



Year in Review

2010





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We are pleased to present our 2010 Year End Review, which highlights our initiatives and accomplishments over the past year. With the continued recession and challenging economic climate, MCC again focused on our core mission, which is to Advocate for, Connect and Educate the Manhattan business community.

Through our "A.C.E." initiatives we continued to advocate, offer programming and networking while also updating our publications on financial literacy, MWBE certification and contracts, as well as workforce development. We also researched and uploaded to our website, Manhattan data (via zip code), which is extremely helpful to businesses looking to identify the markets in their community or in an area where they may be considering a new store or office. MCC's website is in a constant state of growth and refinement, with new features and helpful business information. Our events calendar for business is the most visited page as business owners seek networking and educational opportunities. We also launched the Young Professionals Committee and web pages and currently have over 230 YP members in MCC. We have created platforms for our members to expand and grow their companies through additional committee involvement in the areas of LGBT Owned Businesses, Women Owned Businesses, Education, Green and Global. At year end, we re-launched the Technology & Innovation Committee and added a Marketing & Social Media Committee as well as a new Theatre Committee.

Of particular note is the increased advocacy on behalf of small business that was undertaken during the past 18 months. In partnership with the other NYC borough chambers and over 30 diverse business organizations, we formed a coalition to advocate for positive business legislation in late 2009. The Coalition was very active in 2010. Our collective efforts led the way in defeating a proposed city council bill for mandated paid sick days, which would have had a tremendous financial impact on businesses of every size in New York City and would have put our businesses at a competitive disadvantage. We will continue working together on behalf of the business community as a whole and we intend to keep our coalition strong.

Our city, state and federal government relationships have helped us garner support for small business to encourage business growth and job creation. We launched a new MWBE pilot project with funds from NY State Senator Liz Krueger to give real technical assistance to small companies in helping them garner government contracts and bid on sub-contracting opportunities through the direct work of our new Economic Development Director, Shirley Leung. With funding from Senator Krueger and City Council Member Jessica Lappin, we launched a Task Force that is working in partnership with the MTA to help businesses along Second Avenue that have been severely impacted by construction of the new Second Avenue subway line. And with funding from Congresswoman Carolyn Maloney, we will begin working on our small business export assistance program in 2011.

As the city, our members and MCC itself continue to face economic challenges, we plan to build upon the achievements realized this past year. We thank all of our supporters and members for contributing to our 2010 successes and look forward to another active year ahead.



Jeffrey Bernstein
Chairman



Nancy Ploeger
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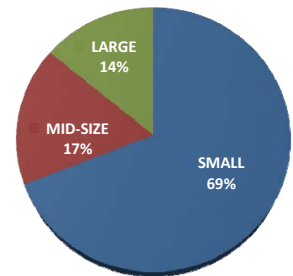
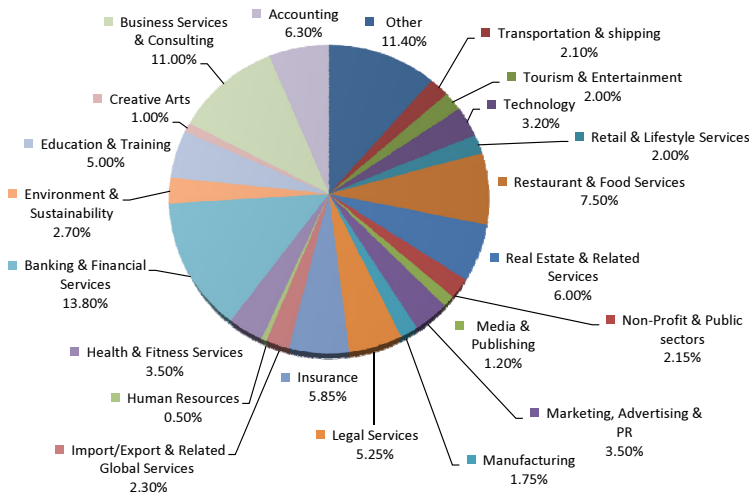


