



Currents

The Newsletter of the BEVERLY CHAMBER of COMMERCE

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Beverly Chamber of Commerce Mission Statement....

To support and enhance the business community, by providing an environment that cultivates business-to-business relationships and educational programs benefiting our members and to play a leading, visible role in our community with a strong voice on business issues which affect our members.

November, 2011

www.beverlychamber.com

Calendar of Events for November

Thursday, November 10th—After Hours at **Acapulco's** hosted and by Paul Ventresca, of **Paul Ventresca Diamonds**. Join us from 4:30—6:00pm for networking, food and cash bar. RSVP to rfoster@beverlychamber.com.

Tuesday, November 15th —LPF Studios will be having a Ribbon Cutting to celebrate the opening of their new location at 296A Cabot Street. Come join us from 8-9am as the Mayor cuts the ribbon and enjoy some coffee and networking. RSVP to rfoster@beverlychamber.com

Wednesday, November 30th— Business Education Seminar **“How to Run a Social Media Marketing Campaign”** presented by **Charlene St. Jean**, owner of **Purple Diamond**. Learn the key points to consider when creating a social media campaign and how to use Twitter, Facebook and LinkedIn to increase online visibility, gain new customers and build brand loyalty. Sponsored by **Temkin Financial Group**, this seminar will be held at **The Herrick House**, 89 Herrick St. Networking and breakfast start at 7:30am. Program from 8-9am. **Free for Chamber members.** \$20 for future members. RSVP's required to rfoster@beverlychamber.com.

New Member Reception

Close to 70 people attended the New Member Reception on October 25th. Thank you to the Beverly Depot Restaurant for their hospitality. It was a great night!



Matt Goldberg and Karen Nascembeni of the North Shore Music Theatre

Jason Maxwell, of MassPay, the new Chamber President is shown here with (l to r) Maureen Gillis, East Boston Savings Bank; Kathy Ryan, Ryan & Wood Distillery; Maureen Safer, East Boston Savings Bank and Judy Kane, Herrick House



(l to r) Attorney Matt Martin; Tim Colpoys, Aflac; and Pam Irwin, Eco Planning

New Members

Please welcome this month's new members. Check our website at www.beverlychamber.com for their complete contact information.

JB Web & Graphic Design

New York Life—Randy Gregory

CNE Electrical

Danversport Yacht Club

Edward Jones Financial

Synthesis Communications

Viking Engineering

Sugar & Spice

Members News

The **North of Boston Arts Center** is presenting the Story of Cinderella. This is their first multi-generational production. Performances are November 17th & 18th @ 7:00pm and November 19th & 20th @2:00pm at the Memorial Theatre, 502 Cabot St. , Beverly. Tickets are \$15. For more information, email info@thenobac.org or call NOBAC-8-0033.

Please mark your calendars for **MassPay's 2nd Annual Fed Up with Cancer** fundraiser on Wednesday, November 9th at the **Danversport Yacht Club** from 5:30 –9pm. Their goal is to raise \$25,000 that night to support the North Shore Cancer Center. Local restaurants will be providing samples of their food, and there will be live music, a cash bar and silent auction items. Tickets are \$30 in advance and you can purchase them at <http://fedupwithcancer2.eventbrite.com>.

Nancy Black, of **Organization Plus**, has added Organizing Product Research to her menu of services. Her extensive knowledge of cutting edge organizing products can save you time and money. Call Nancy at 978.922.6136 or email her at nancy@organizationplus.com

On Monday, November 28th, from 7-9pm, join the **American Red Cross of Northeast MA** for a Holiday Fundraiser. Admission is a donation of \$5 along with a new, unwrapped toy to benefit "Toys for Tots". Proceeds will go the American Red Cross Disaster Relief Fund. Listen to Danny Harrington on saxophone while you munch on local fare and enjoy the season of giving. Event will take place at the Unitarian Church Parish Hall, 26 Pleasant Street in Newburyport. Contact Kim for more information at 978-922-2224 or kohare@northeastmassredcross.org

Were your computers affected by flooding recently? Did you have a disaster recovery solution? Did it work? Come see a live demonstration of **MicroData's** SafeGuard Disaster Recovery and Business Continuity solution at their second annual free open house in the Cummings Center Community Conference Room on November 17th from 3-6pm. Register early at www.microdata.com for a chance to win a new Samsung tablet.

Plastic Turkeys ???

This holiday season **Beverly Bootstraps Community Services** is requesting gift cards to local grocery stores in the amount of \$10 and \$20 to distribute to families who need a turkey for the holidays. Gift cards make for easier storage at Bootstraps, and allow clients an opportunity to shop for themselves. Please bring "Plastic Turkeys" to 371 Cabot Street, Monday—Friday 8:30am –4:30pm. For more information call 978.927.1561.

