



Midstate
Chamber of
Commerce



FEBRUARY 2016 Chamber News

JOIN US FOR CAMPAIGN



working and Leadership. **We are busy with meaningful work and very interested in improving the business climate here in CT.**

We'd like to offer our existing members a \$25 "Thank You" for each of your colleagues who join the Midstate Chamber. In addition, you can offer them a first year \$25 discount off of their membership for trusting your recommendation. Send us your vendors, neighbors, suppliers, contractors and customers today! April 6th is approaching! See form in this newsletter and print as many as you'd like because there is NO LIMIT to the number of credits you can receive! !

We are asking our members to assist us in growing our organization. **There is strength and a lot more business for all with greater numbers!** Our goal is simply to reach 650 members by our 120th Annual Meeting on April 6, 2016.

"650 Members" was the BHAG (big, hairy, audacious goal) announced last April and **Ed Zavaski of Zavaski Agency** is leading the cause to work hard to get there. **With your contacts and connections, we will make it.** We are asking you to look through your own contact list and let them know the value of membership in the Midstate Chamber...we deliver on Promotion, Education, Net-

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RAIL PROJECT DELAYED...OR IS IT? WHAT DOES IT MEAN TO US?

Recently the news that flooded the media was that "The Hartford Line" rail project (FKA New Haven, Hartford, Springfield Rail) will BE DELAYED. Yes, the start of service, to increase from 6 to 17 bi-directional trains, has been pushed to 2018...but Transit Oriented Development efforts continue in the communities of Berlin, Meriden and Wallingford. Train station build out continues and the private sector is getting into action as well.

According to Westmount Management, Inc., Chamber member and project developer, the 24 Colony Street project is moving along quite nicely in Meriden with an expected FINISH date of December 2016. This project includes 63 rental housing units and 11,000 sq ft of first floor commercial space aesthetically and conveniently placed right in front of the 273 car parking garage. This will be the first 100% completed project in the district.



We want you to know that the South Central Regional Council of Governments is funding a "First Mile & Last Mile" study and the work has just started. Our Chamber member Milone & MacBroom, Inc. is taking the lead on this project and working with City ED and Engineering staff. This work will help us all understand how to efficiently move people between the new intermodal transportation centers and their final destinations – the shopping and employment centers scattered around our cities and towns! Juliet Burdelski in the Meriden Economic Development office has reached out to Chris Edge in Berlin and Tim Ryan in Wallingford to make this an all inclusive study. We like regional cooperation! In the near future, chamber members should be on the lookout for a survey to the general business community. We want to know your opinions about improved transit options for your employees and visitors.

And finally, what a difference a year makes! We've included two photos of the Meriden HUB...one with last year's snow and the second as it is today with green grass and the pedestrian bridge in the background. We eagerly await the "soft opening" and the "grand opening" of this new amenity in downtown Meriden. If the pictures have piqued your interest, please drive by or stop by the Chamber office, where the HUB pictures were taken, and see for yourself so you can tell your friends that it's all happening here.



Message from President...

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WHAT is a
BAH...and
Why Go?

and

2016-17
Planning
Guide

and

IMPORTANT
Dates
and
Deadlines

and

APPROVED
2016
Legislative
ACTION
Agenda

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>
NEWSLETTERS: <http://www.thechambernewsletter.com> 2015-16 CHAMBER BOOK: <http://www.thechamberbook.com>

MESSAGE FROM THE PRESIDENT:

WHAT IS A BAH... AND WHY GO?



Séan W. Moore

It is important to understand that the Midstate Chamber is known to be a *friendly, welcoming and social group while getting a lot of business done at the same time.* That is why we regularly hold something called a **"Business After Hours"** and I'd like to be sure that all of our members know what to expect when they attend.

From 5:00 to 7:00 p.m., generally 50 or more attendees make great business connections and swap business stories, solutions and leads with their peers. This is done in a very comfortable atmosphere at a Chamber Member business location. The host site sponsors the food and beverages and are featured in the "program" which happens around 6:15 p.m. where you will learn a bit more about the host business and the upcoming Chamber activities. We get a nice crowd and we understand that some members cannot stay for the entire two hours. We're very flexible about that because we know that many of our members have evening appointments or other activities to attend to.

Come on out and visit a member this month...our Next Business After Hours is on Thu., Feb. 4 at Castle Craig Players - Almira F. Stephan Memorial Playhouse on West Main Street in downtown Meriden. We hope to see you then!

UPCOMING EVENTS, ACTIVITIES & DEADLINES

M The Chamber's **FIRST Annual Comedy Night** has been rescheduled for **Friday, March 18, 2016**. Save the Date to LAUGH with us and [Click HERE for flyer & sponsor info for Funny Business!](#)

M The Annual **Chamber Award Nominations** are due by **12:00 noon on February 12, 2016** to the Chamber Office. [Form is here for your submissions - ANY Member may submit a nomination!](#)

M The **120th Annual Dinner is Wednesday, April 6th, 2016 at the Four Points by Sheraton**. Save the Date and see enclosed flyer to RESERVE EARLY - 300+ attended last year!

M **38th Annual Daffodil Festival is April 30 - May 1, 2016...** SAVE THE DATE and reserve your booth today - [form is here!](#) AND...

**HERE is your 2016-17
Planning / Budgeting Guide**



THE 2016 LEGISLATIVE ACTION AGENDA

The Legislative Agenda has been approved by our Board of Directors at their January meeting. We have included a copy in this newsletter so you can appreciate the work, research and advocacy of our Government and Business Development Committee in creating this document. Now it is up to all of us to remind our legislative leaders that we mean business! Please remind them that businesses really matter.

SEE PAGE 14 OR CLICK HERE

WHO'S WHO AND PEOPLE TO KNOW

It has been said that The Midstate Chamber is the BEST WAY to make connections within the communities of central Connecticut. In this section we keep you - our members - updated on area leaders in business and community. This month we introduce you to our Campaign 650 Advisory Team...