The Manhattan Chamber of Commerce (MCC) is a membership organization comprised of a cross section of member businesses ranging from sole proprietors to large corporations and conglomerates. With 10,000 members and subscribers, we represent the voice of over 100,000 companies in Manhattan and partner with over 300 diverse business organizations in the city. Our members are part of one of the largest constituencies in the country representing approximately 1.6 million US employees and approximately 4.5 million employees globally. Locally, our member companies have over 165,000 employees. And, collectively, our member companies account for over \$630 billion dollars in annually revenues.



"MCC is a great organization with a great history and great leadership. It is an example of a public/private initiative that encourages private businesses to grow. We are very pleased to have MCC working for the business community in our city."

– Mayor Michael Bloomberg



MCC advocates for positive business legislation, sponsors educational seminars (through the MCC Foundation) and networking events, markets our member companies and encourages members to "go global." In addition to MCC's programming directed to the NYC business community at large, MCC hosts several member-run committees which focus on Green Business, Global Business, LGBT-Owned Business, Women-Owned Business, Education and Young Professionals. In addition, we re-launched our Technology Committee as Technology & Innovation and started two new committees, Theatre Committee and Marketing & Social Media.

MCC also runs two of the largest street fairs in NYC and a raffle program to support the non-profits on the upper east side through the non-profit 501 (c)(3) Community Benefit Fund. We also encourage volunteerism through such community based programs as the TimeBanks and those noted in the city's NYC Service initiatives. In general, we support the non-profit community in its quest to improve the quality of life in our neighborhoods.

Our goal is to create a positive business environment to foster job development and promote growth.

■ The Voice for The Small Business Community

"I've been involved with MCC for many years. The Chamber's main role is to help promote business activities in NYC and Time Warner Cable NYC is a part of that framework. The Chamber is doing a great job of getting benefits to small businesses and helping us meet the needs of those businesses."

– Howard Szarfarc, President, Time Warner Cable of New York and New Jersey

MCC Advocates

With over 100,000 businesses in Manhattan, our chamber works extensively to advocate for our members. We work with the Mayor's office, members of the NYC Council, NY State Senate & Assembly, as well as Congressional leaders to advocate for positive business legislation. MCC members often accompany our chamber to testify at hearings, meet with legislators and "tell it like it is" from the business perspective. MCC has become the "go to" resource for many legislators when doing their due diligence on proposed and pending legislation.

MCC participates in trips to Albany and Washington throughout the year while we work in conjunction with our other advocacy groups such as the US Chamber of Commerce, the Business Council of New York State and the Chamber Alliance of New York State. The highlight of 2010 was the continued vocal strength from the Business Coalition built by the 5 Boro Chambers of Commerce.

Some of the issues we were involved with in 2010 included:

- Opposition to NYC Council proposed legislation mandating paid sick leave. The 5 Boro Chambers formed a business coalition in 2009 with 31 industry organizations and associations to fight this legislation. It is the first time in the history of NYC that a business coalition of this size was formed to oppose a piece of legislation in NYC. Council Speaker Christine Quinn declined to support the bill after listening to our voices through a legislative forum, testimony at hearings, op-eds and editorials and after reviewing an impact study commissioned by The New York City Partnership.
- Supported SUNY and other for-profit educational institutions to help garner funding and support from the state and federal government
- Advocated at the federal level for the Small Business Fairness and Regulatory Transparency Amendment, as part of financial regulatory reform
- We met with the new Deputy Mayor for Operations, Stephen Goldsmith to specifically discuss issues facing the restaurant industry

"It's hard to imagine doing business in Manhattan without the Manhattan Chamber of Commerce. With its powerful business network, impressive educational programs and outstanding events, the chamber is an unparalleled resource for business growth and development. It has been especially effective in this challenging environment, and our company is proud to partner in its efforts to create a positive business climate by supporting job and economic development."

