

Cranston Chamber News

A publication of the Cranston Chamber of Commerce



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Visit our website:
www.cranstonchamber.com

Benefits of Being a Member

By Susan Pagnozzi

We have been very busy the past few months working tirelessly to provide our members with some NEW benefits. In last months paper we tried to tease your senses with the Chamber Business Gateway. This new product turns the Chamber Website into a resource guide for anyone on the World Wide Web. The changes to the website will include a scrolling feature member screen which will change anytime there is a hit to our website.

What does that mean for you? MORE EXPOSURE. In addition to this we are going to add a section with a blog. For those of you who are less computer savvy, (such as myself) this feature will allow you to offer your opinions, statements, and comments on the topic of discussion. It is our goal to make this hot topic that of issues within the city or state, i.e. the casino issue. We are hoping that this dialog will help us focus on what our members and the community would like the chamber to focus on with regards to legislation, which leads me to our next benefit.

We constantly hear about the cost of doing business and the difficulty of navigating through city hall by our members. We are hoping to be able to provide our members with a voice both locally through the Cranston Chamber Legislative Committee and on a state level through the Chamber Coalition. It is our goal to take

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on issues such as health care and energy costs. We are not certain that we will have success in these areas, but we want our government officials to know that our members are feeling the pinch in these - tough times and these issues need to be addressed.

A new partnership has been formed between the Hartford and the Cranston Chamber. The Hartford is a full service insurance company that will offer Chamber Members competitive rates for vehicle, Business Owner's Insurance Policies as well as Worker's Compensation. We currently have a couple of agents on board able to write these policies and look forward to expanding this base down the road.

The Business Advisory Committee, is here for you, whether you are a start up business or an established business owner ready to take your business to the next

level. This committee is comprised of seasoned Cranston Business Executives who have first hand experience with the trails of starting up as well as growing. The Business Advisory Committee can help start-up business from business plans to grand openings, and can help the growing business through the processes of city hall and understanding legal requirements before being able to move forward with your plans.

Anyone who has met me knows how animated I am, so you know I am very excited about this new benefit. No longer will you ever have to worry about your message being misunderstood because someone did not read the message as you wrote it. With Hello-World you will be able to record a video email message you would like to have reach your audience. This will add such value to blast emails and even messages for specific clients.

As the Internet is evolving, video is becoming the norm, now your organization can dramatically change the way you communicate with your target audience. Be the on the cutting edge and stand out from you competition by utilizing tomorrows technology today. Previous to this partnership, this technology was only available to corporations who had the financial backing to purchase such breakthrough technologies. However, now through this partnership we are able to offer you a cost effective media solution that is easy to use.

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It's Planning Season for Businesses

By Marty Cooper & Ed Greene

This is the time to begin planning for the upcoming year. A common misconception is that planning is for larger businesses only. Small businesses need not plan. Many small business owners believe they only need to get by each day to be successful. The fact is small businesses need to plan. And, that plan needs to be put into writing rather than into the head of the small business owner or operator.

The purpose of a good plan is to provide guidance to the business. Its goal should not be a plan to get financing. Getting financing because of a good plan can however be an outcome and possibly a part of the plans strategy.

Prior to planning for the upcoming year it is a good time to reflect on the current year. What went right with your business? What went wrong? (Don't dwell on the negative however. That will depress you and will have an affect on your planning which should be spirited). Take a look at the opportunities the company took advantage of and also those that the company did not for these may be opportunities that you can capitalize next year. Then there were the threats. Why were there threats and how did the business overcome them? Will these threats continue next year?

The next step in the planning process is to think forward to the upcoming year. Just what is it you want and expect to accomplish? In other words, what are the goals and objectives of the company?

Strategy need not, and should not be complex. It should be easy to understand and guide the business in the direction of obtaining the goals and objectives.

These should be a measurable and realistically achievable while still being challenging to the company.

Once you know the direction you want the business to go in, how are you going to get there? This is where the strategy comes into place. The company strategy directs the movement of the company so it can achieve its goals. Strategy need not, and should not be complex. It should be easy to understand and guide the business in the direction of obtaining the goals and objectives.

The final part of the planning process is the action or tactical plan. This is the plan whereby the business utilizes its employees and its resources to maneuver in such a position to implement the business strategies. How is the plan to be carried out? Who will be responsible for carrying out the plan? When will it be accomplished? How much will it cost to accomplish this task?

Once the plan is written, what is next? A functional plan should be reviewed periodically, not daily. People, should be held accountable so that the goals and objectives are met. At the same time everyone involved in the plan should know where the company stands in regards to achieving those goals. Most importantly, a plan should be flexible. Changes, when appropriate and best for the company should be made. This includes goals, strategy and course of action. After all, that is why you review the plan regularly. Plans are not etched in stone. They are written on paper so that they can be modified when necessary.

Planning is an essential part of growing a business. The Business Plan and/or the Marketing plan does not have to be overpowering. It should be a functional and flexible plan to provide the direction needed to move ahead.

Good luck and good planning.

Thank you to Sage Business Solutions for this Article, for more information about Sage please contact Marty Cooper or Ed Greene at Sage Business Solutions at 401-223-1335 their offices are located at 1020 Park Avenue, Cranston, RI 02910.

DJ's Deli Wants to Spread Some Holiday Cheer

DJ's Deli at 88 Rolfe Square would like to spread some holiday cheer. We are collecting food for the needy for a local food drive. From now until December 20, stop by the Deli for breakfast, lunch or dinner and bring a non-perishable food item and receive 75¢ off your food order.

In addition, we are giving away two turkeys - one for Thanksgiving, one for Christmas. Every breakfast, lunch or dinner customer receives a raffle ticket. We will draw one raffle ticket on November 20 and one on December 20.