CAMPAIGN 650 Advisory Team

We are pleased to introduce to you our Campaign 650 Advisory Team - **led by Edward J. Zavaski, Edward Zavaski Agency, LLC** - who are helping us reach our goal of 650 members by the beginning of April 2016:

Eileen Bongiovanni, Bongiovanni Insurance & Financial ~ Richard J. Pendred, A & A Office Systems, Inc. ~ Frank W. Ridley, F.W.R. Consulting Services ~ Janine Brancale, Star Auto Sales ~ Bob Carr, J.S. McCarthy Co., Inc. ~ Jorel Claudio, Radio 104.1 ~ Yvonne deAngeli-Fontanez, Four Points by Sheraton ~ Ms. Karen Halloran, Fairfield Inn by Marriott ~ Mr. Joe Heller, Eversource Energy ~ Ms. Dana Hunter-Moyer, Hunter's Ambulance Service, Inc. ~ Mr. Steve Knight, Spanish Community of Wallingford ~ Ms. Wanda Lary, Workforce Alliance ~ Mrs. Molly H. Savard, The Bradley Home ~ Mr. Paul Sprague, The Curtis Home ~ Mr. David Symonds, PROSHRED Security ~ Mr. Efrain Valentin, Jr., Valentin Karate ~ Mr. John Wooley, Radio Frequency Systems



Some of the
Advisory Team at
the January BAH
at Holiday Inn
Express!

And...we ask for YOUR help - pass the enclosed application to a friend in business that is not yet a member of the Midstate Chamber and when they JOIN, you will both receive a \$25 rebate on dues or any chamber program! Any business looking for promotion, exposure or market share in the central CT region is eligible for membership in the Midstate Chamber.

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- Garbage Disposals
- Maintenance Agreements



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

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. Just SCAN and CLICK! **RSVP NOW** for the highlighted chamber events below - just click and enter your info!*

- | | |
|------------------------------------|---|
| C Through Feb. 28 | Campus of Courses at Boscov's - see news for information / links. |
| M Tue, Feb 2 : 6:00 pm | Microsoft EXCEL - Beginner Level held at CEDF. For more information on these and other workshops, including Using Technology To Grow Your Business on 2/4, CT State & Federal Taxes on 2/16 and Generating Revenue Through Licensing on 2/22 call 888.835.2333 ext. 2040. |
| M Thu, Feb 4: 5:00 pm | Business After Hours Showcasing Castle Craig Players. Flyer enclosed! |
| C Sat, Feb 6: 5:00 pm | Couples Massage Workshop will be held at Central CT Massage & Wellness. For more information call 203.631.1620. A session will also be held on Sunday at 1:00 pm |
| C Sat, Feb 6: 6:00 pm | Murder Mystery Dinner benefits SCOW at Villa Capri. \$50 pp - 203.265.5866. |
| M Thu, Feb 11: 9:00 am | SCORE - Counseling Sessions for Businesses at Midstate Chamber of Commerce. 203.235.7901 |
| C Thu, Feb 11: 2:00 pm | Avoiding Slips, Trips and Falls will be held at First Baptist Church presented by Masonicare. |
| C Thu, Feb 11: 6:00 pm | Channel Messages from Loved Ones: Lincoln College of New England. 860.628.4751 ext 40956. |
| C Sat, Feb 13: 7:00 pm | Frozen Night at Webster Bank Arena as the Bridgeport Sound Tigers play the Hartford Wolfpack. |
| M Tue, Feb 16: 8:00 am | Constant Contact Workshop - Build Your Marketing Toolkit at Chamber. Flyer enclosed! |
| M Tue, Feb 16: 9:30 am | Governor's 2016 Economic Development Forum at Rentschler Field |
| M Thu, Feb. 18: 7:45 am | Health & Wellness Council Meeting AND Mall Walk & Talk with IDLife featuring Healthy Heart |
| Month - Come one, Come ALL! | See page 6 for more. RSVP and get a free sample pack! |
| M Sat, Feb 20: 9:30 am | HOLA Casino Trip to Foxwoods. Flyer enclosed!. |
| M Wed, Feb 24: 5:30 pm | 2016 Small Business Boot Camp - Start Up & Growing Business Basics & Business Plan at Midstate Chamber of Commerce. Flyer enclosed!. |
| C Fri, Feb 26: | Trouble at the Tropicabana Murder Mystery - Castle Craig Players- at Almira F. Stephan Memorial Playhouse. For more information visit www.castlecraig.org . |
| C Sun, Feb 28: 10:30 am | MidState Medical Center Presents Healthy Family FunFest at Aqua Turf Club. Fee Admission. |
| M Mon, Feb 29: 5:00 pm | Dailey Professional Counseling Grand Opening Celebration - Ribbon Cutting Ceremony. |

This is a SHORT LIST of some of our KEY events - for even MORE business and community events - including Chamber Committee meetings - along with details and updates visit... <http://www.midstatechamber.com/Calendar>

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

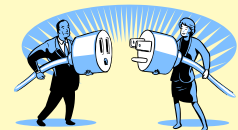


COMMITTEE CONNECTION

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



MEMBER RENEWALS...

We *recognize and thank* our members who have joined or renewed their investment in the Mid-state Chamber within the last month.

Visit www.midstatechamber.com for the most up-to-date membership listing!

Academy Di Capelli

Accel International

ACORD, Inc.

Aeroswiss

Aflac - Pat Lynes

American Eagle Financial Credit Union

Barker Specialty Co.

Body Focus Therapeutic Massage & Ashiatsu

Calcagni Associates

Canberra Industries, Inc.

East Side Veterinary Clinic, LLC

Firestone

Fratelli Pizza Restaurant

Hartford Courant

Liberty Bank

Literacy Volunteers of Greater New Haven

Meriden Lions Club

People's United Bank

Prentis Printing Solutions, Inc

Realty Associates

Speed Print of Meriden

Thompson Brands LLC



WELCOME NEW MEMBERS!

We are delighted to introduce our new members - the lifeblood of our organization and the reason we exist. We continually strive to connect you to one another and to our communities. 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!

Best Western Plus of North Haven: 201 Washington Ave., North Haven, CT 06473. The phone number is 203-239-6700 and the fax number is 203-234-1701. Lisa Brewster is the primary contact. Best Western Plus offers comfort and convenience throughout their 143 newly renovated guest rooms, 8200 sq. ft. of banquet/meeting space, a restaurant and much more.

MidState Christian Academy: 139 Charles St., Meriden, CT 06450. The phone number is 203.237.0302 and the fax number is 203.237.3578. Russ Smith is the primary contact

Join us in welcoming these new members.