– Joseph F. Kirk, EVP-Regional Vice President,
Wells Fargo

- Appeared at the Mayor's press conference announcing regulatory reforms for business processes in NYC after participating in the study

- NYC Deputy Mayor for Economic Development Robert Steel, was invited to appear and hear issues dealing with businesses in the city at our 5 Boro Chamber event held at the NY XPO at the Javits Center

- Advocated for tax relief or tax credits for 2nd Ave. businesses along the subway construction corridor

- Supported the continuance of tax exemptions for the printing industry

- "Card check" education and opposition to this union-backed Federal bill to allow unions to merely have a "card check" instead of vote when trying to unionize a business

- Trips to Albany and Washington throughout the year, in conjunction with our other advocacy groups such as the US Chamber of Commerce, the Business Council of New York State and the

Chamber Alliance of New York State were scheduled, representing members in discussions of several of the above business issues.

- Member polls helped to solidify MCC's positions and the results were shared with legislators as well as press, garnering the chamber as a "go-to" source for the small business voice of Manhattan.

MCC Connects

One of the primary goals of MCC is to connect its members, keeping them informed and up-to-date on new business developments, advocacy, initiatives, events and programs. Throughout 2010, MCC communicated with members on a daily basis through emails, the Weekly President's Message and polls/surveys. This year MCC redesigned its homepage www.manhattancc.org and added new search capabilities attracting 3 million page views from over one million visitors. MCC maintained sub-sites for Global Business, Green Business, Young Professionals and LGBT Business as well as an MCC TV site which contains highlights of many of MCC's events. Plans are underway for a Technology and Innovation sub-site, classifieds and NYC Tourism sites. MCC continued to gain online visibility with its presence in the social media through Facebook, LinkedIn and Twitter, which enabled us to communicate more quickly and efficiently with members, attract new members and to share and publicize both MCC and members' businesses, events and successes.

MCC's quarterly newspaper, *Business Matters*, now boasts a 10,000 print run per quarter, with initial copies mailed to all members. The paper is distributed throughout Manhattan via our partner distribution sites. Members also receive a weekly digital edition from MCC President Nancy Ploeger containing news updates and information about upcoming events and opportunities for members. In addition, we notify our members of press opportunities through our relationships with reporters from *Crain's New York Business*, *MSNBC*, *The New York Times*, *The New York Post*, *The Daily News*, *The Wall Street Journal* and many more. Reporters contact MCC when they are interested in writing stories on business issues in NYC and as a result of our efforts, many of our members have been profiled in these publications.

MCC Chairman's Breakfast Series

Our Chairman's Breakfasts provide high level networking opportunities exclusively for MCC Partners, Corporate members and invited guests. Each 2010 breakfast featured a prominent speaker who addressed a macro trend of importance to the local business community. Speakers in 2010 included: Xana Antunes, Editor, *Crain's New York Business*, Saul Gitlin, EVP-Strategic Services, Kang & Lee Advertising and Gérald Tremblay, Mayor of Montréal.

MCC Premiere Events

MCC had several large scale events in order to engage the business community at large throughout the year. Early in the year Sovereign Bank hosted its *2010 Economic Forecast Breakfast* at the New York Athletic Club. Moderated by Greg David, Professor of Journalism at CUNY and former Editor of *Crain's New York Business* with Panelists Maria Fiorini Ramirez, CEO of Maria Fiorini Ramirez Inc, a Global Economic Consulting firm, Ronnie Lowenstein, Director, Independent Budget Office of NYC and Kevin McCarthy, Managing Director of NY Metropolitan Area Research, Cushman & Wakefield. We also sponsored the *Economic Outlook for Small Business* event in July hosted by Bank of America looking at the



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“While giving small businesses an advantage in even the best of times, MCC’s member benefits, discounts, educational and networking opportunities offer new and growing businesses an especially important leg up in a slow economy. My firm has been a Chamber member for years and the relationships we’ve developed there have steadily grown in importance from the very beginning. We value the Chamber, and the opportunities it offers us, now more than ever.”

