Sat, Feb 25, 3:00 pm: Frozen Night at Bridgeport Sound Tigers. For more information, call Jim Bataille at 203.345.4812.
- C** Sun, Feb 26, 7:00 pm: Bobblehead Day at Bridgeport Sound Tigers. For more information, call Jim Bataille at 203.345.4812.
- C** Sun, Feb 26, 10:30 am: Healthy Family FUNFEST at Aqua Turf, 556 Mulberry St., Plantsville presented by Harford HealthCare & YMCA. For more information call Antoinette Ouellette at 860.378.1268.
- M** Mon, Feb 27, 8:00 am: EPA Lead RRP Training Course: Renovation, Repair, Painting at Meriden Department of Health & Human Services, 165 Miller St., Meriden. For more information call Rodney Delgado at 203.630.4280.

And, LIKE us on FACEBOOK and FOLLOW us on TWITTER: @MidstateCoC



Twitter - Follow us : @MidstateCoC

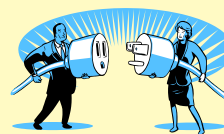


Like us: www.facebook.com/MidstateCoC

COMMITTEE CONNECTION

A LOT of work happens at the committee level here at the Midstate Chamber. We do encourage your involvement and that of your employees on any committee! ALL committee meeting dates and times are listed on the Midstate Chamber's website. Come on out and sit in on a meeting to try it - you will like it: the experience, sharing, connections and more!

Your participation helps YOU, helps YOUR BUSINESS and helps OUR CHAMBER! Questions?
Call us at: 203.235.7901



BREAKFAST CLUB TV - The Chamber's Breakfast program is NOW AIRING on Cox Public Access #15 - Frontier: #99 on **Mondays at 9:00 p.m.** Check the chamber website for details and get your popcorn ready!



Find event photos at: www.midstatechamber.com



SAVE THE DATE to... CELEBRATE



SAVE THE DATE
Tuesday, April 4th, 2017

121st Annual Meeting, Dinner, Awards & Silent Auction *The Chamber of Choice in Central Connecticut* at a new location for 2017 **Aqua Turf Club, 4:30 pm to 8:00 pm**

Election of Board Members

Meet the incoming and current Board of Directors of the Midstate Chamber of Commerce

Honoring our Chamber Award Winners (To be announced)

Join in the Celebration of this year's Chamber Award Winners.

Nominations are accepted until February 10th.

Silent Auction

Past Auction Items have included: gift certificates, wine & beer baskets, Overnight Stays, etc.

We will accept Auction donation items until March 22nd. Each Auction package has a minimum \$50 value.

Sponsorship Opportunities

Title Sponsors: \$1,500

Reserved Table of 10
Recognition in Press Releases
Recognition with a Plaque
Banner Displayed
Web/E-Minder Recognition
Premium Display Table
Representative presents 2 minute Remarks
Full Page Ad in Commemorative Program

Premier Sponsors: \$1,000

Reserved Table of 10
Recognition in Press Releases
Recognition with a Plaque
Banner Displayed
Web/E-Minder Recognition
Premium Display Table
½ Page Ad in Commemorative Program

Silver Sponsors: \$450

Reserved Table of 5
Shared Display Table
Pre-Event Web Promotion
Logo on Screen at Event
¼ Page Ad in Commemorative Program

Individual Seats: \$65 (\$75 at the door)

Ads in Commemorative Program:

Full Page Ad (5"W x 8"H) - \$200

Half Page Ad (5"W x 4"H) - \$125

Quarter Page Ad (5"W x 2"H) - \$65

Register early for maximum promotion & take advantage of these amazing sponsorship opportunities or place an ad in the full color Program

Please call or e-mail the Chamber today to reserve your sponsorship or seat.

Midstate Chamber of Commerce
3 Colony St., Suite 301, Meriden, CT 06451
203-235-7901 ~ info@midstatechamber.com

Thanks to our Title Sponsor to Date:

Record-Journal



How can we help you?

I'm looking for

Search food pantries, shelters, and more...

near

Enter your zip code, address, or city

Search

Unsure of what you're looking for? [Let us help](#)

WEBSITE FEATURES

Common language search

Find what you need without advanced knowledge of professional terminology

Location-aware

Uses location info from your device (if enabled) to target searches locally

Translation

Built-in translation functionality with support for more than 30 languages (powered by Google Translate)

Events calendar

Lists upcoming events for programs and agencies that are in the 2-1-1 database

User-friendly search results

Filter results by radius, view locations on integrated map, click to call, visit website, or get directions

- Driving, walking and public transit directions available
- Send agency details to yourself or others via e-mail and SMS
- Suggestions of related search terms
- Over 400 eLibrary papers integrated into search results
- Direct link in each result detail page to report updated information

Connecticut
211
Get Connected. Get Answers.

Advanced filters— filter search results to quickly find what you need by:

- Target population
- Radius
- Gender
- Age group
- Day of the week — plus an option to see what's open now

Resource cart — add community resources to a personal cart that can be emailed or printed

Printing — print resources directly from the 'Print & Share' button on the resource card.

MEMBER UPDATES

This QR code in the upper right corner also brings you right out to our member news section of the website where you can view FULL news articles by submission date OR by member. Just SCAN and CLICK!



Find ALL of our members' news online:

<http://www.midstatechamber.com/News>

The Aqua Turf Club has recently invested in a major overhaul of their internet and Wi-Fi capabilities at the facility. With this huge investment, the new system is now able to accommodate up to 1000 guests at one time! The Aqua Turf Club strives to stay ahead and always exceed our customers' expectations! Contact Tim Needham, General Manager for information on booking your next business meeting, corporate function, awards banquet or seminar: 860-621-9335 or visit their website: www.aquaturfclub.com where you can take a virtual tour!