For the most up-to-date listing of members in good standing, visit www.midstatechamber.com

**MEMBERS USE MEMBERS!
WE SUPPORT EACHOTHER!
WE SUSTAIN OUR LOCAL ECONOMY!**

2016 Chamber
Education Awards
Deadline: **2-26**



Deadline is approaching to submit applications for the 2016 Sanford S. Shorr Education Awards! \$1,000 awards are given to several students for: Sanford S. Shorr Award, HOLA Award, YBL Dan M. Hunter Education Award and for the Bruce H. Kannenber & Jonal Laboratories, Inc. Education Award



Click [HERE](#) for the application

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Find business resources at: www.midstatechamber.com

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>

Alternative Healthcare Solutions LLC - The idea of having to deal with a health issue can sometimes scare people away from getting preventative screenings. However, screenings can help save lives by identifying health concerns in time to ameliorate them. For example, thermography screenings can help find breast cancer in its earliest stages by identifying heat and inflammation with infrared cameras. Thermography screenings can also be used to identify vascular problems and hormone imbalances...and more! Contact us today to learn more - we are in the first floor of the Cloverleaf Building: 1064 E. Main St., Suite #103, Meriden, CT 06450 - 203-427-8803 or Visit: www.thermocaresolutions.com.



**ALTERNATIVE
HEALTHCARE SOLUTIONS**

Best Western Plus - Lisa Brewster of Hamden has joined the team at Best Western PLUS North Haven Hotel as the Director of Sales. She was formerly employed as Sr. Sales Manager at the Courtyard by Marriott. Lisa comes to us with over 15 years of sales and business development experience. The full service hotel recently joined the Midstate Chamber and offers a full service restaurant, banquet facilities, meeting rooms and hotel rooms. We welcome Lisa to her position, and the hotel to the chamber - we look forward to a longstanding partnership!



Lisa Brewster

Boscov's: Through February, Campus of Courses offers many classes in the auditorium on a variety of topics such as beauty, health and fitness, crafts, business, or informational sessions with a wide range of classes including public speaking, crocheting, weight loss, yoga and much more - check them out here: http://www.boscovs.com/wcsstore/boscovs/images/store/product/docs/Winter16_Campus_Meriden.pdf. Most classes are free or charge a nominal fee to attend. Registration is required by completing the registration form and providing payment in person at the Boscov's Courtesy Desk (cash, check or Boscov's credit card). Class sizes are limited. You can call the Courtesy Desk at 203.235.4144 ext. 1278 to register. For more information, please contact Kathy Horsky at khorsky@boscovs.com or call 203.235.4144 ext. 1202. Boscov's is located at 480 Lewis Ave., Meriden.



Connex Credit Union: What's better - free checking or \$100? Or both? Open a free Unbank Checking account with Connex Credit Union and we'll welcome you with a \$100 gift! Connex Unbank Checking is always on your side with: no minimum balance requirement, free online and mobile banking, free mobile check deposit, free bill pay, free e-statements, and free Advocates to help you reach your financial goals. Open your free Unbank Checking account today online, over the phone or in a branch. New members only. Visit us at www.connexcu.org for more information or stop into the Meriden office, located in Townline Plaza, 533 South Broad St., Meriden.



Diversified Physical Therapy LLC offers the following classes. Please feel free to drop in to any of these sessions to check them out: **Core Stability** - Mondays at 6:15pm. Join Michelle Thibeault, PT to improve your strength, balance and mobility. The class is ongoing. **Emei Qigong** - Tuesdays at 6:30pm. Class focuses on learning the Wuji Gong form and is for anyone at any physical level. Beginners are welcome. Contact Stan with any questions: 203-217-2193. **InnerGarden Yoga** - Wednesdays at 7pm. Contact Karen for more information 203-687-7750. **Therapeutic Massage- Rick and Mallory from Central CT Massage and Wellness** are taking appointments for massage. Call Rick 203-631-7970 or Mallory 203-631-1620 for an appointment. There are so many positive benefits to getting massage! They specialize in deep tissue and Crossfit massage. Call for more information 203-630-3939 or visit www.diversifiedpt.com.

Gallery 53 is offering new classes. Gallery 53 is located at 53 Colony St., Meriden. Please register through the Meriden Adult Education for any of these classes by calling 203.630.4190. **Zentangle** - Zentangle is an easy method of creating beautiful images by creating patterns. Class starts Tuesday, February 23rd from 6:30 to 8:00 pm for 6 sessions. **Stained Glass Mosaics** - In this class you will be guided as you make your own mosaic(s) using stained glass. Class starts Wednesday, February 25th for 6 sessions from 6:00 to 8:00 pm. **Creating Mandalas** - Mandala is from the classical Indian language of Sanskrit. It has become a generic term for a geometric pattern. Students will make their own mandala using collage and paint. Class starts Tuesday, April 26th for 6 sessions from 6:30 to 8:00 pm. **Hand Building with Clay** - This class is for both beginners and experienced pottery students. We will be exploring flat shapes; plates, cylinders, cups, vases etc. Class begins Thursday, March 10th for 10 sessions from 6:30 to 9:00 pm. **Create your Personal Chalkboard** - By using chalkboard paint and calendar pictures, you can create your own Blackboard. Picture frames, kids desks, small tables are all easily made into one. Class begins Thursday, April 14th for 5 sessions from 6:30 to 9:00 pm. **Coloring for Adults** - STRESSED? Color can be therapeutic and creating beautiful art is a soothing and stress-relieving activity. Each student will select their own project(s) completing stunning illustrations to lift your mood and focus your mind. Class starts Wednesday, Feb. 24th for 6 sessions from 6:30 to 8:00 pm. **Drawing and Design** - Unlock your creative energy! Students will learn fundamental design and drawing concepts; line, shape, texture, space and value. Media: pencil, charcoal, colored pencils and watercolor. Class starts Thursday, March 10th for 5 sessions from 7:00 to 8:30 pm.