Best wishes for a safe and happy Holiday Season from the staff of DJ's Deli. Thank you all for a wonderful first year of business!

Please note that we will be closed between Christmas and New Year's for cleaning and maintenance.

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Mayor Laffey's Letter

It has been a very good and very busy month here in Cranston as we continue to grow in a number of areas. As I mentioned in last month's newsletter, expansion in retail, health services, commercial office, and manufacturing is evident throughout the City. From the ribbon cutting celebration at Marianna's Gourmet on Oaklawn Avenue to the official groundbreaking at Kamco Supply - a huge facility on Amflex Drive, our fine City thrives.

Kamco New England, based in Connecticut, currently has a facility on Sockanosett Cross Road and will moving that operation to the Amflex Drive site allowing for tremendous expansion - and freeing up prime commercial space in a rapidly developing part of the city.

Additionally, Western Industrial Park continues to attract new businesses. Detroit Diesel New England now calls that neighborhood "home" as will Final Gift, a company which offers full-spectrum services for people who have lost pets.

Those of you who drive up toward



Stephen Laffey
Mayor

Route 5 near the Marshall's Plaza have surely noticed massive construction to the North. Walgreens is currently open and operational and work continues quickly on a new CVS as well as a Washington Trust branch. Further, the old "Ponderosa" lot will soon boast a Town Fair Tire operation - and construction is well underway.

We are also very excited to be moving forward in preparing the site of the current police station for sale. As we are on track to move the Police Department into its new facility early in 2007, we are ramping up to put the Atwood Avenue land on the market. The location should serve well for any number of businesses.

Finally, the City recently received approval from the Building Board of Appeals to move forward with purchasing and erecting a "bubble" rink to bring a much needed second sheet of ice into Cranston.

Ice time in Rhode Island is at a premium, so this purchase will draw people from throughout the State into our City - something I'm sure will be beneficial to surrounding businesses given the proximity of the ice facility to Atwood Avenue and Route 37 - a direct access to some of our prime retail stores.

As we approach the holidays, I wish you all a healthy and enjoyable season. May you enjoy the time with your family and friends.

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For the last 13 years, Dr. Robert A. L'Europa, D.C., R.P.T., has served patients in Cranston through the latest chiropractic and physical therapy techniques. His newly expanded facility at 1528 Cranston Street is a state-of-the-art facility, including a Swimex pool for swim and aquatic therapy, a therapeutic exercise center and professional staff who perform spine manipulation and muscle and joint rehabilitation.

Dr. L'Europa is an expert in spine-related disorders who focuses on rehabilitation of the spine and musculoskeletal system. A majority of his patients have been treated successfully for neck and back disorders. In this way, Dr. L'Europa brings patients back to functional health - and helps them stay that way.

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Beat The Holiday Bulge

All year long you are doing your best to stay in shape. Hopefully you have been following a sensible diet and regularly exercising. Now the holidays are here. Most people know it is common to gain several pounds over the holiday season. Let's face it; from Thanksgiving to New Year's there are an endless number of family and work-related social events that supply an over-abundance of fattening foods, desserts and of course, alcohol. Very often these food and beverage selections aren't "everyday" choices, making them even more tempting AND easier to justify. Unfortunately, research suggests that people aren't taking off those additional holiday pounds the rest of the year, resulting in "the creep," which refers to a slowly increasing body weight. This, perhaps, is one of the contributors to the rising overweight and obesity problem worldwide.

Don't be mistaken, holiday eating should be an enjoyable experience but everyone needs to be mindful about what they are putting into their bodies. This increased level of awareness regarding food consumption is the first step to modification. The phrase "everything in moderation" is perfect when talking about holiday eating. It's unrealistic to think you are going to have a perfect diet during the holidays - that would be setting yourself up for failure. That said, you will need to make choices at various stages in your holiday gatherings.

Here are some tips to help you get through the holiday party season:

Before the party - That's right, even before the holiday party you need to be preparing yourself both emotionally and physically for the occasion. Remember there is going to be a whole host of tempting treats "calling out to you" in your mind.

- Decide before you get to the party what you will eat or drink and stick to your decision.

- Avoid starving yourself before a gathering. In fact, starving yourself before a party increases the odds that you will overeat once you are there. Instead, eat a small portion of something at home before heading to a party such as vegetable sticks or fruit because they will help you curb your appetite.

- Exercising before you head to a holiday party can also help curb your appetite and help control the holiday stress.

- If you are bringing something to the party, bring something healthy that you

enjoy, ensuring that you will be satisfied by at least one of the meal offerings

At the party- Once at the party you will need to stay in control and follow your plan. Don't allow people to coerce you or "guilt" you into trying their homemade goodies.

- fill your plate with fresh vegetables, fruit, or lean meat and take smaller portions of high fat foods.

- A good tip for filling your plate is to fill half the plate with fresh fruit or steamed vegetables, a quarter with a starch and another quarter with protein.

- Once you have filled your plate, move away from the food and interact with others at the party. If you stand around the buffet table it is much easier for temptation to take over.

- Alcohol can quickly increase calories at a holiday party, not to mention stimulate your appetite.

After the party - Once you've made it through the toughest part of the "storm," you can't let your guard down. Often it is after a success that we have a tendency to celebrate. Be careful not to let all our efforts go by the wayside.

- If you are the hostess, send all unhealthy leftovers with guests or dispose of them once everyone has left. Keeping these foods around the house increases the temptation to indulge - especially desserts.

- Say "thanks but no thanks" to leftovers offered by the hosts of the party. Why bring the temptation home with you!

- Avoid phrases like, "Well I have already blown it, why control myself now." This will only sabotage your efforts and cause unnecessary guilt. It is never too late to stop yourself.