Connex Credit Union, formerly SNET Employee's Credit Union, would like to help you start off your year right. Stop in to see them about opening a 15-month Bump Up CD. If you live, work, worship, or attend school in new Haven, Hartford, Middlesex, or Fairfield County, you can join! This offer is only available until February 28, 2017 and funds currently on deposit at Connex are not eligible. Call 1-800-278-6466, visit a branch or visit www.connexcu.org for other details and requirements. Connex Credit Union is located at 533 So. Broad St., Meriden.



Diversified Physical Therapy ofers Therapeutic Massage - Licensed Massage Therapists from **Central CT Massage and Wellness** are taking appointments for massage. Call Rick 203-631-7970, Mallory 203-631-1620, Sheena 860-803-9791 or Alicia 203-213-8298 for an appointment. There are so many positive benefits to getting massage! DPT Gym- For only \$25 per month you can use the equipment at DPT anytime the office is open, as often as you like. We have a treadmill, recumbent bike, lifecycle, total gym, free weights, therabands, ankle weights, foam roller, Bosu and balls of all weights and sizes. Pay per month with no extra fees and no commitment. Friendly atmosphere! Diversified Physical Therapy is located at 1260 East Main St., Meriden. For more information or to register for a class, call 203.630.3939 or visit www.diversifiedpt.com/calendar.aspx.



LOOKING TO GROW YOUR BUSINESS?

We are the only publication that reaches every home in central Connecticut, more than 265,000 readers in print and even more online!

Put Elaine to work for your business today.
Contact Elaine at 203.317.2327
or ejustino@rjmediagroup.com



Call **Elaine Justino**,
your media consultant for the
Record-Journal, Weekly Citizens
and Homepage Digital.

MEDIA THAT MOVES YOUR BUSINESS FORWARD >>

National Entrepreneurship Week



Community Connections

National Entrepreneurship Week runs February 20-24, 2017, and Microsoft is taking the lead to create community awareness in celebrating entrepreneurs across the U.S. Throughout the week, events and resources will be provided by Microsoft and other community supporters for entrepreneurs to launch and grow their business. If you would like to learn more about why partners should get involved in this exciting week, and to see how you can participate in local events, send an email to entrepreneurs@microsoft.com!

EVERSOURCE

Winter is starting to look like another roller coaster of weather, from frigid to balmy and back again. It's the perfect time to start making changes that can smooth out those up-and-down temperatures, save you money and increase the comfort in your home.

The quickest way to get results is to schedule a Home Energy Solutions energy assessment through Energize Connecticut. Eversource-authorized contractors will make same-day energy-efficient improvements – an incredible value that will make your home more weather-tight right away. These professional home energy auditors use special training and equipment to find drafts and to determine if heating and cooling systems are running efficiently. They'll also caulk and seal drafty openings and install weather stripping and door sweeps where needed.

As part of an energy assessment you'll also be given forms for valuable rebates that can make energy efficiency improvements like installing insulation a more affordable option. The savings can be even greater if you're income eligible. But all eligibility depends on first completing an assessment.

How much of a difference can insulation make? You may be surprised. Visit: <https://www.eversource.com/content/ct-cl/about/news-room/connecticut/newspost?Group=connecticut&Post=weatherization-can-help-ride-out-those-up-and-down-winter-temps>



Find community resources at: www.midstatechamber.com

The Friends of the Meriden Public Library has elected the following officers for 2017: President, Frank W. Ridley; Vice President, Larry Kibner; Treasurer, Jerry Dion; Secretary, Patricia Kenney; and Assistant Treasurer, David Skinnon. *During 2015 and 2016 they contributed over \$57,000 to support Library services at the Meriden*

Public Library. Their contributions helped fund children programs, bi-lingual programs, cultural and educational programs for adults, museum passes, a gallery system art display for the Cook Room, and a custom Reference Desk for the Library. The Friends group operates a used book store (entrance is the parking lot side of the library). Hours of operation for the store are Monday - Friday from 10 a.m. - 4 p.m. and Saturday from 10 a.m. - 1 p.m. *Currently the Friends are in the midst of their annual membership drive from both individuals and businesses in the area.* The Friends of the Meriden Public Library is a 501c3 organization under the United States tax code. All donations are tax deductible as defined in the tax code. Applications for membership or donations can be obtained in the bookstore or visit http://meridenlibrary.org/?page_id=998. The Friends will be an active participant with Midstate Chamber as plans for future Library upgrades are made this year. For more information contact Frank Ridley via e-mail at fridley@cox.net

Lido's Restaurant: Pizza for a Cause – for every pizza sold in February, Lido's will donate \$1 to United Way of Meriden & Wallingford. MANGIA - eat in or take out!



The Meriden Department of Health and Human Services is now taking applications from Meriden businesses who are interested in becoming a host worksite for the summer youth employment program. Each year our office interviews, screens and hires a select number of youth between the ages of 14 and 18 who are then placed at worksites in our community. For many, this is their first work experience. Please contact April Pinto at 203-630-4225 or apinto@meridenct.gov for more information.



Meriden Public Library will host the Volunteer Income Tax Assistance Program through April 15, 2017. V.I.T.A., sponsored by the Internal Revenue Service, provides free help to taxpayers who cannot afford professional assistance or who have tax questions. Assistance in preparing Connecticut state tax forms will also be available. You must call (860) 356-2000 to make an appointment. V.I.T.A. volunteers alert taxpayers to special credits and deductions for which they may be eligible. People interested in attending the V.I.T.A. program can stop in the library and pick up a list of the necessary documents you will need to bring. Contact the Community Services Department at (203) 630-6349 if you have questions about the tax assistance program.

Residents with a Meriden Library card are now able to access Lynda.com for free from Meriden Public Library due to a generous donation by the Rotary Club. Lynda.com is an online educational platform with over 4,000 courses in business, technology, and creative skills taught by experts in those fields. Access to Lynda.com is through the logo on the library's website www.meridenlibrary.org.