The Home Store Real Estate recently celebrated its 8th anniversary, announced Joe Criscuolo, owner/broker. Besides Criscuolo, team members include Dean Stone, Veronica Leventhal, Robert Lunney, Jr., Nicole Cammack and Karen J. Carabetta. "2015 was our best year ever! Repeat clients and referrals have been our best source of business which continues to grow year after year. Interest rates are still at historical lows, the State's economy is stabilizing and there is pent up demand for housing. Sales of multi family homes and condos have also improved. A lot of first time home purchasers in their late 20's are emerging. On the selling side, many senior homeowners are moving to warmer climates with a lower cost of living such as Florida, North Carolina and South Carolina," said Criscuolo. The Home Store has the resources and staff to cover most of Connecticut. Joe set a new record with 55 of his own transactions in 2015. He is ranked among the top 5% of Realtors in the State. Joe is a former recipient of the "Connecticut Realtor of the Year" award and has received the "Five Star Real Estate Agent Award" 6 years in a row by Connecticut Magazine. Criscuolo has a long list of appointments and awards dating back to 1975. He is very active in his local community and currently serves as a Director and Ambassador for the Midstate Chamber of Commerce. Criscuolo is a past President of the Meriden Humane Society. Joe is also a Residential Certified Appraiser who owns and operates Advantage Appraisal Company. The Home Store Real Estate and Advantage Appraisal Company are located at 25 Tammy Hill Road in Wallingford, Connecticut 06492. Visit www.thehomestoreRE.com for valuable real estate information and where prospective purchasers can sign up to receive automatic MLS listings. 203-631-2955 or 203-284-9164.



Joe Criscuolo

Find community resources at: www.midstatechamber.com



Ion Bank President & CEO Charles J. Boulter, III announced that the Ion Bank Foundation awarded \$106,500 in grants at their December meeting to 29 non-profit organizations. The funds are used to support a wide assortment of projects and programs in the communities served by the bank. The full list of recipients may be found under Ion Bank news at www.midstatechamber.com - we've highlighted Midstate Chamber members here that received grants: **Arts for Learning Connecticut, Inc. MidState Medical Center and Women & Families Center.** About Ion Bank Foundation: The Ion Bank Foundation was created in 1998 to provide financial support to the communities served by Ion Bank. Reinvesting in local communities is one of the most important duties of a mutual bank. Toward that goal, the Ion Bank Foundation has awarded over \$5.8 million to deserving local community and charitable organizations since its inception. Visit www.ionbank.com.



Ion Insurance Corp., a full-service independent insurance brokerage affiliated with Ion Bank, presented Acts 4 Ministry, Inc. with a check for \$755, which was raised from their Quotes for a Cause program. The program was created to help local Connecticut charities every month by making a donation of \$5 for every new insurance quote provided. A different local charity is selected each month. "Ion Insurance is very excited to participate in the Quotes for a Cause program", said David Drescher, President & CEO, Ion Insurance. "As a local insurance agency, we believe that giving to local non-profit organizations is a great way to thank the community for helping us become who we are today". Ion Insurance is a 100 year old full-service community insurance agency that was founded in Naugatuck as John M. Sutherland Inc. in 1915. It was acquired by Nutmeg Financial Mutual Holding Co., the precursor to Ion Financial MHC, in 2005. Its name was changed to Ion Insurance in the fall of 2013. For more information about Ion Insurance, visit www.ioninsurance.com, call 203.729.5261, or send an e-mail to info@ioninsurance.com.

Literacy Volunteers - Meriden / Wallingford - Love to read? Love to write? Love a good conversation? Literacy Volunteers invites you to share the love by becoming a Literacy Volunteer Tutor. You can make a difference in the community by helping adults improve their reading, writing and English speaking skills. Visit www.lvaghn.org for more information and to complete a tutor application. The next tutor Training is in February 2016. Any further questions, call 203.235.1714. Come and join the conversation. Literacy Volunteers offers Free English Classes for speakers of other languages. These are conversation classes for people who want to develop their English communication skills. Also offered are groups for those who need to improve their reading comprehension and writing fluency. Registration is now open. Class size is limited. Call today at 203.235.1714.



Meriden Adult Education is offering the *High School Credit Diploma Program* at their College & Career Readiness Center. Students who wish to obtain a Meriden High School Diploma may take classes at any time during the day or evening. Options for earning credit include scheduled class time and on-line courses. Visit www.meridenadulted.org/Content/Diploma_Programs.asp. Adult Education is also offering ESL, Citizenship, Spanish GED, ABE/GED & CDP Daytime & Evening classes. www.meridenadulted.org/Content/English_As_A_Second_Language_ESL.asp. You can also call 203.237.0602 or 203.630.4190. Graduates of the High School Credit Diploma Program (CDP) earn a Meriden High School Diploma. Classes are free to adults who are age 17 and older and are officially withdrawn from school. Twenty credits are needed to graduate. Transfer credits from any accredited public, private or parochial school may be accepted. Career, educational and personal counseling services are available. The Spring Course Catalog is also available here: www.meridenadulted.org/CourseCatalog/catalogView.asp?id=41 with enrichment classes, fitness, and more! Don't delay, classes start soon!



Signs By Tomorrow - For wayfinding signage, directories and ADA-compliant signs, proceed directly to Signs By Tomorrow! Offering selections for any budget and every application: store, office, mall, school, factory or other facility - there's no better place to begin. With updated signage, you'll make a better first impression. The attention to detail you place on indoor directional signs will provide visitors and customers with the assurance that the same high standards apply to your products, services or other operations. You'll also make the most of a great opportunity! At Signs By Tomorrow, we can recommend options that support your branding and enhance your décor. As your signage and graphics resource, we offer countless customization ideas by way of shapes, colors, sizes, textures and materials! Contact our local Midstate Chamber contact, Ryan Keough at 203-949-0726.



Women and Families Center is offering FREE entry level ESL Classes for the Workplace. The program includes ESL, Basic computers & Job Readiness Classes. Earn a Certificate & Employment Portfolio upon completion of the program. Job Placement Assistance also available. Registration Deadline is January 15th. Pre-qualification language assessment is required for enrollment. Must be at least 17 years old to enroll. --- Earn a certificate in Customer Service and Sales while improving basic skills and pursuing a GED/High School Diploma. Classes begin February 22nd at the Women and Families Center. Free Job Training Opportunities as well as the opportunity to increase your computer skills, improve your job readiness skills, gain work experience, improve your math and reading scores, and get help with your resume and job search. Visit www.womenfamilies.org or contact Regina Cardona at 203.235.9297 ext 128. WFC is located at 169 Colony St., Meriden.