- If your willpower has failed at the party, don't panic. Just add an extra day of exercise to your routine and vow to eat better at the next gathering.

The holiday season is upon us and before you know it New Year's will have come and gone. Use these tips to help Beat The Holiday Bulge and remember, it is not about the food but about celebrating with family and friends. Think of how nice it will be this year to ring in the New Year without having gained any additional weight over the holidays!

Excerpt from Beat The Holiday Bulge Survival Guide by Healthy Inspirations. To receive a free copy of the guide, call Healthy Inspirations of Cranston at 401-275-5558 or e-mail the center at hicranston@verizon.net.

Staffing Agencies 101

Are you having a difficult time finding qualified employees? Are you wasting time sorting through stacks of resumes? Are you tired of employees not returning to work after the first week? If these are just some of your human resource headaches, then why not CONTACT A STAFFING AGENCY!

Companies are looking for alternative ways to obtain competent employees, while keeping within a designated budget and timeframe. More and more companies are turning to staffing agencies to assist with human resource issues such as recruiting, screening, hiring employees and dealing with employee relations.

TEMPORARILY YOURS, INC. is a professional staffing agency that began serving companies in the State of Rhode Island in 1998. The company was founded by Liliana V. Dolan, who offers over thirty years of experience as a Paralegal. Our Executive Recruiter, Lori Turchetta, and Business Developer, Susan Esposito, offer years of experience in the staffing, accounting, medical and social service industries, respectively.

WHAT ARE THE BENEFITS OF USING A STAFFING AGENCY?

While an employee is on a temporary assignment or temporary to permanent assignment, your company can benefit from the following:

- The staffing agency is responsible for all Federal and State Withholding Taxes, including Worker's Compensation. You are not responsible for matching any of these taxes.

- You are not required to offer health benefits, provide vacation, sick, holiday or personal time, or contribute to a retirement plan while the employee is temporary.

- If the employee doesn't work out, simply contact the agency and the recruitment process will start again!

- You don't have to worry about finding time to post positions through various media. The staffing agency will post and pay for the advertising.

Staffing agencies are an excellent resource to utilize. While staffing agencies vary with respect to specializations, types of placement, screening process and rates, there is one commonality: To ensure that the employee chosen is the most qualified for the position. Perhaps the most important aspect of using a staffing agency is the ability to choose from a selection of top employees who specifically have the qualifications you are looking for. Wouldn't you rather secure that multi-million dollar deal, than waste time sifting through a bunch of resumes?

BREAKING DOWN THE STAFFING AGENCY "LINGO"

Companies have the ability to choose whether the assignment is temporary, temporary to permanent or a permanent hire.

- **Temporary Assignment:** Selected when the company needs temporary staff coverage. The employee is on the

staffing agency's payroll.

- **Temporary to Permanent Assignment:** "Try before you buy." This option enables the company to assess the employee's job skills, work ethic and attendance, before committing to hiring the employee on a permanent basis. The employee is on the staffing agency's payroll.

- **Permanent Hire:** The staffing agency is responsible for recruiting and screening employees, with the goal of the company hiring the employee directly. The employee is on the payroll of the company, not the staffing agency.

BE PARTICULAR IN CHOOSING A STAFFING AGENCY

- **Longevity:** How long has the agency been in business?
- **Professionalism:** How does the agency handle job orders and pressure? Don't be afraid to ask for professional references. Is the agency affiliated with national or local organizations?

- **Patience:** Will the agency work with the company to ensure the best employee is selected?

- **Availability:** Can the agency be contacted after business hours and weekends if there is a question or an emergency staffing issue?

**Continued on Page xx
Continued from Page 4**

- **Freedom to Negotiate:** Will the agency negotiate the hiring rates? Is the agency willing to work within the company's budget?

If you are looking for options regarding your staffing, think about TEMPORARILY YOURS, INC. All employees must register with our agency prior to beginning an assignment. All employees are subject to a one on one interview with our Executive Recruiter, as well as a screening process which includes, but

is not limited to, a BCI check, testing and contacting professional references. All employees are required to sign and abide by our Professional Code of Conduct.

WHY CONTACT TEMPORARILY YOURS, INC.?

- We are a specialized staffing agency that offers Executive-Level to Entry-Level positions in all types of Administrative, Legal and Medical industries.

- We offer a client consultation, where we conduct a thorough discussion with our clients regarding their staffing needs. The information provided serves as the foundation of our recruitment process.

- Our rates are negotiable. WE WILL NEVER LOSE A HIRE BECAUSE OF OUR FEES!

- Our staff is available 24 hours per day, 7 days per week.

- We are dedicated to fulfilling our clients' staffing needs with employees who are qualified and professional.

- We pride ourselves on facilitating appropriate matches and upholding our clients and employees to the highest moral and ethical standards.

If you would like more information on TEMPORARILY YOURS, INC., please contact us directly at 401-739-8460 or tempyrsinc@msn.com. Our website is www.temporarilyyoursinc.com.

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Bob's Discount Furniture Announces New CEO

Today, Bob's Discount Furniture, the fastest growing furniture retailer in the northeast with stores in Maine, New Hampshire, Massachusetts, Rhode Island, Connecticut, New Jersey and New York, announced that Ted English, former president and CEO of The TJX Companies Inc., has joined the company as its new chief executive officer. English assumes the duties as the furniture retailer continues to expand throughout the northeast with new locations in Rhode Island and New York State.

"With Ted's solid industry experience and innovative thinking, we are excited that he is joining us at this time. He is the sharpest retailer that I have ever met," said Bob Kaufman, president & founder, Bob's Discount Furniture.