Find it all at: www.midstatechamber.com



Make your 2017 New Year's Resolution a Reality!

Tobacco Free Tuesdays

5:30 – 6:30 pm

Meriden Health Department
165 Miller Street (use Clinic entrance)

TFT is a weekly support group designed to help smokers QUIT and REMAIN Tobacco Free. You know you should quit...Come learn how! Talk with an expert and some of our happy ex-smokers.

To register or to obtain more information please call
Geraldyn Laut at (203) 630-4003
or e-mail

BeTobaccoFree@meridenct.gov

All participants who enroll will receive a Become-An-Ex quit manual and a FREE supply of nicotine replacement therapy which include patches, gum, or lozenges.



Funding is provided by the Connecticut Tobacco and Health Trust Fund thru the Connecticut Department of Public Health.

THANK YOU to all who attended the Midstate Chamber of Commerce Holiday Gathering. Your generous donation to the New Opportunities of Greater Meriden (NOGM) Food Pantry effort enabled 15 Meriden families to shop for 4 days of nutritious meals during the holiday season. As a reminder the Food Pantry is open on Monday, Wednesday and Fridays from 9:00am to noon and Thursday nights from 4:00pm to 7:00pm. There are no income guidelines. NOGM wishes you all good health in the New Year! It is great to work with you! See you in 2017, Dona Ditrio, MS, CAS, NOGM Interim Director and Director, Employment & Regional Programs, New Opportunities, Inc., Building Relationships to End Poverty, 203-639-5060 ext 13.



Protein Sciences Corporation,

a leading vaccine development company and maker of Flu-

blok Influenza Vaccine®, announced today that its lead protein based **Zika** vaccine candidate had good safety results and induced strong neutralizing antibodies against the Zika virus in preclinical studies. The product is expected to advance into human clinical trials in the next few months. *In addition, the Institute of Technology in Immunobiologicals of the Oswaldo Cruz Foundation (Bio-Manguinhos/Fiocruz), has joined the multinational consortium that is sponsoring development of the vaccine.*

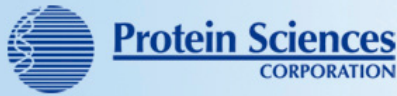
The vaccine candidate is composed of purified protein that matches a protein found on the outer surface of the Zika virus (the E protein) and was created using Protein Sciences' proprietary BEVS technology because of its speed, safety and ability to accurately match the field virus. In preclinical testing, the purified protein formulated with alum induced strong levels of neutralizing antibodies in outbred mice, which is a positive indicator that the vaccine will protect against Zika virus infection. In addition, the vaccine candidate demonstrated good safety data in a toxicology study sponsored by National Institute of Allergy and Infectious Disease, National Institutes of Health through its pre-clinical support program. Based on these data, preparations are being made to start a Phase I clinical study in the United States in April 2017.

"Zika remains a substantial threat in several parts of the world," said Manon Cox, President & CEO of Protein Sciences Corporation. "Our new data and Fiocruz, through Bio-Manguinhos' participation in our consortium bring us another step closer to realizing a vaccine that will protect against this deadly virus."

Protein Sciences Corporation's Zika Consortium consists of five international partners: Mundo Sano and Sinergium Biotech in Argentina, Liomont in Mexico, UMN Pharma in Japan and now Fiocruz in Brazil. Four of these partners are based in Latin America where Zika remains a considerable concern.

Rose Flowers & Gifts - Love

is the air at Rose Flowers & Gifts! There is nothing more romantic than flowers on Valentine's day. From romantic roses to impressive modern bouquets, we can help you select beautiful and affordable flowers for your Valentine. You can make your gift even more personal by adding chocolate truffles, chocolates in heart shaped boxes, cuddly teddy bears and balloons to your order. Call 203-235-5759 and place your orders now to ensure you don't miss out. *You can even begin the romance over the weekend and get free delivery in Meriden on Saturday 2/11 & Sunday 2/12.*



The Saint Joseph School (SJS) 7th grade continues to research the rich history of Meriden for their 'Pride in Meriden' project. Next stop, the Bradley Home with interviews scheduled with at least 10 eager residents who were willing to share their experiences and talk about some of the industries that were part of their up-bringing. The students introduced themselves and shared some information about themselves with the Bradley resident and then a wonderful series of conversations unfolded. The resident's excitement about life downtown brought a gleam to their eyes, some worked in the silver factory, rode the transit and enjoyed treats from Thompsons. The SJS students were captivated and eager to learn more, in fact they plan on coming back to play cards and learn crafts.



Village at Kensington Place - VOLUNTEERS NEEDED: youth ages 15+ and adult volunteers are needed. Retirees, stay at home parents, work or school community service, religious leaders, people between jobs and those looking to keep active. We are seeking people who have an interest in working with senior citizens. We are looking for compassionate and patient people who would like to share their unique skills, talents and time for as little as 1 hour a week. This is a great opportunity for individuals who are looking to make a difference in the lives of others through engaging and meaningful interactions as well as those interested in learning various job roles within an assisted living senior housing/healthcare environment. To learn more about volunteer opportunities, please contact: Leonora Rodriguez, Program Director, The Village at Kensington Place, 511 Kensington Avenue, Meriden, CT. 06451.



CONGRATULATIONS to Santina Giuliano, owner of Body Focus Therapeutic Massage & Ashiatsu - member of the Midstate Chamber of Commerce since 2012. Santina recently celebrated the opening of her Cromwell office. Santina also has a Meriden office at 5 Colony Street in downtown Meriden. Relax and give yourself a gift of a massage! Call 860-614-7179.