MALL Walk n Talk February



The Midstate Chamber of Commerce and our Health and Wellness Council invites the public, along with chamber members and mall employees to a **Mall Walk n Talk** on **Thursday, Feb. 18th, 8AM-9AM at Westfield Meriden (Mall)** (470 Lewis Ave., Meriden). Meet up at the food court - the topic is **Healthy HEART Month with IDLife**



FEBRUARY'S Featured Discount:

Bluefrog Plumbing & Drain
10% off with a maximum savings of \$100. Not valid with any other offer.
Call today and let our team hop to it! Our service experts show up and offer the right fix at the right price with no trip charge ever.



203-937-2772
ALSO SEE
Our Ad
on Page 2

Member to Member Discounts:

Many chamber members offer discounts for you and your employees! Find them at: <https://www.midstatechamber.com/Services/Club-card.asp> You can print your discount certificate and present it to the member business and receive your discount. Remember: Chamber members use Chamber members! Want to offer a discount? Just contact us with your special offer: 203.235.7901 or email: info@midstatechamber.com. It's THAT Easy. AND, even better: there is NO COST for you as a member to offer a discount!



Find it all at: www.midstatechamber.com

Business After Hours



Castle Craig
Players

**Almira F. Stephan Memorial Playhouse
59 West Main St., Meriden**

**Thursday, February 4, 2016
5:00 to 7:00 p.m.**

The Castle Craig Players was founded by Warren M. Stephan in 1992 as a not-for-profit where volunteers organize to perform 5 to 6 productions each year. Come out and see this intimate theater space and meet the volunteers who participate in these wonderful productions.

Enjoy Refreshments, Networking, Door Prizes, and more!

The upcoming production is "Trouble at the Tropicabana", an *I Love Lucy* Murder Mystery spoof will take you down memory lane with Lucy, Ricky, Fred and Ethel. This production will run from Feb. 26th through March 6th on Fridays & Saturdays at 8 pm and on Sundays at 2pm. Bring your own dinner, drinks and snacks and enjoy a great show for \$15 each.

CCP's season also includes "*The Wizard of Oz*" from May 13th- 22nd and "*Cabaret*" from July 29th-Aug 7th.

For more information or to purchase tickets visit www.castlecraig.org.

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.

EASY, SIMPLE RSVP - Just Click above Flyer!



HEALTHY FAMILY FUNFEST



Join us for an exciting and fun-filled day with health information, speakers, screenings, demonstrations, and activities for everyone from children to seniors.

- Kids area
- Screenings and giveaways
- Drawings
- Amber alert
- Child car seat safety check
- Blood pressure, cholesterol, glucose and bone density checks
- Balance screenings
- Sports medicine
- Live iHeartRadio broadcast featuring Renee DiNino and Cory Myers

Sunday, February 28, 2016

10:30 am – 3:30 pm

The Aqua Turf Club
556 Mulberry Street
Plantsville, Connecticut

FREE ADMISSION!

Brought to you by:


**Hartford
HealthCare**
Connect to healthier.™



Premiere Sponsor:

Bradley H. Barnes &
Leila U. Barnes Memorial Trust at

Main Street
COMMUNITY FOUNDATION

For information on sponsoring or exhibiting, call Antoinette Ouellette at
860.378.1268 or email aouellette@ctseniorcare.org.
https://www.midstatemedical.org/healthy_family_funfest.aspx





Join in 23 years of celebrating
United Way NFL Players' Weekend!!

Friday, March 4th and Saturday, March 5th

Exclusive Event Sponsor

Flublok[®]
Influenza vaccine

by Protein Sciences Corporation

Friday - Silent/Live Auction Night, Dinner Buffet 6 - 9:30 p.m.
Zandri's Stillwood Inn, 1074 S. Colony Rd., Wallingford

Mingle with over 20 NFL players from the Rams, Jaguars, Eagles, Ravens and Bengals!
Purchase some great NFL memorabilia, enjoy delicious food & have fun!
Early-Bird discount: \$650 per table of ten/\$325 per half-table of five
\$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





Help Grow Your Business

We are here to help!

The Midstate Chamber of Commerce presents a workshop on Constant Contact. This workshop is a great way to learn about marketing your business on social media. Learn how to identify what tools your business should use for marketing and social media.

April Woodcock, Authorized Local Expert by [Constant Contact®](#), Inc., the trusted marketing advisor to more than 650,000 small organizations worldwide, will facilitate this workshop. Sessions will focus on using marketing strategies to find new prospects, engage key audiences, drive dialogue, and build relationships. These strategies include a framework that shows how different marketing campaign types all fit together, to deeper dives into the specific campaigns and tactics: newsletters and announcements, offers and promotions, online listings, events and registrations, feedback, and mobile.

See reverse for details of each session.



2-16: Build Your Marketing Toolkit

News

3-15: Newsletters & Announcements

4-14: Email Marketing for Success—Demo



5-19: Social Media Marketing

**Sessions will be held at 8:00 AM at the Midstate Chamber
3 Colony St., Suite 301, Meriden
Cost is \$7.00 for each class or \$20 for all 4 sessions.**

Please indicate sessions attending

___ All 4 sessions ___ 2/16 ___ 3/15 ___ 4/14 ___ 5/19

Space is Limited. Please register Early!

Company Name: _____

Attendees: _____

Contact E-mail: _____

___ Bill me ___ Credit Card (Amer. Exp, VISA, M/C, Discover)
Please Make Checks Payable to Midstate Chamber of Commerce

Card # _____

Card Expiration: _____ Card Ver. # _____ Card Zip Code _____



February 16 – Build your Marketing Toolkit - This presentation sets the framework for the four pillars of marketing success. You will learn how to get found online, engage and nurture prospects and customers, create campaigns that drive action, and how to analyze the results of their marketing campaigns. (Appropriate for all levels.)

March 15 – Email Marketing for Success: Newsletters & Announcements - You will learn the most effective strategies for creating email newsletters and more. Also you will learn how to get more people to open their email campaigns and how to make them more effective marketing tools. (Appropriate for all levels.)

April 14 – Getting started with Email Marketing (live Demo) – Constant Contact's most requested seminar! This is a dive into Constant Contact's email marketing Toolkit. This live, guided demonstration shows your members how quick and easy it is to pick a template, add their own logo and pictures, schedule an email blast and measure the results. Participants do not need to bring a computer.

May 19 – Social Media Marketing - This presentation teaches your members how to use Social Media as a marketing tool for their organizations. Participants will learn about the pros and cons of the most popular Social Media platforms. Please note: This is a marketing strategy presentation. It does not demonstrate different social media tools. (Appropriate for beginner and intermediate social media users.)



