



2014

Year in Review



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We are pleased to present our 2014 Year End Review, which highlights our initiatives and accomplishments over the past year. With the economy still not fully recovered, the MCC continued to stay focused on its core mission, which is to **Advocate** for, **Connect** with, and **Educate** the Manhattan business community. The MCC's use of social media to strengthen its brand and connect its members was reinforced with our MCC blog, Twitter, LinkedIn and Facebook accounts. Our radio show, "The Voice of Manhattan Business," has garnered more listeners this year and new videos from our "Women of Influence" series and Annual Awards Breakfast were added to the MCC TV site, as well. The Young Professionals, Women's, Green/Sustainability, LGBT, Entrepreneurship and IT/Innovation Committees continue to grow through quarterly meetings, events and shared knowledge with other organizations in similar fields. In addition, the MCC offered a terrific Executive Series to help build leadership skill sets for CEOs and C suite executives.

Advocacy on behalf of MCC members ranged from the fight to win significant regulatory reforms for New York City businesses, attempts to influence the drafting of the paid sick leave enactment to remove many of the more prejudicial impacts on small businesses, working alongside the Teamsters to fight the ban on horse drawn carriages, testifying along with restaurant associations at the state hearing regarding the manner in which tips are credited to wait staff employees and supporting the Howard Hughes plan to revitalize the Seaport District. The MCC also continued its engagement and leadership role with the 5 Boro Chamber Alliance in working together to strengthen the voice of New York City businesses and expanding our Coalition to include 40 industry organizations representing small businesses. Our first event in the new year will be the inaugural 5 Boro Chamber of Commerce MWBE Awards Ceremony in January.

The MCC's relationships with city, state and federal governments have helped to garner support for Manhattan businesses and to encourage business growth and job creation. With funding from City Council Members Ben Kallos and Dan Garodnick, we continued our partnership with the MTA to help businesses along Second Avenue that have been severely impacted by construction of the new Second Avenue subway. We are developing a 2nd Avenue app and also working to improve Ruppert Park and set up the 2nd Ave. Business Alliance 501c(6).

And with funding from TD Bank Foundation, we again supported underserved neighborhoods in Manhattan and look to help build a strong business community in lower Manhattan (Ave A, B, C, D), East Harlem and Washington Heights/Inwood. We also created the NYC Global Business Alliance with several of our international organizational partners and educational institutions.

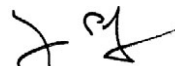
MCC's Annual Fall Business Awards Breakfast was held on Nov. 6th, sponsored by Wells Fargo and hosted by Con Edison. It was another successful event honoring New York City business men and women who make a difference in our beloved city!

The MCC Community Benefit Fund contributed over \$129,000 in grants, raffle income and volunteer recruitment opportunities for 42 nonprofit organizations in the Community Board 8 footprint and helped them attract more donors as well. And we continued our initiatives in the veterans community connecting them to workforce development agencies and educating them on starting a business. One of our interns is a veteran working with us through Mission Continues.

MCC is proud of its achievements and initiatives and plans to build upon the successes realized this past year. We thank all of our supporters and members for supporting our efforts in 2014 and look forward to another active and effective year ahead.



Ronald Paltrowitz
Chairman



Nancy Ploeger
President

2014 BOARD OF DIRECTORS

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Nancy Ploeger, MCC, President

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Colleen Molter, QED National

Nancy Moon, Moon PR

Joseph Perello, Catch-NYC

David Reid, Asia Society

Rosina Rubin, Attitude New York, Inc.

Charles Ryan, HSBC Bank

Westley Slater IV, Office Depot

Darren Sussman, TheaterMania

Robert Schwartz, Eneslow Shoes

Bill Tyson, Time Warner Cable

Friends-

I am excited by the opportunity to help grow the Manhattan Chamber of Commerce in the coming years as the new Chairman of the Board effective Jan. 1, 2015. Our Chamber is committed to its mission of advocating for the businesses that make Manhattan unique; connecting our members with each other; and constantly providing educational opportunities so members can stay competitive in today's economy.