– Jay Hollander, Esq., Law Offices of Hollander and Company LLC

prognosis for small businesses for the rest of 2010 and throughout 2011. Keynote speakers included NYC Council Speaker Christine Quinn, Maria Gotsch, President and CEO of the New York City Investment Fund, an Industry Panel discussion moderated by Greg David, *Crain’s New York Business* with 4 Industry Specialists: Ron Bergamini, Action Carting, Matthew Reich, Tom Cat Bakery, Shelly Palmer, Shelly Palmer Inc and Scott Heiferman of MeetUp. A discussion on Federal Healthcare Agenda – What Does it Mean to Business?, moderated by: Greg David; *Crain’s New York Business* with Judy Messina, *Crain’s New York Business*-highlights of new Federal Government initiative, Michael Moss, ERE Accounting and Lucy D. Kennedy, Director of Marketing, Met Life. Overall healthcare impact and an Access to Credit Panel discussion moderated by: Rae Rosen, Assistant Vice President, Federal Reserve Bank of New York with Ed Powers, Managing Director-Capital Access Funds, Pravina Raghavan, District Director NYC, SBA, Lesia Bates Moss, President, SeedCo Financial, Nancy Carin, Executive Director, BOCNET and Ann Kayman, New York Grant Company. MCC also hosted its *Annual Business Awards Breakfast* at Con Edison (please see page 10 and 11 for photos and details).

MCC Committees

While MCC supports the overall business community, we also provide special opportunities for members through our “industry verticals/committees.” MCC committee members in industry clusters connect and learn more about their industry while reaching out to the membership to offer education and networking in those sectors. Each committee plans and holds events throughout the year and publishes articles for our paper and website. Many of our Committees have their own pages on our website which can be located under the Business Initiatives Section on the menu bar. This year all of our committees were actively engaged in MCC’s industry outreach. Some of the highlights in 2010 include:

- **MCC Education Committee.** This committee, comprised of representatives from member colleges and universities, launched with their *Access to Capital* event held at The Levin Institute. They held an insightful panel presentation to discuss the available sources of funding for the small business owner in these tough economic times. Funding experts, small business owners and entrepreneurs discussed the challenges of growing their businesses and experiences obtaining funding. Several panel discussions were held featuring funding experts: David A Glass, Funding Specialist, YellowStone Capital; Michael A. Madonia, Assistant Vice President, M & T Bank; Karen-Michelle Mirko, NYC Business Solutions; Pravina Raghavan, District Director of SBA for NY and Wanda Santiago, VP of Lending, ACCION USA. Business testimonials from companies who successfully used these programs included: Amy DeGiulio, Sugar Flower Shop; Mary Repke, Chief Bag Lady and Coakley Business Class.

“American Airlines is proud to be a Corporate Sponsor of the Manhattan Chamber of Commerce. The Chamber makes a tremendous contribution in promoting business in New York. In the past two years as a sponsor, we have found the opportunity to join in this effort, and to meet business owners and leaders through the numerous Chamber events, to be invaluable. We are honored to be a partner with MCC.”

– Reed Forrester, American Airlines

■ The Voice for The Small Business Community

"As the principal of a Manhattan-based architecture firm I have come to rely on MCC and Nancy Ploeger for information about valuable programs and benefits designed to help small businesses like mine be successful. Nancy was instrumental in encouraging my firm to apply for Woman-owned Business Enterprise (WBE) Certification. We were successful and have been awarded several multi-million dollar contracts as part of the Bloomberg administration's Design Excellence program. We currently are designing three fully sustainable buildings in the Bronx, two of them at Soundview Park, one of eight new destination parks being developed under Mayor Bloomberg's PlaNYC 2030 initiative for a greener, greater New York."