Want to know a little about April? April works with small- to mid-size companies to help them develop a robust online presence by using strategic marketing initiatives. April is an Authorized Local Expert of Constant Contact who presents regularly on email marketing and social media throughout the New England area. She founded the local Biz Blender networking group for the Norwich Chamber, which meets every other month to give business owners an opportunity to speed network with up to 20 other businesses in their community.

Constant Contact Authorized Local Experts are dedicated to educating small businesses, nonprofits, and organizations on how to make their marketing efforts as effective as possible. These experts are authorized by Constant Contact to deliver seminars because of their proven expertise, passion, and commitment to helping small businesses and nonprofits in their local community.

EASY, SIMPLE RSVP - Just Click above Flyer!



**Our Members can GIVE \$25.00
and
GET \$25.00**



with this Midstate Chamber Campaign 650 Referral Form

Our Chamber Ambassadors have had a number of great membership campaigns in the past but this time we're taking it to the next level by involving and engaging our entire Midstate Chamber membership in getting to our goal for 650 Chamber members by our Annual Meeting in April 2016. In January 2016 through March 2016, we are offering a great incentive program to thank both our existing chamber members and new chamber members as well.

Every time an individual person who is associated with a current Chamber member refers a non-member business who becomes a Chamber member, the individual can earn a **\$25.00 credit towards any chamber program** including events, publications, ads and even your annual membership dues. (You can always check www.midstatechamber.com or call the chamber to verify membership status.)

In detail, here's how it works:

1. Our current members refer a colleague or business neighbor who is not yet a Midstate Chamber member.
2. Our current members will complete this form and present it to their friends, associates or colleagues.
3. New prospective member completes their Midstate Chamber Membership application, on the reverse side of this Campaign 650 Referral Form, and returns it to the Midstate Chamber of Commerce.

In addition, the **NEWLY signed Chamber members can also enjoy a \$25.00 savings**...which may even be deducted from the new member's first year's dues or applied to any other Midstate Chamber program!



CURRENT CHAMBER MEMBER SECTION



Current Chamber Member Referring Person's Name: _____

Current Midstate Chamber Member Company Name: _____

I, _____ (Referrer's Signature goes here), **would like to recommend the following business to join with us and become a member of the Midstate Chamber of Commerce:**

Company Name of Prospective New Member: _____

Contact Person: _____ Title: _____

Contact Person's Phone Number: _____ Email: _____

Dear Prospective NEW Midstate Chamber Member:

Simply return this form with your membership application, conveniently located on the reverse side of this form. Your promotion will begin on our Chamber's website at www.midstatechamber.com within 24 hours of joining.

Note: This credit is for NEW members only and can't be combined with any other special rate or offer.

CHAMBER OFFICE STAFF SECTION

Date Joined: _____

Date Processed: _____

Current Member Credit Applied to: _____

Credit Applied on/by: _____

New Member Credit Applied to: _____

Credit Applied on/by: _____



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.



Presents a Special Night of

Funny Business

Friday, March 18th, 2016

The Hall at Polish National Alliance Park

17 North Plains Industrial Hwy., Wallingford

Doors open at 6pm ~ Show starts at 7pm

Featuring . . .



**Host
Darren Sechrist**

Leave business at the office: Take a break and come out for a relaxing, fun filled evening of laughs.



**Headliner
Linda Belt**

I'll have you rolling on the floor!!



**Feature
Rick Carino**

Laughter is good for the soul.

Advanced Ticket purchases encouraged. Cash Bar of Beer and Wine only.
Bring your own snacks. Must be over age 21 to attend.

Cost is \$20 pp if paid by March 9th; \$25 pp after March 9th

_____ # of Attendees _____ Table of 5 Sponsorship _____ Table of 8 Sponsorship

Names of Attendees: _____

___ Check Enclosed ___ Bill me please ___ Credit Card Info Below

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

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

A portion of the proceeds will be donated to the United Way of Meriden & Wallingford.

EASY, SIMPLE RSVP - Just Click above Flyer!



A portion of the proceeds will be donated to the United Way of Meriden & Wallingford.

Sponsorship Opportunities

Table of 5 Sponsorship: \$150

- Reserved seating in front for 5
- Top of the Page Banner Ad on the Chambers Website for 3 months (please provide)
- Banner displayed at the event.

Table of 8 Sponsorship: \$240

- Reserved seating in front for 8
- Home Page Ad on the Chambers Website for 3 months (please provide)
- Banner displayed at the event.

About the Talent

Headliner Linda Belt

Linda is a native of New Jersey and moved to CT in 1987. She was a suburban pillar of the community attending PTO meetings and baseball games. Linda became tired of holding up that pillar and now holds her own as a professional stand-up comic. Linda's humor touches on the absurdities of modern life and explores marriage, sex, parenting and social mores, in other words: any subject she feels like discussing! Linda has performed throughout the US and Canada and has been featured in a number of comedy festivals and venues. As a full-time working comic, she can be found at various local & national venues, fundraisers, private and corporate events. Linda was profiled in the Hartford Courant, The Chicago Tribune and The New Jersey Star Ledger. She has appeared on Affiliates of NBC & ABC as well as PBS.

Feature Rick Carino

Rick is a product of a dysfunctional family. As a middle child, humor was his only way of being noticed. His comedy tackles a mix of self-depreciation and frustration with life as well as topics of growing up, parenting in the new world, and witty observations of the world around him. Rick has appeared at clubs locally and throughout the country and participated in various festivals. Additionally he can be seen organizing various fundraisers for animal rescues, scholarship programs and sports teams.

Host Darren Sechrist

Darren's bizarre and hilarious take on fatherhood, family, and the absurdities of life make him a hit with audiences of all types. He has appeared at the Comic Strip Live, Foxwoods, the Comedy Connection, and other top clubs across New England and New York.



Make checks payable to: Midstate Chamber of Commerce, Inc.
3 Colony St., Suite 301, Meriden, CT 06451

RSVP via mail, call 203.235.7901, fax to 203.686.0172, or e-mail to info@midstatechamber.com

EASY, SIMPLE RSVP - Just Click above Flyer!



The Midstate Chamber of Commerce 2016 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 13, 2016

The 2016 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 & Wallingford. With each vote we ask that our elected and appointed government officials consider the unique role of the private sector businesses in this tenuous 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 2016.