Workforce Alliance - Private investment in apprenticeships, closing the skills gap in manufacturing, customer services as a "wow factor," and titans of bi-partisan compromise. The Workforce Today with Bill Villano podcast thinks globally, but talks locally. New episodes 4 and 5 were added this week and downloads topped 1,500. Host Bill Villano is president and CEO of Workforce Alliance, based in South Central CT. He is sharing 35 years of insight about workforce and economic development through conversations with guests and friends in public service and business. "I think so much of what we are dealing with locally can be talked about on a larger level," Villano said. "Some of these people I've worked with for decades, some just recently, but they all shape our economy and have a stake in workforce development. It's fun to capture these short conversations and share them."



Episode 01: New Haven's own 23-term **U.S. Representative Rosa DeLauro** gives her perspective on jobs, education and the economy. Episode 02: **Manufacturing industry leaders** Marcia LaFemina of North Branford's Penn Globe and Paul Hoffman of Orange Research in Milford know first-hand about CT manufacturing and what could be the answers to the skills gap in that industry. Episode 03: **Edible Arrangements** Founder & CEO Tariq Farid. Episode 04: **Microsoft's Bill Kamela**, national director of workforce policy, talks about the IT skills gap, what Microsoft is doing about it, and what it's urging other tech companies to do. Episode 05: In her final days as **U.S. Assistant Labor Secretary, Portia Wu** discussed workforce participation, paid family leave, green jobs and the one issue she regrets not making more progress on during her tenure. Bonus Episode: 5 Questions with **Senator Chris Murphy**.

Workforce Alliance is the Workforce Development Board serving 30 towns in South Central CT including Bethany, Branford, Chester, Clinton, Cromwell, Deep River, Durham, East Haddam, East Hampton, East Haven, Essex, Guilford, Haddam, Hamden, Killingworth, Madison, Meriden, Middlefield, Middletown, Milford, New Haven, North Branford, North Haven, Old Saybrook, Orange, Portland, Wallingford, West Haven, Westbrook and Woodbridge.

All episodes are available for streaming on the Workforce Alliance website and also through Apple's iTunes and Google Play. A free mobile Workforce Today app is available for download. Episodes are released monthly and are 15-30 minutes long. Future topics will include transportation access as a workforce and a local planning issue; healthcare as a major employer; and interviews with experts about what job postings looking like day-to-day and in the future. You can also link out to the page by clicking here: https://www.midstatechamber.com/Content/Workforce_Today_with_Workforce_Alliance.asp.

Workforce Alliance is responsible for the design, oversight and accountability of workforce development policies and services in South Central CT. It funds employment and training initiatives that prepare individuals for jobs and assists employers with training needs, recruitment and hiring. Unlike outplacement or staffing agencies, there is never a charge to the employer or the jobseeker because services are funded through state and federal grants.

Employers can contact Workforce Alliance business services staff for help with recruiting and screening candidates and qualifying for hiring incentives that reimburse 50 to 75% of wages. Last year, more than 15,000 jobseekers in South Central CT visited the four American Job Centers in New Haven, Meriden, Hamden or Middletown for self-service or one-on-one assistance, including connecting with employers or getting training assistance to earn industry credentials that lead to employment. Programs are available that suit all ages, income or education levels. Media Contact: Ann Harrison; (203) 867-4030 x 242; aharrison@workforcealliance.biz.

Edward Zavaski Agency, LLC - Nationwide Insurance - Brian Rogers, President of TheSIG Insurance Agencies, is proud to announce the appointment of Edward J. Zavaski as Sales Director. Zavaski began his insurance career in 1976 with Metropolitan Life after graduating from Nichols College in Massachusetts. Most recently, Zavaski has been an Agency Principal with Nationwide Insurance for 24 years. The SIG organization (also affiliated with Nationwide) has acquired his agency's book of business. The Agency's clientele will continue to be serviced by Mr. Zavaski and his people so there will be NO interruption in the quality of service the clients have grown accustomed to. The firm has five (5) locations and Ed will be based out of their Cheshire office. Throughout his career, Zavaski has taught new agent & experienced agent schools, developed scratch agencies into successful operations, managed people, and moderated seminar selling operations. As far as community involvement goes, he is a commissioner of the Town of Wallingford Economic Development commission, Vice Chairman of the Midstate Chamber of Commerce in Meriden, Board of Director for HUBCAP in Wallingford, Rotarian, and a professional musician. Please join us in welcoming Ed to SIG Insurance Agencies as Sales Director effective February 1, 2017



The Midstate Chamber of Commerce 2017 Regional Legislative Action Agenda

Visit www.midstatechamber.com, click on the Resources Tab and under Chamber Resources, you'll find contact information and links for all of our area legislators!
Developed by the Chamber's Government and Business Development Committee and approved by the Board of Directors on January 11, 2017

The 2017 Legislative Action Agenda lists priorities that are the keys to maintaining economic opportunity and creating sound business growth in the Midstate region, with a specific focus on activities in Berlin, Meriden and Wallingford. We ask that our elected and appointed government officials consider the unique role of the business sector during this economic recovery. We ask that our legislators recognize the impact of their actions on business and do no harm to business when offering, considering or voting on legislation in 2017.

We further ask that our elected and appointed officials support a pro-business environment where:

- The high costs of doing business in Connecticut would be recognized, analyzed and reduced
- Businesses would again make profits so tax revenues will again flow to the state and municipalities
- Businesses would be able to make investments in personnel, technology, machinery and equipment to open new business opportunities.
- State create public / private citizen partnerships to support long term goal of revenue growth without tax increases
- Functions that must be performed by government are done more efficiently.

We offer the 2017 Legislative Agenda as a vehicle to build solid relationships and productive alliances with our elected and appointed officials of all levels of government and clearly articulate the needs of business. In this spirit, we encourage all legislators to embrace a proactive approach for improving the business climate in Connecticut.