– Karen Bausman, AIA,
Karen Bausman & Associates

- **MCC IWECC Committee.** MCC's IWECC Committee nominated three women-owned businesses to the 2010 Conference that was held in September in Cape Town South Africa. MCC's president and IWECC Co-Chair Sunita Bajaj attended the conference along with eleven other former awardees and guests. Over 80 delegates from 14 countries attended the 3-day event. The awardees this year from NYC were: Carmen Castillo, SDI International; Mary Pisarkiewicz, PM Design and Shazi Visram, HappyBaby Foods. MCC is one of the founding chambers of IWECC and works with the Barcelona and Indian Chambers to move the initiative forward.

- **MCC Global Business Committee.** MCC hosted several delegations this past year including those from Korea, Kazakhstan and in conjunction with our Green Committee, Slovenia. We also interacted with the Hong Kong Association and continue to promote specific export programs with the US Dept of Commerce Export Assistance Centers, the Weissman Center for International Business at Baruch, NY District Export Council (MCC's President on the NYC DEC) and NEXCO. MCC is also on the Steering Committee for the annual *World Trade Week* celebration which is held in May of each year. The week kicks off with an Awards Breakfast recognizing small and large companies involved in job growth and expansion through exporting and importing. MCC is directly engaged with the Trade Commissioners Association here in Manhattan and hosted an informational seminar for the commissioners featuring Seth Pinsky, President of the NYC Economic Development Corporation. In addition, the Committee runs several networking events during the year culminating in the *Oktoberfest* in October.

- **MCC Green Business Committee.** Led by co-chairs Nancy Ploeger and Laura Bucko, the MCC Green Business Committee had an aggressive

line of programming in 2010 with 12 events. This committee now has over 250 MCC members and sub-committees for Green Design and Construction, Green Finance, Green Energy, Green Retail and Hospitality and Social Responsibility. This year the Green Finance sub-committee, led by Ann Kayman of New York Grant Company and David Pospisil of Con Edison, began their series *Funding Green Business: A Constellation of Events* with a kick off reception at the Gold LEED certified Hearst Tower on 57th St. followed by: *Traditional and Non-Traditional Funding Opportunities*; *Venture Capital and Green Finance*; and *Financing Energy Efficiency Improvements of Large Multifamily and Small Commercial Buildings*. Green Design and Construction sub-committee chair Andy Daquesian hosted *Urban Agriculture: Practical Applications for NYC* at Sukyo Mahakari, a nonprofit organization in Murray Hill. In addition, the sub-committee held Design and Construction networking and informational meetings at high-end design showrooms throughout the year. The Green Energy sub-committee held an event with the *EPA Become a NYC Climate Leader* and the Social Responsibility sub-committee held *Social Responsibility and Your Business Today*. This year the committee saw an upswing in international interest. MCC partnered with the Consulate of Slovenia for a special *Invest in Green Conference* and other countries wish to partner with us on global green opportunities. In addition, the committee held quarterly events which showcased its members and provided member discussion on a variety of green and sustainable topics.

- **MCC LGBT Committee.** In 2010, the Manhattan Chamber LGBT-2-B Committee held a variety networking and educational events, with the highlight being a Business Accelerator event: *Supplier Diversity: How to Grow an LGBT-*

owned Business. The event was organized in partnership with the National Gay & Lesbian Chamber of Commerce – New York Chapter and was sponsored and hosted by MetLife. Over 150 attendees learned from a panel why corporations offer procurement opportunities to LGBT businesses, how an LGBT business can become certified and the successes certified LGBT businesses had in growing their business.

- **MCC Technology and Innovation Committee.** As the technology sector continues to grow in the NYC area, MCC rebranded and developed a new committee to expand on its previous Technology and Digital Media Committee. This committee will have events addressing technology, cleantech and biotech with members from startups and entrepreneurs to reps from large corporations. In 2011 they plan have a series of events with Microsoft and quarterly events addressing topics in innovation with the first on mobile platforms. They will also develop the new www.manhattanccotech.org sub-site. MCC will continue to address digital media for businesses in its new Marketing Committee.