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

- Businesses could hire state residents in great private sector and not-for-profit jobs
- 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 technology, machinery and equipment to open new business opportunities.

We offer the 2016 Legislative Agenda as a vehicle to build solid relationships and productive alliances with our elected and appointed officials of all levels of government as well as method to educate them to what businesses need. In this spirit, we join with CBIA and encourage all legislators to embrace the "CT20X17" campaign by proactively working to improve the business climate in Connecticut.

The Economic Development (ED) agenda

The New Haven-Hartford-Springfield rail project, "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 a comprehensive development along the corridor.
- Eliminate barriers to economic development by documenting and simplifying the approval processes
- Encourage a package of local and State incentives to promote early development activity.
- Aggressively promote and coordinate economic development activities around HUB Site

- Coordinate housing policy as an ED tool and include major employers and employment centers such as Westfield Mall and the MidState Medical Center.
- Aggressively market the potential of a unified TOD corridor along the Hartford rail line.
- 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 for M-W Hospital
- 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 the Undercliff Site.

The Transportation agenda is to:

- Improve and develop regional and local multi-modal transportation options and station development to complement the New Haven-Hartford-Springfield project and overall TOD for communities along the rail line.
- Implement prompt start of service on the Hartford Line without further delay.
- Direct the legislature to use the state's Special Transportation Fund for transportation purposes only
- Participate in the City of Meriden and SCRCOG "First / Last Mile Study" and facilitate participation by the business community in the study.
- Assist the City of Meriden in planning for two-way traffic in the CBD & advocate for funding sources including TIGER Grant.
- Implement development of Pratt Street as the new gateway into Meriden to spur economic development.

The Workforce / Manufacturing agenda is to:

- Recognize the changes in manufacturing and reduce disincentives for manufacturers to ensure that business is supported by state and local government to attract new businesses. Support existing businesses to remain and grow in the mid-state region and the state of Connecticut.
- 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.
- Advocating for Green Jobs training especially at the High School and the Community College levels.
- Encourage development of business incubator / accelerator and other business support and growth initiatives including the Wallingford HUBCAP.

The Energy / Technology agenda is to:

- Support the development of a wide variety of cost effective energy sources including wind, solar and geo thermal as a long term energy strategy with a commitment to research and development.
- Support natural gas expansion initiatives included in the Comprehensive Energy Strategy with increased availability and incentives for business, industry and residential customers.
- Encourage municipalities to investigate and consider the potential of becoming a municipal aggregator of energy and development of the advanced and expandable infrastructure in the Central Business Districts.

The Education agenda is to:

- Scrutinize funding for education with an emphasis on early learning, regionalism and accountability.
- Implement a comprehensive approach to the Middle College system including Early College Opportunities.
- Support Common Core standards as proven practices to encourage, support and maintain statewide consistency.
- Find and implement effective solutions to remedial education problems faced by our colleges.
- Encourage development of Middlesex Community College facilities and programs in Meriden and Wallingford.
- Oppose the restrictions on transferring of credits from other public higher education institutions to UCONN.
- Support efforts to increase interest and educational opportunities in STEM, particularly for minority students.

The Housing & Community Development Agenda is to:

- Support the Meriden Choice Neighborhood Grant activities including Implementation Grant application.
- Encourage mixed-use projects to include commercial, mixed income housing and amenities within the district.
- Support the Meriden Family Zone (MFZ) including Integrating MFZ into the Central Business District development efforts.

The Health Care agenda is to:

- Follow the development 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.



SAVE THE DATE
For the Midstate Chamber's

**120th Annual Meeting, Dinner, Awards &
Silent Auction**

Wednesday, April 6th, 2016
4:30 pm to 8:00 pm

**Celebrating 120 years as the
Chamber of Choice in Central Connecticut
at the
Four Points by Sheraton
275 Research Parkway, Meriden**

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 Winner for: Innovation Award,
Excellence in Education Award,
Community Partnership Award and
Small and Large Business Award.
Nominations are accepted until February 12th.

Silent Auction

Past Auction Items have included: gift certificates, wine & beer baskets, Overnight Stays, etc.
We will accept Auction donation items until March 23rd. Each Auction package has a
minimum \$50 value.

**Sponsor or Place an Ad in the Special
Commemorative Program Book f
or our 120th Year!**

**Sponsorship opportunities available
Register early for maximum promotion**

See Reverse for Sponsorship Opportunities



Sponsorship Opportunities

Title Sponsors: \$1,500

Reserved Table of 10
 Recognition in Press Releases
 Recognition with a 120 Year 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 120 Year 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)

Program Ads in Commemorative Program:

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

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

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

**Sponsor or Place an Ad in the Special
 Commemorative Program Book f
 or our 120th Year!**

**Celebrating 120 years as the
 Chamber of Choice
 In Central Connecticut**

This is THE event of the year!

Enjoy a scrumptious dinner which includes:

*Southwest salad: baby mixed green, charred sweet corn, black
 beans, cherry tomato, cheese and dressed with lime cilantro
 vinaigrette*

*Southwest stuffed chicken: stuffed chicken breast with Cho-
 rizo sausage, Monterey jack, cilantro and chopped chilies,
 served with Spanish rice and stewed eggplant, tri color pep-
 pers, red onion and tomato sauce*

*Dessert: Flan garnished with fresh berries, mints, whipped
 cream and caramel sauce.*

Kindly indicate your selection here! The promotion
 begins as soon as we know that you will be attending!

Company: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Please let us know your sponsorship selection:

Sponsorship Level _____

Size of Program Ad: _____

Number of Attendees: _____

Please indicate Attendee Names Below:

Please return this form to the Midstate Chamber Office by mail,
 email or fax. Thank you in advance and we look
 forward to a wonderful evening on April 6, 2016!

CHANGES ARE ON THE HORIZON...

Our communities are changing and looking better every day; it's time we changed the look of THE BOOK
as the Midstate Chamber Celebrates 120 Years in Business in 2016!

Illustrate YOU ARE IN BUSINESS and YOU ARE CONNECED to this Chamber and REGION.