Stan Adelstein, chairman Of The Board, Bob's Discount Furniture stated, "As Bob's Discount Furniture continues its growth period, Ted is the perfect high caliber leader to take us to the next level."

With over thirty years in the retail business, English brings a wealth of experience to his new position at Bob's Discount Furniture. During his tenure as President & CEO, English led The TJX Companies, Inc. through a period of unprecedented growth that reflected in the addition of over 900 stores, 50,000 employees and revenue increases from \$8.9 billion to \$15 billion. During this period, TJX Companies, Inc. also experienced double-digit compound annual growth in EPS, while significantly outpacing both the

Corporate Move Happens as Furniture Retailer Prepares For Additional Growth

S&P 500 and the DJIA Apparel Retail Index in stock price growth. "It's a tremendous opportunity to be joining Bob's Discount Furniture at this point in time. This is a great company with talented people, a solid business model and a clear path for growth and continued success. I look forward to working with all of the Bob's management team in growing our business to its fullest potential," said English.

About Bob's Discount Furniture

The fast-growing furniture retailer with 25 stores located throughout Connecticut, Massachusetts, Maine, New Jersey, New Hampshire, New York and Rhode Island, Bob's Discount Furniture has built strong brand awareness and customer loyalty through its unique shopping environment, customer service commitment and everyday low prices. First-time visitors are pleasantly surprised by the comfortable atmosphere and vast selection of quality furniture that surpasses their "discount" expectations. As a part of the overall shopping experience, many of the Bob's locations have com-

plimentary cafés featuring gourmet coffee, fresh baked cookies and candy, while other locations offer home theater and video arcade entertainment. Known for their unique style of television and radio advertising, Bob Kaufman, president, and Cathy Poulin, public relations director, have been inviting customers for over a decade to "Come on down!" For more information, visit www.mybobs.com.

About Bob's Discount Furniture Charitable Foundation

Through the Bob's Discount Furniture Charitable Foundation and its many charitable contributions and sponsorships, Bob, Cathy and all of Bob's Discount Furniture employees support hundreds of nonprofit organizations.

Among the many supported charities are Nutmeg Big Brothers Big Sisters, American Cancer Society, March of Dimes, Salvation Army Marshall House Youth and Family Emergency Shelter, National Conference for Community Justice, American Red Cross, Connecticut Children's Medical Center and many more.

In March 2006, Poulin participated in the "Dance for a Cause" competition in Hartford to raise money and awareness for the National Pajama Program and Lil' Iguana's Children's Safety Foundation. Poulin was also awarded Woman of the Year for 2006 by the Leukemia and Lymphoma Society. For more information about the foundation and Bob's Discount Furniture, visit www.mybobs.com.

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Who is the RI Dental Hygienists' Association Hygienist of the Year?

If you guessed Patti McChrystal you are right!

Patti is Comprehensive Community Action Program's (CCAP) Community Dental Coordinator. She is currently assisting with the development and construction of CCAP's two community health dental centers. Patti is also actively involved in the Westbay Smiles school-based dental programs, and in our partnership in the Ronald McDonald Care Mobile's The Molar Express.

Patti received an A.S. in Dental Hygiene from CCRI in 1991, a B.S. in Health Service Administration from Providence College in 2000, and a Master's Degree in Public Administration from URI in 2006.

Patti has been an RIDHA member since 1991 and has served as Editor of publications since 2003 and RI state liaison to ADHA's Smoking Cessation Initiative since 2004.

She was honored with the Proctor and Gamble Award for outstanding effort and professional growth in dental hygiene studies upon graduation from CCRI, and presented with the RIDHA Presidential Membership Award in 2003.

Patti's volunteer experience includes participation in RIDHA's Hygienists' in Action Program, the RI Freemason's Child Identification Program (CHIP), Children's Dental Health Month, Central Falls School Family Oral Health Education Night, and numerous other presentations and health fairs.

Patti has a special interest in access to care for the underserved, which she has demonstrated by representing RIDHA at many oral health advocacy group meetings including the RI Healthy Mother's Healthy Babies Coalition, the RI Early Childhood Oral Health Coalition, RI Senate Commission on Oral Health, and various oral health workgroups and forums.

Besides several years working in private practice, her professional experience includes seven years as a Dental Case Management Analyst with Delta Dental of RI.

Congratulations Patti!

Cox Assumes Control of Trader Publishing

Cox Enterprises, Inc. announced the completion of the division of assets with Landmark Communications, Inc. of their 50/50 partnership in Trader Publishing Company, the nation's leading producer of specialty title classified advertising publications.

Cox now assumes control of Trader Publishing's automobile-related publications, which include 341 automobile and light truck titles such as Auto Trader, Auto Mart and Truck Trader with a combined total circulation of 3.5 million per week, and their companion websites including AutoMart.com and AutoExtra.com which together garner 4.2 million unique visitors per month. Cox also assumes control of the distribution system for Trader's paid publications. As part of the transaction, Landmark has transferred to Cox its 26% interest in AutoTrader.com, increasing Cox's ownership to 87.9%.

Created in 1997 and headquartered in Atlanta, AutoTrader.com is the Internet's leading auto classifieds marketplace and consumer information website, aggregating in a single location more than 3 million

vehicle listings from 40,000 dealers and 250,000 private owners. With the largest selection of vehicles online, AutoTrader.com attracts more than 11 million qualified buyers each month.

"We're pleased to have finalized a transaction with Landmark that benefits both of our companies," said James C. Kennedy, chairman and chief executive officer of Cox Enterprises. "The addition of the Trader publications to our existing automotive businesses will help us develop new and valuable services for our automotive customers, and encourage greater collaboration with other Cox businesses including newspapers, television, radio and cable."