The Economic Development (ED) agenda

The "Hartford Line", is a catalyst to stimulate the Transit Oriented development (TOD) activities in the middle third of our state. In order to synchronize the local with the regional, CT needs to expedite and coordinate the planning and approval processes to prepare for the 2018 start of service. A holistic, rather than a property by property, approach is required. Specific action steps are to:

- Seek public and private partnerships to procure expertise and alternative funding sources for comprehensive development along the corridor.

- Eliminate barriers to economic development by documenting and simplifying the local approval processes.
- Promote Meriden as a business-friendly community.
- Coordinate housing policy as an ED tool and include major employers in planning and employment centers such as Westfield Mall, MidState Medical Center, etc.
- Aggressively market the potential of a unified TOD corridor along the Hartford rail line. – ED ZONE / corridor including JOBS and Educational opportunities.
- Create a managed district program for Meriden's TOD.
- Secure adequate State, Federal, local and private funding to further the development of the region's TOD activities including supporting site development and reuse of 1 King Place as well as the Factory H site in Meriden.
- Continue to support Meriden, and increase activities in Berlin and Wallingford, ED Offices in their efforts to support business development in our region.
- Encourage private development of underutilized government sites such as the Undercliff Site.
- In anticipation of a CT Next Innovation Places Implementation Grant, encourage development of business incubator / accelerator and other business support and entrepreneurial growth initiatives.

The State Fiscal Policy Agenda is to:

- Implement a realistic State Fiscal Policy that requires efficiencies and cost reductions. While we recognize that Connecticut is an expensive place to do business, we support the creation of a LONG TERM PLAN for managing sustainable reductions in state expenditures specifically looking at:
 - Addressing The State Spending Cap
 - Funding Education equitably
 - Aligning salary and benefit packages for state employees with those of the private sector and
 - Providing adequate and responsible oversight and regulation while outsourcing other functions where possible.

The Transportation agenda is to:

- Support FRA Northeast Corridor Option 2 to direct rail traffic onto the improved "Hartford Line".
- Restrict use Special Transportation Fund and revenue to transportation purposes only.
- Implement recommendations in the City of Meriden and SCRCOG "First / Last Mile Study" and facilitate participation by the business community.
- Assist the City of Meriden in planning for two-way traffic in the CBD & advocate for funding sources.
- Implement development of Pratt Street as the new gateway into Meriden to spur economic development.

The Workforce / Manufacturing agenda is to:

- Model this state to be competitive in Advanced Manufacturing and align with education for adequate pipeline of talent.
- Support existing businesses to remain and grow in the mid-state region and the state.
- Keep the state workforce skilled and competitive by investing in training programs through existing Workforce Investment Boards, community colleges, technical high schools and other resources to make Connecticut's businesses more productive and competitive.

The Energy / Technology agenda is to:

- Support the development of cost effective energy sources including wind, solar and geo thermal as a long term strategy with a commitment to research and development.
- Support natural gas expansion to increase availability and incentives for commercial and residential customers.
- Encourage municipalities to aggregate energy and develop advanced and expandable infrastructure in the Central Business Districts.

The Education agenda is to:

- Provide sustainable system for funding education with an emphasis on early learning.
- Research and implement effective solutions to remedial education problems faced by our colleges.
- Encourage development of higher education facilities and programs in Meriden and Wallingford.
- Support efforts to increase interest and educational opportunities in STEM, particularly for minority students.
- Continue support of state technical and trade high schools.

The Housing & Community Development Agenda is to:

- Support the Meriden Choice Neighborhood activities.
- Support the Meriden Family Zone (WFZ) / 2 Gen Project and Working Cities Grants including integrating all into the Central Business District development efforts.

The Health Care agenda is to:

- Support the continuation of the CT HealthCare Exchange.
- Advocate for health plans with fewer mandates and impose a moratorium on new mandates.
- Sunset the hospital provider tax and provide for full funding of the state's Medicaid reimbursement obligations to ensure financial viability of our hospitals.
- Maintain support of universal healthcare including Medicare and Medicaid funding.



Thanks to Our Sponsors:



The Breakfast Club Celebrates...

2017 Legislative Roundtable Breakfast



Rep. Altobello



Rep. Mushinsky



Rep. Candelora

Friday, March 17, 2017

7:30 a.m. to 9:00 a.m. at **Il Monticello**
577 So. Broad St., Meriden

The Midstate Chamber, the Cheshire Chamber and HUBCAP Wallingford invite you to our Annual Legislative Roundtable to bring you closer to your CT legislators.

All of these CT Legislators from the Meriden, Cheshire, and Wallingford areas have been invited to give you a chance to sit with them in a small group setting while enjoying a remarkable networking opportunity. These legislators serve on virtually every legislative committee in Hartford so bring your questions and concerns to their attention.

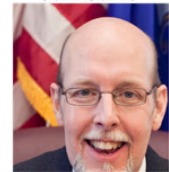
Visit www.midstatechamber.com for updates on attending legislators.



Sen. Fasano



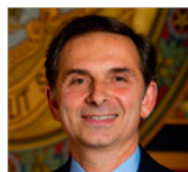
Sen. Suzio



Sen. Markley



Rep. Fishbein



Rep. Yaccarino



Rep. Zupkus



Rep. Santiago



Rep. Linehan



Rep. Abercrombie

Program Outline: 7:30—8:00 a.m. Arrival, Networking, & Full Breakfast Buffet
8:00—9:00 a.m. Roundtable Discussion with Leaders

Company Name: _____

Chamber Members: \$20 in advance; ___ check enclosed Chamber Members: \$25 at the door (without a reservation) Members to be \$30. *Registration changes must be made 2 days prior to event to avoid charge*

Credit Card # (AX, Disc, VI, MC) _____

Exp. _____ 3 digit code: _____ Card Zip Code _____

Sponsor package details are on the reverse - options for every business and any budget are a GREAT way to promote your business via The Breakfast Club!