- **MCC Women's Business Committee.** MCC's women's business committee continued to support MCC's overall mission by promoting certification at the city, state and federal level for women owned businesses, working in conjunction with the MCC IWECC committee, MCC Global Committee and MCC Green Committee. This committee will expand its presence with the MCC Young Professionals committee, providing mentoring and preparing women to be the future business leaders of NYC.

- **MCC Young Professionals Committee.** Now MCC's fastest growing vertical, the MCC Young Professionals (YP) Committee provides networking, educational and mentoring opportunities for professionals 21-35 years of age. This year the committee hosted a debate with the Democratic Candidates for Attorney General moderated by Greg David professor of Journalism at CUNY and writer for Crain's New York Business. They also hosted several high end mixers and a special seminar on financial planning.

MCC Educates

In 2010, the Chamber offered an expanded platform of meetings and events to meet our members' ever-growing needs. These included a series of general interest events, as well as programs centered around particular themes or geared to various industries and businesses of a certain size.

Networking & Educational Event Sampling

- **Effective Email Marketing Constant Contact Seminars** covering the basics of what email marketing is, why it works so well, and how to use it in business planning and strategy to achieve specific goals

- **Wake Up Your Business Breakfast Series** hosted by TD Bank. These interactive sessions feature experts in business topics and included: Real Estate Management with a Broker's Perspective, Building and Preserving Your Personal Wealth and a sales training session led by MCC member Jeremy Rawitz of Sandler Sales Institute.

- **Franchising 101 Series** with the NYC Small Business Solutions Center. Led by a panel of experts, this series is designed to educate a prospective franchisee on everything from A-Z about buying and growing a franchise. Topics covered include domestic and international franchise opportunities, how to choose the franchise for you, financing requirements of buying a franchise and free resources to help launch and grow a franchise. Moderated by MCC Chairman Jeffrey Bernstein, distin-



And the Award Goes to...

Our Annual Awards Breakfast Featured Prominent New Yorkers! As always, early in 2010, we opened up the nominations for the best of NY's businesses to the general public, heavily promoting the awards both in print and online. Our Awards Committee reviewed the nominees and selected our 2010 awardees, including our first Young Professionals Awardee. We were very pleased to honor these outstanding companies and individuals.

Our Awards Breakfast was another sell-out, standing-room only event. Save the date: our 2011 Awards Breakfast will be held on November 3rd. Pre-sale advance tickets may be purchased by contacting the Chamber office.



New Yorker of the Year Tim Zagat presented the MCC 2010 New Yorker of the Year Award to WOR's icon, Joan Hamburg. Ken Fitzpatrick of Time Warner Cable, sponsor of the award, also joined in the presentation.



Cultural Achievement MCC's VP Don Winter (l), Encompass Media, presented the award to Russell Simmons, who was represented by Michael Skolnik. State Farm's Anna Notaro sponsored the award and helped with the presentation.



Lifetime Achievement Todd Haimes, Roundabout Theatre, presented the Award to theatre legend and genius, Stephen Sondheim along with Ingrid Eagon, Delta Airlines, sponsor of the award.



Small Business of the Year NYC Council Speaker Christine Quinn introduced Ann Kayman, New York Grant Company while award sponsor, Chris Zawacki from Greenhouse IT presented the award.



Mid-Size Business of the Year Joe Kirk, Wachovia/Wells Fargo, presented the award to Roy Spiewak of I. Spiewak and Sons, a uniform manufacturer in business since 1904.

Our Annual Awards Breakfast Featured Prominent New Yorkers!



Large Business of the Year Kathryn Wylde, CEO Partnership for New York City, presents the award to Kenneth Dircks, Accenture. (*Crain's New York Business*, awards sponsor, missing from the photo).