Cox's ownership stake in Trader Publishing will be called Auto Trader Publishing, which along with AutoTrader.com and Auto Mart will become part of a new Cox division called Cox Auto Trader, headed by Cox veteran Sanford Schwartz.

"We would like to recognize everyone who worked diligently to complete the deal and to welcome 4,200 Trader employees to Cox," said Schwartz, president of Cox Auto Trader. "We look forward to growing the

company on the strong foundation they have built."

Cox Enterprises, Inc. (www.coxenterprises.com) Cox Enterprises is one of the nation's leading media companies and providers of automotive services, with 2005 revenues of \$12 billion and 78,000 employees. Major operating subsidiaries include Cox Communications, Inc. (cable television distribution, telephone, high-speed Internet access and other advanced broadband serv-

ices); Cox Newspapers, Inc. (newspapers, local and national direct mail advertising and customized newsletters); Cox Television (television and television sales rep firms); Cox Radio, Inc. ([NYSE: CXR] broadcast radio stations and interactive Web sites); Manheim Auctions, Inc. (vehicle auctions, repair and certification services and web-based technology products) and Cox Auto Trader (automotive publications and a majority stake in AutoTrader.com).



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Photo by Peter La Polla



CRANSTON CHAMBER OF COMMERCE

UPCOMING CALENDAR

of Chamber Events

RSVP for all events at 401-735-3780

December 7

Blood Drive

Rolfe Street, Cranston, RI

10:00 am - 2:00 pm

Help Save a child's life! Please give the gift that can't be bought, the gift of life. The Mobile Donor Coach will be parked in the lot next to Citizen's Bank. Refreshments will be served for all donors.

December TBA

Business After Hours

To Be Announced via Website and invitation.

January 18, 2007

PR Seminar

Location and time to be announced

February 2, 2007

Cigar Scotch Social

More information to be seen on our web-site at www.cranstonchamber.com

February 13, 2007

How to Obtain a Business Loan

Cranston Chamber Office

48A Rolfe Street, Cranston, RI

5:00 pm - 2:00 pm

\$5.00 per person.

Is your business outgrowing your current location and you need capital to finance your move? Are you thinking of starting a new business and unsure of the steps to get bank ready? Presenter: Dennis Topac with the Center of Women in Enterprise.

March, 2007

Business After Hours

Panera Bread

New London Avenue, Cranston, RI

5:00 pm - 7:00 pm

Come sneak a peak at the new menu items to be offered as part of Panera's menu

Cranston Chamber

A great time



Chairman Michael Saccoccio of Coldwell Banker passes the gavel to incoming Chairwoman Gloria Cassidy of Costway Credit Union.



Above: From left to right: John Sroka, Bahjat Shariff, Zoila Shariff, Janice Pascone and Tom Pascone.



ber of Commerce Annual Dinner ne was had by all who attended!



Tony Cruz of ADP Payroll services offers a testimonial on his experiences with the Cranston Chamber of Commerce.



Above: Chiarwoman Gloria Cassidy sits with her family and co-workers at the Annual Leadership Dinner.

Left: The 2006-2007 Board is sworn in by the Honorable Justice Peter Palumbo



Left: Chamber President, Susan Pagnozzi recognizes the accomplishments of the board.

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3rd Annual Open Studio Sale

*An Invitation to All
Open Studio Holiday Art Sale
Deacon Taylor Studio Gallery
9 Thomas St. Providence RI
(next to the First Baptist Church)*

Our third annual open studio/sale. Several artists will be opening their studios to the public. Paintings, pastels, and sculpture will be sold. There will also be a large assortment of smaller works perfect for gift giving.

This is also a wonderful opportunity to see one of Providence's historical buildings. The Deacon Taylor House...circa 1700.

Saturday and Sunday Dec 2&3 and
Saturday and Sunday Dec 9 & 10, 11 am



Hero

to 4 pm both days or by appointment. Call Anthony Tomaselli 419-2821.


Blood Drive

Help Save a Child's Life TODAY!

Cranston Chamber of Commerce
Thursday, December 7
10am - 2pm

Mobile Donor Coach will be parked next door at Citizens Bank
48 Rolfe Square,
Cranston

*Please give the gift that can't be bought...the gift of LIFE!
Refreshments for all donors!*



Blood Film
Blood Center
1-800-283-8385
www.rhbc.org



Waterfire, 3 Fires

Washington Trust Breaks Ground For Cranston Branch

The Washington Trust Company held a groundbreaking ceremony at the Bank's new Cranston branch location at 1203 Oaklawn Avenue, on Friday, November 3, 2006. The branch is scheduled to open in April 2007.

"We've had much success and support with our current Cranston branch, located at 645 Reservoir Avenue," said Jack Treanor, President and Chief Operating Officer of Washington Trust. "We are pleased to expand with this second Cranston branch."

Joining the Washington Trust employees were City Council President Arem Garabedian, President of the Cranston Chamber of Commerce, Susan Pagnozzi, Director of Economic Development, Dave Maher, as well as Mayoral candidates Allan Fung and Michael Napolitano, Real

Estate Developer Frank Paolino, and from New England Design Associates, President Chris Snell and Vice-President Robert Morris.

The Washington Trust Company is a subsidiary of Washington Trust Bancorp, Inc., a \$1.4 billion corporation headquartered in Westerly, Rhode Island. Founded in 1800, Washington Trust is the oldest community bank in the nation and is the largest independent bank headquartered in Rhode Island. A state-chartered bank, Washington Trust offers a full range of financial services, including personal banking, business banking, and wealth management and trust services, through its offices located in Rhode Island, southeastern Connecticut and Massachusetts. The Corporation's common stock trades on The NASDAQ Stock Market under the symbol WASH. Web site address: www.washtrust.com.