**Please RSVP by
March 15, 2017**



3 Colony Street, Suite 301, Meriden, CT 06451 Ph: 203.235.7901
Fx: 203.686.0172 info@midstatechamber.com
www.midstatechamber.com





Join in "24 years" of celebrating the
United Way NFL Players' Weekend!!
Friday March 10th and Saturday, March 11th

Exclusive Event Sponsor

Flublok[®]
Influenza vaccine

by Protein Sciences Corporation

Friday - Silent/Live Auction Night, Dinner Buffet 6 - 10 p.m.

Zandri's Stillwood Inn, 1074 S. Colony Rd., Wallingford

Mingle with over 20 NFL players from the Buccaneers, Eagles, Bears, Patriots, Ravens and Redskins!

Purchase some great NFL memorabilia, enjoy delicious food & have fun!

Early-Bird discount (by 2/24): \$650 per table of ten/\$325 per half-table of five or \$75 per person

Saturday - Youth Clinic, Noon - 3 p.m.

Worthington Johnson Athletic Center, Choate Rosemary Hall, Wallingford

Youth between the ages of 8-14 years can spend the afternoon with NFL players

\$50 per youth / spaces limited - pre-registration mandatory

Exclusive Youth Clinic Sponsor

Fosdick  **Fulfillment**
Beyond the Pack

Saturday - "Bowl-with-the-Pros", 6 - 9:30 p.m.

Brunswick Colony Lanes, 600 S. Colony Rd., Wallingford

Celebrity or NFL player on each sponsored lane / \$750 each

Contact the United Way of Meriden and Wallingford 203-235-4403 or www.unitedwaymw.org

Thanks to our Sponsors

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LIVING UP TO YOU™



EXHIBIT AT THE 2017 EXPO UNDER THE BIG TENT!!!!

These are just SOME of the Daffodil Festival Weekend Highlights:

- ⊗ 2 hour parade on Saturday morning
- ⊗ Huge variety of food vendors
- ⊗ Over 30 continuous musical performances at 3 separate stages
- ⊗ Arts & Crafts Section and Carnival Amusements
- ⊗ Special Activities & Programs for Children
- ⊗ FREE ADMISSION to festival AND expo tent

Our 2 Day exhibitors take advantage of a leisurely Friday afternoon setup from 2:30 p.m. to 6:30 p.m. at no additional charge. Set up early, go home and rest and come back on Saturday morning refreshed and ready to connect with the crowds!

REMEMBER, Midstate Chamber is also YOUR CONNECTION to:

- ⊗ TIPS on HOW TO set up your BOOTH
- ⊗ SIGNAGE / BANNERS for your exhibit
- ⊗ PROMOTIONAL PRODUCTS & Giveaways

...We have Members that can help you with this & more!

We are pleased to accommodate special displays such as vehicles, tractors, hot tubs, motorcycles, and more INSIDE the tent! Call us to learn more.

2017 EXPO Hours of Operation

- Setup on Friday - 2:30 p.m. to 6:30 p.m.
- Exhibit Saturday - 10 a.m. to 6 p.m.
Festival activities continue until 9:30 p.m.
- Exhibit Sunday - 10 a.m. to 5 p.m.

This Expo is produced by: The Midstate Chamber of Commerce, Inc.
3 Colony St., Suite 301, Meriden, CT 06451
Ph: 203.235.7901 / Fx 203.686.0172

info@midstatechamber.com www.midstatechamber.com

and

The Meriden Daffodil Committee dba Festivals in Meriden, Inc.
producers of the 39th Annual Daffodil Festival!
www.daffodilfest.com

Sponsorship & Vendor Info

Why our Members exhibit and ...
keep coming back each year!

Sell Products & Services | To Make Valuable Connections
Gain Maximum Exposure | Increase Market Share and Visibility
TO HAVE SOME FUN!!!

Title Sponsorship - Business Expo \$4,595

- ⊗ Promotion STARTS NOW - press release with "naming of 2017 expo tent"
- ⊗ Banner at Entrance of EXPO tent & Logo on Continuous Slideshow at Chamber Booth
- ⊗ Double Prime Exhibitor Booth with electricity for 2 days
- ⊗ Company Name/Logo on all materials such as press releases, e-minders, Expo newsletter flyers, and Chamber website special event page (40,000 unique visits to the website on average per month)
- ⊗ Company banner displayed inside the tent in a premier location
- ⊗ Company logo on bags distributed from chamber booth
- ⊗ Prime Sponsor Signage (18x24)
- ⊗ Company logo and/or promotion on reverse side of vendor maps
- ⊗ One Year Premier Web Ad (chamber home page or internal pages)

Presenting Sponsorship - \$2,895

- ⊗ Double Prime Location Exhibitor Booth with or without electricity for 2 days
- ⊗ Name Inclusion on promotional materials
- ⊗ Company Name/Logo on all materials such as press releases, e-minders, Expo newsletter flyers, and Chamber website special event page
- ⊗ Company banner displayed inside the tent in a key location
- ⊗ Company logo on bags distributed from chamber booth
- ⊗ Prime Sponsor Signage (18x24)
- ⊗ One Year Top Banner Ad on chamber website (\$550 value)

Prime Location Sponsors From \$1,095

Prime Location Exhibitor Booths are located near the entrances and at the ends of aisles for 2 days. Prime Location Sponsors also receive your company name on bags, a single prime space, Prime Sponsor 18 x 24 signage, and recognition on the Chamber's website.

All Other Vendors - 1 or 2 Days From \$495

Lots of exposure *inside a climate controlled tent!* Perimeter locations have access to electricity. All locations provide our vendors with excellent visibility and traffic.