Global Business of the Year Kathryn Wylde, CEO Partnership for New York City, presents the award to Santiago Farre Dot from Dragados, a Spain based construction firm with US Headquarters in NYC.



Green Business of the Year Con Edison's Rebecca Craft presents the 2010 MCC Green Business Award to Paulette Cole, CEO ABC Carpet & Home.



Restaurant of the Year Sponsor, Action Carting, represented by CEO Ron Bergamini (l) presented award along with Tim Zagat to Jean George Vongerichten who was represented by Phillip Vongerichten and Tamara Wood.

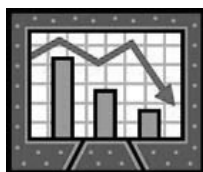


Retailer of the Year Senator Liz Krueger (l) presents the award to Marcy Syms with John Jefferson representing AT&T, sponsor of the award, assisting in the presentation.



Young Professional of the Year Senator Liz Krueger presented the award to Eugene Remm (l) and Mark Birnbaum (far right) along with award sponsor, Jared Soble of Fiji Water.

Bloopers and Blunders and Botches?



Business moves at a fast pace in this town. If your company is going to grow and thrive, there's no time for doing your own legal work and even less time for making mistakes.

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guished panelists included franchise attorney Michael Einbinder, franchise accountant Michael Iannuzzi, as well as a successful franchisee, financial professional, U.S. Department of Commerce Director and NYC Business Solutions Lower Manhattan Center Director.

- **MCC's 5th Annual Oktoberfest.** The MCC Global Business Committee fall networking event that always draws a festive group to sample a variety of German regional beers and food specialties held at The Lederhosen German Restaurant all to the accompaniment of lively OktoberFest music.

- **Toot Your Own Horn.** One of MCC's signature events, Toot Your Own Horn is a lively interactive session where the first 30 members who sign up for the event give their two minute "elevator pitch." Prizes are given for the best and most creative "Toots." This event is held several times per year and was hosted by Uno's Pizzeria.

- **MCC Speed Networking.** MCC also holds its own version of "speed networking" in which participants get four minutes to talk with other participants. Hosted by NYIT, it is a fun and energetic session in which participants can make new contacts and practice their business pitches.

Other Manhattan Chamber of Commerce Initiatives

The Chamber continues to be a resource for a number of significant ongoing initiatives to support our members' businesses and to benefit the business community at large by creating business and job opportunities. The following guides are kept up-to-date on our website under our Resources section and we encourage members and web visitors to take advantage of the information.

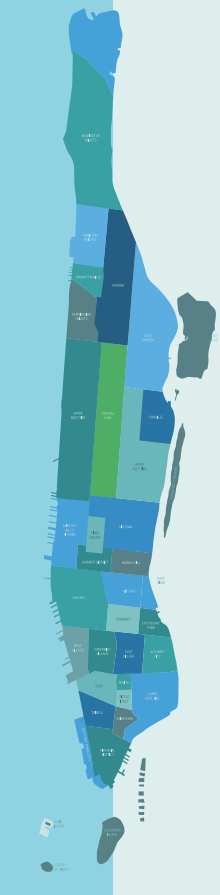
- **Manhattan Data.** Through support from NYC Councilmember Jessica Lappin, MCC created a database for all Manhattan neighborhoods broken down by zip code. Statistics were culled from a variety of resources to present business owners with a total picture of neighborhood environments to help them determine where they might want to open a business or expand. This database is particularly useful in determining the type of residents in a neighborhood who are potential customers.

- **M/WBE Certification Guide.** In 2010, we updated the electronic version of NYC Women and Minority Business Entrepreneur Certification Guide. This guide lists all the resources, procedures and contact information for women and minority business owners to become certified and compete for government and private contracts.

- **Workforce Development Guide.** Supported by Assembly Member Jonathan Bing, we continue to update the online Guide to help our member businesses locate an educated workforce.