Director of Economic Development, Dave Maher, City Council President Arem Garabedian, President and Chief Operating Officer of Washington Trust, Jack F. Treanor, and President of the Cranston Chamber, Susan Pagnozzi, break ground at the Bank's new Cranston location.

Online Holiday AuctionLive!

Don't miss a great way to REALLY GIVE this holiday season!

Visit VCRI's Holiday Auction and Click, Bid & Give to yourself, friends, family and community.

By connecting with this incredible gift giving opportunity you are also helping the Volunteer Center of Rhode Island to connect people and opportunities for effective volunteer service.

Auction items include:

- Vacation getaways
- Tickets to arts & sporting events,
- Jewelry & more!

All guaranteed to delight and surprise people of all ages and interests.

One of the best things about participating in VCRI's online holiday auction is what you get when you give. In addition to getting great gifts, you get a great feeling, knowing you have helped to make your community a better place.

So whether placing a bid or simply making a general online donation, YOU CAN MAKE A DIFFERENCE for VCRI & the hundreds of nonprofit organizations, school based programs and social service agencies that we support throughout Rhode Island and Southeastern Massachusetts.

The auction is open now until SATURDAY, DECEMBER 9th.

Bid today and by visiting VCRI's Online Holiday Auction.

Washington Trust Collects Mittens For Tree Decorations

The Washington Trust Company is collecting new mittens and gloves in sixteen branch offices through December 22, 2006. The mittens and gloves will decorate the Bank's holiday trees, and then will be donated to local agencies at the end of the holiday season.

"We are happy to help provide warmth to our community adults and children in need," said Elizabeth B. Eckel, senior vice president of marketing, Washington Trust. "This is just another fine example of the generosity of our employees and customers during the holiday season."

The public is encouraged to bring new mittens and gloves to any Washington Trust branch throughout the holiday season.

The Washington Trust Company is a subsidiary of Washington Trust Bancorp, Inc., a \$1.4 billion corporation headquartered in Westerly, Rhode Island. Founded in 1800, Washington Trust is the oldest community bank in the nation and is the largest independent bank headquartered in Rhode Island. A state-chartered bank, Washington Trust offers a full range of financial services, including personal banking, business banking, and wealth management and trust services, through its offices located in Rhode Island, southeastern Connecticut and Massachusetts. The

Corporation's common stock trades on The NASDAQ Stock Market under the symbol WASH. Web site address: www.washtrust.com.

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'Tis the season to network

The holiday season is busy, but it's also a great time for networking. By networking, I don't mean installing all those computer cables around the office; I'm talking about getting out there and meeting people who might be potential customers or referral sources.

Check your in-box and your mailbox. Check the business section of your local newspaper. You'll find invitations to or listings of many business and social events you can attend. This is the season for holiday parties, end-of-year Chamber of Commerce mixers, trade and industry get-togethers. And don't forget the parties your own friends invite you to.

In the early years of my consulting business, I was a regular attendee at networking events, and they were critical for finding my first clients as well as helping me learn more about my market.

To help you get ready for all those events you can attend in December, here's a refresher course in networking:

- Attend. You can't meet people sitting in your office. I know how difficult it is to drag yourself to some of these events, especially when you've got a ton of work to do. But you've got to keep marketing to keep income coming in, and this is a great time to meet new contacts. You never know which event may bring you the big customer.

- Bring business cards and a pen. Always bring your business card, even to a purely social function. If you're going to a business mixer or trade event, bring plenty of cards. I'll tell you what the pen is for later.

- Wear a name tag. Sure, those stick-on labels proclaiming, "Hello, My Name Is..." may seem silly, but people have an easier time remembering your name if they see it as well as hear it. Write your first and last name as well as the name of your company.

- Approach people. Even if you've been a wallflower all your life, now's the time to get over it. A good way to meet people is in the drinks line or by the buffet table. If it's a business event, it's perfectly appropriate to start the conversation with, "Hi, I'm ..." If it's social, you can make a positive comment about the food, the room, or the host. You don't have to be brilliant; other people are grateful for someone taking the initiative.

- Have a clear, concise statement of what you do and, ideally, who you do it for. In even the most social setting, you're likely to be asked, "What do you do?" Have a one-line description people can easily remember. Make the description appropriate for the group you're attending. In a real estate trade meeting, for instance, you could say, "I'm a mortgage broker specializing in no-doc loans." In a general business or social setting, you'd change that to "I arrange mortgages or refinancing for people who have a hard time getting loans."

- Actively listen. The tendency, especially if you're nervous, is to want to stand back and say nothing at all - or to immediately start talking about yourself. Instead, ask questions and listen. Use your time to establish rapport - some common connection - rather than trying to make a sales pitch.

- Give people your business card. You don't have to wait for someone to ask. Once you've got a conversation going, it's perfectly appropriate to say, "I've enjoyed meeting you. Here's my business card."

- Ask others for their business card. If someone doesn't offer you a card, and you think you may want to follow up with them, just ask, "Do you have a card?" If they don't have one, whip out that pen you brought and have them write the info on the back of one

Meet the Chamber's Newest Members

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Bristol, RI 02809
(401) 223-6185

Home PREP, Inc

200 Beechwood Drive,
Cranston, RI 02921
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Monster Mini Golf

JoAnn Lemoi
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Warwick, RI 02888
(401) 921-5472

Opportunities Unlimited Inc.

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Cranston, RI 02920
(401) 942-9044

Sage Business Solutions

1020 Park Avenue Suite 214,
Cranston, RI 02910
(401) 223-1335

Temporarily Yours Inc

931 Jefferson Boulevard,
Warwick, RI 02886
(401) 739-8460

of yours.