April 29th & 30th

**This is THE VENUE to
PROMOTE your Business:
Central Connecticut's
LARGEST EXHIBIT
of Area Businesses!**



**Hubbard Park
West Main Street, Meriden, CT**

In partnership with the
39th Annual
Daffodil Festival



The Midstate Chamber of Commerce, Inc. invites your business to take advantage of the 2017 Business Expo under the big tent to promote your business, organization or products! The Expo, at the regional Daffodil Festival, features displays from a variety of companies and organizations who want to connect with a huge and diverse audience of over 50,000 people over two days.

Whether you are a new business, a seasoned company, a general contractor, financial institution, non-profit, technology company, insurance company, car dealer, etc., this two-day event is the PERFECT venue to advertise to a wide audience and the exposure connects you with a large population from all over New England.

Look at what our past and returning exhibitors have said:

- "A valuable opportunity to reach new customers"
- "You can't afford NOT to be there"
- "I received so many leads for my business..."
- "Very organized - ALL businesses should exhibit"
- "The BEST venue in central CT...very generous space!"
- "The Return on Investment is incredible"
- "Can't wait until next year"



DON'T MISS THIS VALUABLE OPPORTUNITY

- This event is held in conjunction with the 39th Annual Meriden Daffodil Festival drawing attendees from all over New England.
- The exhibit tent is secured by Security Guards and assisted by Mule Security Systems during the off hours of Friday and Saturday nights so displays are protected and items do not have to be brought back and forth daily.
- Easy on and off the highway with many area hotels available.
- All Expo Exhibits are in a 100' x 120' enclosed tent on the tennis courts. All exhibits are out of the elements and off the dirt ground.
- All exhibits requiring electricity are on the perimeter of the tent.
- The Festival Food tent is across from the EXPO tent.
- Restrooms are available for exhibitors just steps away from the EXPO tent.





In Partnership With:
The 39th Annual
Daffodil Festival



Saturday, April 29th
and
Sunday, April 30th

Community

Exhibiting Company Information: Please print clearly

Name of Presenting Company			Contact Person
Mailing Address			
City	St	Zip	E-mail Address
Phone	Fax	Exact Wording for Booth Signage	
1. Please read and complete this application and return to the Midstate Chamber of Commerce with your <i>minimum</i> non-refundable deposit of \$350.00 to reserve your space with payment in FULL before April 21, 2017. 2. Applications must be received by April 3, 2017 to guarantee your space. 3. Your Vendor Packet will be sent prior to the event.			

Choose your Option Below

REGULAR RATES

- | | |
|---|---------|
| <input type="checkbox"/> Title Sponsor(s) * — See trifold for features | \$4,595 |
| <input type="checkbox"/> Presenting Sponsor(s) * — See trifold for features | \$2,895 |
| <input type="checkbox"/> Saturday & Sunday "Perimeter Prime Booth" * | \$1,195 |
| <input type="checkbox"/> Saturday & Sunday "Interior Prime Booth" * | \$1,095 |
| <input type="checkbox"/> Saturday & Sunday Exhibitor Booth * | \$ 995 |
| <input type="checkbox"/> Saturday Only Exhibitor Booth (10:00 a.m.—6:00 p.m.) | \$ 695 |
| <input type="checkbox"/> Sunday Only Exhibitor Booth (10:00 a.m. —5:00 p.m.) | \$ 495 |

WOW! Join these companies that have already registered to be UNDER THE TENT with us!

Middlesex Community College; Casanova Remodeling; Higher Movement, LLC, PALS Power Washing, LLC; LeafFilter North of Connecticut, Inc.; Power Home Remodeling Group; Arbor Energy; Hartford Courant; MidState Medical Center; Taylor Made Communications

Electricity is \$35.00 for each 15 amp circuit. Please plan accordingly and **bring any extension cords and power strips you may need.**

Electricity is available at Perimeter locations only. Please indicate here the equipment requiring electricity: # of Outlet(s) x \$35 = _____

TOTAL Amount Due including Exhibitor Booth & Electricity \$ _____

* All Saturday exhibitors can take advantage of a leisurely set-up on Friday afternoon from 2:30 p.m. to 6:30 p.m.

This will allow exhibitors to set up during normal working hours, go home and get rested and come back on Saturday ready to greet the crowds!

☐ Yes ☐ No **We will be setting up on Friday Afternoon**

Regular Daffodil Festival EXPO Hours: Saturday—10 a.m. to 6 p.m. (Daffodil Festival closes at 9 p.m.) and Sunday—10 a.m. to 5 p.m.

All booths will be 8' (Deep) x 10' (Wide) with: 3' High Flameproof Draped Side Rails, 6' Skirted Display Table, 8' High Flameproof Back Wall Drape, 2 chairs, Exhibitor ID Signage. Additional items may be contracted through the pipe and drape vendor.

Please indicate what you will be exhibiting at your space.

Presenting: _____

Please return this reservation form with your payment or deposit to: The Midstate Chamber of Commerce, Inc.

3 Colony St., Suite 301, Meriden, CT 06451 info@midstatechamber.com 203-235-7901 / fax 203-686-0172 www.midstatechamber.com

ACCEPTANCE: I agree to abide by all guidelines, specification, rules and regulations governing the Midstate Chamber of Commerce and to the terms and conditions of payment. All cancellations must be in writing by April 1, 2017. All initial deposits are non-refundable. Please sign below.

Signature:	Title	Date
Printed Name of Signer	Company Name	
<input type="checkbox"/> Bill us <input type="checkbox"/> Credit Card (AX, Disc., VISA, MC) # _____		
Exp. Date: _____	Zip Code of Card _____	Card Verification # _____

Visit www.midstatechamber.com or www.daffodilfest.com for more details about the 2017 Festival!





Business & Community

Saturday, April 29th
and
Sunday, April 30th

Central Connecticut's Largest Exhibit of Area Businesses!!