**MCC is Proud to Announce
The Release of...
New Manhattan
Community Data Resource Pages**



The "MCC Manhattan Community Data By Zip Code" project was created with the support of NYC Council Member Jessica Lappin.

This is a database resource that provides demographic and business data for small & large businesses, legislators, the media and out-of-state companies looking to locate in Manhattan.

This database is useful for entrepreneurs or businesses who are planning to establish a business in Manhattan, expand or relocate.

With the 2008 demographics estimate and 2013 demographics projection, businesses can analyze market potential, education level of the workforce and community/ legislative support resources.

So visit the Manhattan Chamber of Commerce Resource site today and find your local data
www.manhattanmcc.org

We hope you find this useful to your business in Manhattan!
Feel free to let your associates and clients know about this site as well.

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This Guide features workforce agencies and organizations throughout NYC that provide employee resources and allows users to search by both industry and population. It also includes links to pertinent websites featuring NYC and NY State employment education and policies for the small business owner to know and be in compliance with regulations.

- **NYC Financial Literacy Guide.** As developed in 2008, we continue to update New York City Financial Literacy Guide for Girls and Women on behalf of the New York Women's Agenda. This guide provides resources to enable girls and women to become more financially savvy.

- **Special Initiative – Support for 2nd Ave. Businesses Along the 2nd Avenue Subway Construction Corridor.** With the continued support of Council Member Jessica Lappin and NYS Senator Liz Krueger, MCC created a 2nd Avenue Resource Coalition to help the merchants being challenged by construction of the 2nd Ave. Subway from 101st St. down to 63rd St. MCC reached out to all elected officials, local business associations, the Mayor's office and MTA to effectively put together a 2nd Ave. Resource Guide listing all the needed information for business owners when looking for help or answers to questions about issues from the construction that affects their business. The Guide was printed and distributed to all merchants. In addition, business meetings were held inviting owners to talk with the Coalition about specific construction-related questions. MCC also hired the public relations firm of Linden, Alschuler and Kaplan to move forward with a long term marketing and branding campaign for the avenue.

Funding Non-Profits



- **Street Fairs and Raffle Programs.** The Manhattan Chamber of Commerce has always taken great pride in our contributions to the communities throughout Manhattan. Since 1993, for example, MCC has managed two of the

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oldest and largest street fairs in New York City, the 2nd and 3rd Avenue Community Benefit Festivals (CBF). The profits from these events are used by the CBF to fund grants for non-profits providing programs directly affecting the Community Board 8 area (East 59th St. to E. 96th St. from 5th Ave. to the East River). In addition to the funds that the CBF receives from the street fairs, the CBF also runs an annual raffle to benefit local non-profits.

The Chamber has given over \$2,750,000 back to the community through the CBF. In 2010, 34 non-profits received \$45,000 in grants and 18 non-profits garnered an additional \$66,000 from raffle ticket contributions to a wide range of organizations such as Asphalt Green, Carl Schurz Park Association, The Doe Fund, Lenox Hill Neighborhood House, God's Love We Deliver, Roosevelt Island Seniors and Disabled, Young People's Chorus of NY and Yorkville Common Pantry.

Our CBF also provides \$5,000-\$10,000 annually to the Eleanor Roosevelt High School on Manhattan's Upper East Side to help them maintain their college preparatory office and support programs for their senior students. MCC is also a PENCIL partner with the school.

• **Other Non-profit Support.** Throughout the year MCC participates in fundraising drives, donates to organizations like the Highline and Carnegie East House and promotes other fundraising initiatives for our non-profit members. On 9/11 MCC partnered with NYC Service to promote volunteerism on this Day of Remembrance.

MCC's President and Chairman are active volunteers on many non-profit boards throughout the city demonstrating the chamber's commitment to our community. In addition, many of our board members and members participate in MCC's volunteer initiatives.



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