- Move on. Don't stay with one or two people the whole event. Mingling means moving around. You can excuse yourself to go get another drink, or just end a conversation with "It's been great talking with you. Let's get together some time for lunch."

- Follow up. You've gone to the event.

You've made the contact. You have their business card. Now make the call.

Rhonda Abrams is author of The Successful Business Plan: Secrets & Strategies and president of The Planning Shop, publishers of books and other tools for business plans. Register for Rhonda's free business planning newsletter at

Benefits of Being a Member

Continued from Page 1

The Cranston Chamber of Commerce is proud to announce that it has entered into an affiliate relationship with SendOutCards. SendOutCards is a business-building tool that can do the following for your business: automate your follow up strategy, save you time and money, increase referrals, increase credibility, never forget a client's birthday, helps build customer trust. SendOutCards is now the 3rd leading manufacturer of greeting cards in the United States and is growing by making sending cards quick, easy and afford-

able. How does it work? You choose a card from our catalog and personalize it- They print, stuff, address and mail it!

And last but not least free advertising on We Save Seniors Money.com this is a website specifically designed to save seniors money, all you have to do is ask and we will have your discount posted to the website. Check it out at www.wesaveseniorsmoney.com.

All these benefits are in addition to the many benefits the chamber already offers. If it has been a while since you learned about our benefits, please give the office a call and we would be more than happy to review them with you again. We want to hear about your needs and interests and how we can better serve our members. We also know that the best way for us to do that is to be sure that you are aware of all that we offer. Stop by the chamber office any time and introduce yourself to our new staff member, Katie Marvel and learn more about how we can help your business grow, remember we are everyone's businesses

We will be conducting a series of workshops explaining these benefits. If you are as excited as I am about these new opportunities please feel free to contact the chamber at 401-785-3780 for more information on how you can make these great tools work for you.

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With the Elections Over, Now What?

By **Thomas J. Donohue**
President and CEO,
U.S. Chamber of Commerce

Last Thursday I sent you a special message saying that while we wished our candidates had fared better in the elections, the U.S. Chamber is still a highly influential organization and will continue to build pro-business coalitions across the aisle to advance our members' priorities.

With the midterms now behind us, what can we expect from the new Congress in January? In some ways, the 110th Congress will be more conservative than the 109th. Many moderate Republicans lost, leaving the remaining Republicans more conservative as a whole, and several conservative, pro-business Democrats won, creating a counterbalance to the liberal Democrats who are already serving. On the other hand, the Democrats have said they will follow the seniority system, putting many of the "liberal lions" who

have not always held pro-business positions in charge of committees that set the congressional agenda. Here's a quick outlook of some key small business priorities:

Taxes. A rollback of the existing Bush tax cuts seems remote. Incoming chairman of the House Ways and Means Committee, Charlie Rangel, has said there "wasn't a single tax cut I can think of that we would repeal." However, the outlook is murky for extending the Bush tax cuts beyond their expiration in 2010. It's unclear if this Congress or the next will decide, or who will control Congress after 2008. A deal on the death tax is still possible, as is the revival of a research and development tax credit—that could actually come during the lame duck session.

Health Care and Labor. Big labor is chomping at the bit to cash in its chits with Democrats, the only party it has supported for decades. At the top of its list is a minimum wage increase, which appears increasingly likely. We will do everything we can to fight it, or short of that, win "off-

sets" to cushion the blow to small businesses. The outlook for legislation allowing the creation of small business health plans is somewhat dim, although it continues to pick up more support in the Senate, where it has failed several times.

Legal Reform. It's well known that trial lawyers are primary contributors to the Democratic party. With Democratic control of Congress, logic would suggest federal legal reform efforts aren't likely. But that may not be the case, as there is great public support to end frivolous and abusive lawsuits. It's also important to note that many of the key battles are taking place at the state and local level, where our Institute for Legal Reform is very active and winning victories.

To avoid being labeled a "do-nothing" Congress, the Democrats will feel pressure to produce legislative accomplishments that they can run on in 2008, and that gives us an opportunity to move some of our items. I believe that we can get more done than most people think.

Photos with Santa at Garden City

Garden City Center has teamed up with the Cranston Parent Teacher Organization to offer shoppers a holiday center.

The Holiday Center, located inside Ben and Jerry's will offer visits and photos with Santa Claus, as well as gift-wrapping.

Santa photos and gift-wrapping will be available on the weekends from 12-6pm. All proceeds will be donated to the Cranston Schools that participate in the holiday center.

The Holiday Center will also sell Garden City Center gift certificate. Gift Certificates will be available every day Monday - Saturdays from 11am - 9pm, Sundays from 12-6pm. Garden City Center is located on Route 2, Cranston, Rhode Island. For more information call 401-942-2800.

Do you think you can't afford to have a web-site?

Now you can't afford not to have one!

We are excited to announce a new benefit for Cranston Chamber Members!!!

You can have your own web-site through the Cranston Chamber Gateway for only **\$9.99 a month!!**

This is a complete website without hidden costs!

Call the Cranston Chamber at 785-3780 to learn more about the informational seminar being held this month!



Historical Society Holds Christmas Open House

The Cranston Historical Society will hold its annual Christmas Open House at the Sprague Mansion and Joy Homestead on Sunday, December 3rd, 2006 from 1-4p.m.. Christmas music will be heard throughout both places. The society's Gift shop will be open. Christmas cookies and wassail, tea, cider and coffee will be offered.

At the Joy Homestead there will be a fire in the main fireplace to add to the Yuletide atmosphere. And there will be Christmas goodies also.

There will be no admission charge at either open house, and there will be plenty of free parking at both locations. For Further information please call: 944-9226.