North Shore

Community College presents their November Supervisors' Connection "Your Brand at Work" on Wednesday, November 16th, from 8-10am. This interactive training will be led by Betsy Day, a Professional Development Trainer and Coach, and will cost \$49 per person. For more information, contact Tommie Watson at twatson@northshore.edu.

In honor of their two year anniversary, **Eyephoria Optical** would like to thank fellow chamber members by extending a 20% discount on all eyeglasses and sunglasses. Eyephoria is located at 950 Cummings Center, Suite 97X.

Members News Continued

Harborlight Community Partners will host their annual event, *A Celebration of Community Partners*, at the Hawthorne Hotel in Salem on Friday, November 4th. This year's honorees include: The YMCA of the North Shore for their efforts to create housing opportunities for those in need on the North Shore, with Jack Meany accepting; The City of Gloucester, which will be honored for their ongoing efforts to provide affordable family rental housing, assisted living and first time homebuyer access, with Carolyn Kirk accepting; and Outgoing Harborlight Community Partners Board President and Executive Director of North Shore Elder Services, Paul Lanzikos who will be honored for his many years of faithful leadership and service to HCP and the broader elder services community. For more information, or to RSVP, contact Deanna Fay at 978-922-1305.

Need Extra Hands to help you get projects done at work or home? The **Beverly High School Music Department** is introducing a new fundraiser offering students' time and talents for hire. Over 300 students participate in the music program and many of them are available to help you with virtually any project you need assistance with: Fall Cleanups, Computer Projects, Holiday Shopping/Party needs, etc. Suggested contributions vary by size of project and number of students required. For more information, contact Carolyn Pilanen-Kudlik, Choral Music Director, at lpilanen@beverlyschools.org

SAVE THE DATE — On Friday, December 16th, **Marino's Café**, along with **Boots, Straps & More**, will hold their annual TASTE & STYLE night. More details coming in our December Newsletter.

Lorraine Roy Designer Collections will host a charity fashion event at the **North Shore Music Theatre** in Beverly on Monday, November 7th from 6-9pm. The event will feature food tastings, boutique shopping and a spectacular fashion show. The show, which will be emceed by Country 102.5 radio personalities Lori Grande and Carolyn Kruse, will also feature military honorees. Tickets are \$50; VIP tickets are \$100. All proceeds will benefit military support non-profit organizations including Operation Troop Support.

And congratulations to **Gayla Bartlett**, of **Cranney Home Services**, who won the Lorraine Roy Chic Mom Makeover and will be "revealed" at this event in one of her new outfits just before the fashion show kicks off. For tickets to this event, visit www.nsmt.org or www.lorraineroy.com

**MEMBER NEWS
CONTINUED ON PAGE 4**

From the Executive Director...

Dear Members.....

The **2012 Beverly Chamber Directory's** deadline for submitting an ad is **November 19th**. Don't miss out on this great advertising opportunity. This is the first year our directory will be online – giving you more exposure by having a direct link to your website.

Being a member of the **Beverly Chamber of Commerce** gives you the opportunity to attend all our great networking events. Our members have made a number of connections and it's a great way for a business owner/manager to promote their business. Reminder, if your business is a member of the Beverly Chamber – anyone from your business can attend our events. We have seen many new faces at our events and we would like to see more. So...if you are unable to attend a coffee connection, after hours or education seminar – think about sending one of your employees to represent your company.

Join the Beverly Chamber on **November 27th** and ride with us on the **Salem Trolley** in the **Holiday Parade**. Kids are welcome, but space is limited. RSVP to rfoster@beverlychamber.com

The **1st Annual Beverly Business Awards Night** at the **Danversport Yacht Club** will be on **February 9th, 2012**.
More Info To Come

If you have any questions about the Chamber – please feel free to call or email.

John Somes

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STAFF

John Somes - Executive Director
 Robin Foster - Assistant Director
 Mark Pecukonis - Membership Associate



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Member News Continued.....

Endicott College is pleased to announce *Reflections of Light & Color*, a solo exhibit of works created by Gloucester artist Lucette White, which will be prominently displayed in the Heftler Visiting Artist Gallery at the Center for the Arts, 376 Hale Street, from November 3rd through January 11, 2012. Gallery hours are Monday—Friday, 9am to 5pm and Saturday and Sunday, 2-4pm. The reception for this exhibit will be held on Thursday, November 3rd from 5-7pm. The reception and exhibit are free and open to the public. For more information contact Kathleen Moore at 978.232.2655.

On Thursday, November 3rd, from 5-8pm, **Montserrat College of Art** presents *Home Sweet Home* Reception, at 23 Essex Street, Beverly. The Exhibit features site-specific installations by 3 New England Artists; Elizabeth Alexander, Samantha Fields and Kristen Reynolds. Artists explore the interior and exterior boundaries of “the home” within both an architectural and feminist context. The exhibit, curated by Gallery Director Leonie Bradbury, will remain on display through January 21st, 2012.