Midstate
Chamber of
Commerce

The Chamber Magazine

2016-2017

A
NEW LOOK is coming in
2016 - the chamber's 120th Year in
Business: Reserve Your Ad Space

Rail Project ALIGNS EARLY
Communities of
BERLIN
MERIDEN
WALLINGFORD

NEW SIZE:
8½ x 11

NEW FORMAT:
Magazine Style

TOTAL - FULL - COLOR:
Ads and Directory Sections

NEW CONTENT:
Devoted to people, places
where our members are!

See
Reverse for MAGAZINE
AD PRICING and more - including
*** NEW * AD SIZES and OPTIONS**
Reserve NOW to
STAND OUT



Magazine Ad Options

Yes, this will be the LAST Chamber Membership Directory – THE CHAMBER BOOK - or at least the last one looking this way in the 8 ½ by 5 ½ spiral bound format. One thing hasn't changed: **IF YOU ARE DOING BUSINESS IN THIS REGION...YOU MUST BE IN THE MAGAZINE – YOU WILL STAND OUT WITH AN AD** – we've created pricing for every budget.

- **Our communities are changing and looking better every day. It's time we changed the look of "The Chamber Book".**
- In 2016-2017, we will be changing the format to 8 ½ by 11 communities magazine! This will allow us the Larger 3 Column format allows for greater flexibility in layout and presentation. The entire magazine will now be in full color...including the membership directory section.
- Sections will be devoted to the people and places in the cities and towns where our members currently are...
- **We'd like it to be available in advance of the Start of Service for the Rail...in 2016...all train stations in Berlin, Meriden and Wallingford will be NEW - and our MAGAZINE will also bring a Fresh NEW Look!**
- Ads will be based on 2 ½ x 2 ½ 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 \$300** which is a lower entry price point than previous books.

YES! Reserve My Space		Number of Panels	Price	
	Single Panel	1	\$ 300	Affordable entry ad rate for EVERY business!
	Double H or V	2	535	
	Quarter Page H	3	770	
	Third Page H or V	4	1,005	
	Half Page	6	1,475	
	Two Thirds	8	1,945	
	Inside Full Pages	12	2,885	This allows a full 7.5" x 10" of messaging!
	Full Page I/O Covers	12	3,095	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 RATES!

Double 5 x 2.5 2 panels \$ 535 Double 2.5 x 5 2 panels \$ 535	Quarter Page 7.5 x 2.5 \$ 770 3 panels Half Page 7.5 x 5 \$ 1475 6 panels	Third Page 2.5 x 10 \$ 1005 Third Page 5 x 5 \$ 1005 4 panels	Two Thirds 5 x 10 \$ 1,945 8 Panels
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THIS MAGAZINE WILL CONTINUE TO BE 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.

Company: _____ Contact: _____

___ Bill Me

___ Check Enclosed or Credit Card - Card # _____

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



In Partnership With:

**The 38th Annual
Daffodil Festival**


Business & Community

2016

**AMAZING
EXPOSURE**
**Saturday, April 30th
and
Sunday, May 1st**
**"The ROI is
INCREDIBLE"**
**"The EXPO brings valu-
able exposure—that's why
I come back each year."**
**"The contacts I made
resulted in over \$10,000 in
new sales and kept me busy
through summer!"**

Exhibiting Company Information: Please print clearly

Name of Presenting Company			
Mailing Address			
City	St	Zip	E-mail Address
Phone	Fax	Exact Wording for Booth Signage	
1. Please read and complete this application and returned to the Midstate Chamber of Commerce with your minimum non-refundable deposit of \$350.00 to reserve your space. The Balance is due in full by March 1, 2016. 2. Your Vendor Packet will be sent prior to the event.			

The BIG CIRCUS TENT that we populate draws in *thousands* over the weekend and provides the perfect setting to engage with and interact with the attendees—and we are OUT of "the elements" (weather!)
Choose your Option Below

- ☐ Title Sponsor(s) * — See trifold for features
☐ Presenting Sponsor(s) * — See trifold for features
☐ Saturday & Sunday "Perimeter Prime Booth" *
☐ Saturday & Sunday "Interior Prime Booth" *
☐ Saturday & Sunday Exhibitor Booth *
☐ Saturday Only Exhibitor Booth (10:00 a.m.—6:00 p.m.)
☐ Sunday Only Exhibitor Booth (10:00 a.m. —5:00 p.m.)

MEMBER RATES:**NON-MEMBER RATES:**

\$4,500	\$4,800
\$2,750	\$3,050
\$1,200	\$1,500
\$1,100	\$1,400
\$ 950	\$1,250
\$ 550	\$ 850
\$ 350	\$ 650

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!

Please Note: for 2016, there will NOT be a Business After Hours on Friday evening,

BUT refreshments will be provided for setup on Friday –just for our vendors!

☐ **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, 2016. All initial deposits are non-refundable. Please sign below.

Signature: _____	Title _____	Date _____
Printed Name of Contact _____		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 2016 Festival!



Business & Community Expo 2016

Saturday, April 30th
and
Sunday, May 1st

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 2016 is 2 DAYS! Friday Setup only + exhibit on Saturday and Sunday



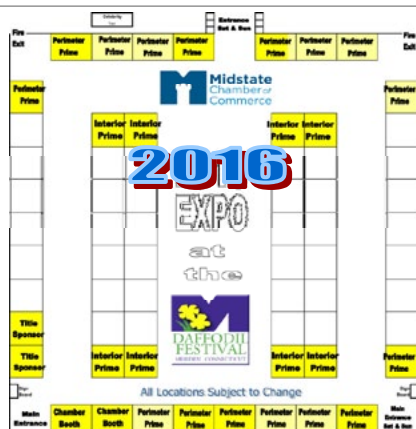
WHY YOU SHOULD EXHIBIT:

- 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 \$350 to \$4,000

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



Register Early Prime Spots SOLD OUT in 2015!

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. Business After Hours from 5 p.m. to 7 p.m. featuring food, beverages, networking with over 200 local business representatives, entertainment, and door prizes.

Saturday, April 30: 10 a.m. to 6 p.m. (the Festival activities continue until 9:30 p.m.)

Sunday, May 1: 10 a.m. to 5 p.m.

WE DO OUR BEST TO MAKE THIS AN ENJOYABLE EVENT FOR ALL OF OUR VENDORS...

EXHIBITING IS EASY & SIMPLE:

- ALL Exhibits are located inside a 100' x 120' enclosed tent on the tennis courts—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, 2016 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, 2016.*
- 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.

See reverse and brochure for more information and application.