With an audience of 50,000+ ...
This is **THE PLACE** for Maximum Exposure
for your Business
Up to 65 Exhibitors Under One Tent
Expo in 2017 is 2 DAYS! Friday Setup
only + exhibit on Saturday and Sunday



WHY YOU SHOULD EXHIBIT:

- Sell Your Product
- Gain Maximum Exposure
- Make Valuable Connections
- Increase Market Share & Visibility
- Expand Your Contact Base



This event offers outstanding exposure in a unique venue and is a fun filled weekend for all! That's why we've created
OPTIONS FOR EVERY BUDGET: from \$495 to \$4,595

**Sponsorships
and
Prime Spots
Offer GREAT
Visibility &
Valuable
Promotion!!**



Register Early Prime Spots SOLD OUT in 2016!

2016 EXPO Hours of Operation

- If you plan to exhibit on Saturday, you are eligible to take advantage of Friday afternoon setup from 2:30 p.m. to 6:30 p.m.
- Saturday, April 29 from 10 a.m. to 6 p.m. (the Festival activities continue until 9:30 p.m.)
- Sunday, April 30 from 10 a.m. to 5 p.m.

See reverse and brochure for more information and application.

WE DO OUR BEST TO MAKE THIS AN ENJOYABLE EVENT FOR ALL OF OUR VENDORS...EXHIBITING IS EASY:

- ALL Exhibits are located inside a 100' x 120' enclosed tent on the tennis courts—so all exhibits are out of the elements and off the dirt ground.
- Electricity is available on the perimeter of the tent.
- The tent is secured by Security Guards and assisted by Mule Security Systems during the off hours on Friday and Saturday evenings so exhibits are not tampered with and items do not have to be brought back and forth daily.
- Prime spaces are located near entrances and at the end of aisles. Perimeter Prime have access to electricity; Interior Prime locations do not.
- Expo Sponsors receive additional "perks" such as company name on bags distributed from the chamber booth throughout the weekend, prime space, special sponsor signage, and more.
- Reservations for all Expo locations are required by March 1, 2017 to guarantee accurate signage & booth placement. Booths must be staffed at all times for maximum prospect interaction. Electricity availability cannot be guaranteed with reservations placed after March 1, 2017.
- Parking IS allowed in the Park on Friday ONLY. If setting up your exhibit on Saturday or Sunday, you may enter the Park between 7:00 a.m. and 9:00 a.m. All vehicles must be out of the park by 9:00 a.m. For Saturday and Sunday, vendors are shuttled in after your exhibit is set-up. Easy, Convenient Shuttle Transportation begins running continuously at 8:00 a.m. and continues until 9:00 p.m. on Saturday and 5:00 p.m. on Sunday.



*** STAND OUT *** WITH AN AD IN THE 2017-18 MAGAZINE



InSight

The Midstate Chamber Magazine

Magazine Ad Options

YES! I LOVE the LOOK of the MAGAZINE and WANT TO RESERVE an AD NOW for the 2017-18 edition! IF YOU ARE DOING BUSINESS IN THIS REGION...YOU MUST BE IN THE MAGAZINE – YOU WILL STAND OUT WITH AN AD – and we've created pricing for every budget.

- Ads will be based on 2 1/2 x 2 1/2 sized panels of ad space – in virtually any configuration on a page of 12 panels. (3 across and 4 down) The first panel is only \$290 (early bird) which is a lower entry price point than previous books.
- BE CREATIVE! SPLIT your ad space – purchase 1/2 page – 6 panels and have 1/4 page in TWO areas! Do the same with an ADVERTORIAL: 3 panel ad with 3 panel info / tip from your business!

Early Bird Specials (commitment and payment) run through December 15, 2016.

YES! Reserve My Space	Number of Popular Sizes Panels	Regular Price After 12/15	Early Bird By 12/15	Early Bird Saves	
✓	Single Panel	1	\$ 300	\$ 290	\$ 10
	Double H or V	2	535	475	60
	Quarter Page H	3	770	660	110
	Third Page H or V	4	1,005	845	160
	Half Page	6	1,475	1,215	260
	Two Thirds	8	1,945	1,585	360
	Inside Full Pages	12	2,885	2,325	560
	Full Page I/O Covers	12	3,095	2,495	600

Affordable entry ad rate for EVERY business!

This allows a full 7.5" x 10" of messaging!
Only 3 prime opportunities – and they INCLUDE a top banner ad on the chamber's web site!

Here are some examples of ad layouts based on panel sizes...AND EARLY BIRD RATES!

Double 5 x 2.5 2 panels \$ 475	Quarter Page 7.5 x 2.5 \$ 660 3 panels	Third Page 2.5 x 10 \$ 845 4 panels	Two Thirds 5 x 10 \$ 1,585 8 Panels
Double 2.5 x 5 2 panels \$ 475	Half Page 7.5 x 5 \$ 1,215 6 panels	Third Page 5 x 5 \$ 845 4 panels	
Single 2.5 x 2.5 1 panel \$ 290			

THIS MAGAZINE IS THE GO-TO RESOURCE viewed by thousands of people: It is a Chamber Membership Directory, Communities Guide and MORE. This full color Resource Guide is the go-to guide for businesses and residents! A minimum of 5,000 copies (print & digital) are distributed to the Chamber Membership, at Member locations, at special events & in relocation packets. YOUR AD promotes your business / organization AND illustrates your PRIDE in being connected with our central CT region.

EARLY BIRD AD RESERVATION FORM: Make your selections in above grid (✓)

Company: _____ Contact: _____

____ Bill Me (Payment **must be received by December 15th, 2016** to receive the Early Bird Rate!)

____ Check Enclosed or Credit Card - Card # _____

Exp. Date: _____ Ver. Code: _____ Zip Code: _____

Submit to: **Midstate Chamber of Commerce, Inc.**, 3 Colony St., Suite 301, Meriden, CT 06451
Ph: 203-235-7901 / Fax: 203-686-0172 / info@midstatechamber.com www.midstatechamber.com