Rhode Island Women's Networking Group Donates Funds to Amos House



At their October meeting, The Rhode Island Women's Networking Group donated over two hundred dollars to the Amos House, a non-profit which provides direct support for people in need by offering resources that help them achieve greater stability and self-reliance in their lives.

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401-785-3780
to reserve
this spot!**

Shoveling Safely This Season

Winter is almost upon us, along with the expected snow. Since last winter was fairly mild, I think we may be in for a bunch of snow this year. So, with that in mind, when out shoveling your walks and driveways, pay attention to your back.

Winter is the time when a chiropractor sees a large percentage of patients walk in after "throwing out" their backs while shoveling snow.

Often, the patient felt some pain in their lower back, but just kept going, then suddenly they found themselves on the ground unable to move because of the pain.

A good way to avoid this is to take it easy. Do a warm up inside before going out into the cold to get your joints and muscles loosened up. Start

early, waiting until the last minute before running off to work makes people hurry.

If you can give yourself extra time, you are not in a rush and can take breaks to stretch. If you do feel some pain after a morning or shoveling, go for a short walk before sitting down, and use ice.

Ice will help bring down some of the inflammation causing your pain. If the pain persists, the best thing to do is to get examined by your chiropractor.

Have a safe winter, and Happy Holidays.

Thank you to Eric Kratz of Carnevale Chiropractic Care for this article. For more information on Back Safety, Pain Management or Back Alignment contact Dr. Kratz at 401-781-7002.



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Chapco Lawn Sprinklers

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401-943-7260

Frame-It-Yourself

20% Discount on all orders.
401-463-7232

Garden City Eye

Care 10% off pair of glasses/sunglasses
401-943-8151

Greg's Oaklawn Service, Inc.

\$5.00 off Oil Change
401-942-5602

Guaranteed Rooter Service

10% off drain cleaning service
401-461-5300

Harold Crook's Garage

10% off parts
401-942-6070 ask for Jim or Jeanette

Robin Haas, LICSW

Waive first co-pay for all accepted insurances Discounted rates for uninsured
401-781-6600

The Herald - Janice Torilli

10% OFF Advertising
401-732-3100

Hermes Jewelry

10% off purchase for members
401-463-3400

IAN Group, Inc.

25% off logo setup on our promotional & award products
401-941-9200

IDEAL Autobody, Inc.

FREE Estimate
401-942-1150

Jaclyn M. Lanni **NEW**

The Law Offices of Stephen A. Moretti
\$150 Closing credit on refinances and purchases
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F: (401)946-6333

James Dutra, CPA, MSt

Free Initial Tax Consultation
401-383-9694

James Safiund - Coldwell Banker

Real Estate Advantage
Tax Free Rebate Program
401-822-0900

James P. Ventriglia, CPA, Inc.

Free review of prior year tax returns and file any amended returns necessary.
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10% Off Mailing Services excludes postage
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Free home warranty with any property listing, covers all major home components and appliances for the life of the listing and is transferable to the buyer. 401-785-1700 x489 or marcb@kw.com

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Knightsville Super Srv. Center

10% off purchase or repair of \$50 (gasoline excluded)
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Lady of America

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Lenders Title Services, Inc.

Real Estate Title and Closing Credit \$100 on refinances; \$200 on purchases
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suzanne@lenderstitle.com

LightHouse Financial Group

Complimentary Financial Plan
401-827-6270

Lannon Realty, Inc.

5% Reduced Commission Rate for members. 401-461-7788

Mailing Solutions

20% off print & mailing package
401-822-2513

Michelle Lee Designs

Free consultation
401-954-2065

Mike Saccoccio - Coldwell Banker

Free Marketing Analysis of home
Free video of listings On-line
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Nardone Painting

Free Estimates
401-943-1675

Ocean State Golf

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The Optical Shop

20% off complete pair of prescription eye-glasses (frame & lenses), 10% off lenses only, 10% off non-prescription sunglasses and 10% off contacts
401-737-2020

Pawtuxet Sunoco

\$3 off Ultra-Lube Oil Filter Change
401-467-9210

Pay Day Inc.

First month free; no set-up fees
401-245-8900

Paula Metivier

Independent Beauty Consultant
Free Consultation With Complimentary Skin Care & Glamour Makeover
401-467-3837

RE/MAX Cranston

Free Expert Home Evaluation
\$250 Value
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Free Market Analysis of Your Home Along With 1% Discount Off Standard Commission
401-486-2911

Sal Carbone General Contracting Inc.

Free Consultation
(401) 639-4786

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1 FREE Beverage with order
401-467-5770

Shur-Az Chemical Mfg.

25% off all janitorial supplies
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75% OFF Oil Changes for 1 Year on vehicle purchase
401-946-9594 - Ask for Steve

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(401)751-8600

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2 Paws Up

\$10.00 off our newest de-shedding program, The Furminator - Guarantees to substantially reduce shedding.
401-941-PAWS

Waddell & Reed - Greg Silva

Complimentary retirement planning & investment workshop for your employees

Comprehensive financial plan at no charge for company owner or head of human resources
Call 401-885-2342 for details

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WPRI Channel 12

Contact Chamber office for Representative Information
401-785-3780

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Everything you've learned about marketing is wrong... Free audio CD offer
401-270-6494

**Members! List your discount here FREE! Call the Chamber office for details.
For more information on the Member Discount Club, contact Susan the the Chamber 785-3780.**

Business After Hours at Centreville Bank



**Thank you
Centreville
Bank for
your
hospitality.**



Jeff Cascione of Credit Union Central Falls poses with Leah Prata of Centreville Bank.



Leah Prata poses with the owner of Local Hero Deli in Pawtucket who catered this event.



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