The success of our entire City is connected with the success of Manhattan. As our economy diversifies; we must strive to grow our membership base and be more proactive in gaining legislative support from our partners in government. One of our top priorities will be to reduce the commercial rent tax that hampers our small and medium size businesses and continuing to advocate for policies that will level the playing field for Manhattan entrepreneurs. Our city faces tough competition from our cities in the United States and around the world; and our work will ensure that neighborhoods across Manhattan continue to support vibrant and innovative businesses.

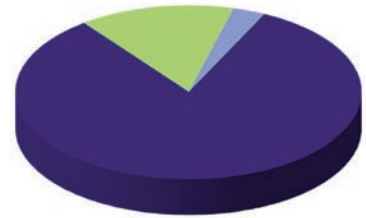
It is truly an honor to step into this role and I look forward to working with all of you to help strengthen the Manhattan Chamber of Commerce and make our City a place where entrepreneurs continue to flock to pursue their dreams.

Sincerely,

A handwritten signature in black ink, appearing to read 'KB' followed by a stylized surname.

Ken Biberaaj
Chairman of the Board

The Manhattan Chamber of Commerce (MCC) is a 501c6 membership organization with two non-profit 501c3 arms: The MCC Community Benefit Fund and MCC Foundation. MCC is supported by its partners, corporate members and general membership. MCC represents a cross section of the business community 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. Our goal is to create a positive business environment to foster job development and promote growth. MCC's mission is to **advocate** for, **connect** and **educate** the business community in Manhattan.

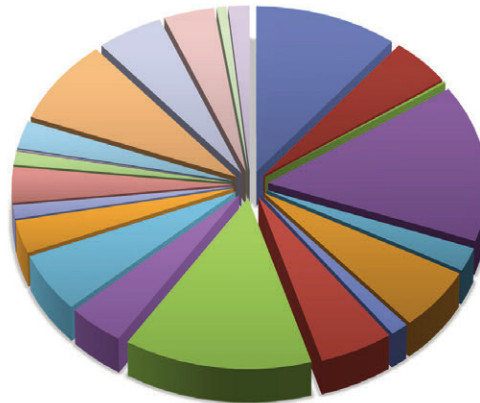


Non-Profit/Trade Associations 3.63%
 Small Businesses 75.83%
 Large & Mid-Sized Businesses 20.54%

Voice for the Small Business Community

MCC advocates for positive business legislation, sponsors educational seminars and networking events, markets our member companies and encourages members to “go global” through technical assistance in exporting; support of women entrepreneurs through the International Women’s Entrepreneurial Challenge (IWECC); and participation in World Trade Week. 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, Women’s Business, LGBT-Owned Business, Education & Training, Health Care, Young Professionals, Marketing and Technology. In addition, MCC supports its members in finding leads and new business with its business referral group program. All MCC Educational programs are run through the MCC Foundation.

MCC also manages two of the largest street fairs in NYC and a raffle program to support the non-profits on the upper east side through our non-profit 501 (c)(3) Community Benefit Fund. We also encourage volunteerism through such community based



Advertising & Media 11.87%
 Automotive, Aviation & Marine 0.15%
 Communications 2.73%
 Employment & Staffing 1.25%
 Finance & Insurance 13.50%
 Health Care 3.54%
 Industrial & Manufacturing 1.40%
 Personal Services & Care 1.25%
 Public Utilities & Environment 2.80%
 Restaurants, Food & Beverages 4.79%
 Sports & Recreation 0.81%
 Arts, Culture & Entertainment 4.28%
 Business & Professional Services 14.45%
 Computers, IT & Technology 5.90%
 Family, Community & Non-Profit 6.27%
 Government & Education 4.42%
 Home & Garden 2.73%
 Lodging, Travel & Tourism 3.24%
 Pets & Veterinary 0.15%
 Real Estate & Construction 8.19%
 Shopping & Specialty Retail 4.42%
 Other 1.84%

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programs as the TimeBanks and those noted in the city's NYC Service initiatives. MCC supports the non-profit community in its quest to improve the quality of life in our neighborhoods.

MCC Milestones

This year MCC President Nancy Ploeger celebrated her 20th year as president of our organization. In order to mark this momentous occasion, MCC celebrated with a cocktail reception hosted by MCC Partner Con Edison. The event was attended by MCC Partners, Board Members and Friends of the MCC community.

MCC also honored the following Coporate Partners for their 20 years of support:

- Con Edison, represented by Peter Meloro
- MetLife, represented by Felix Malitsky
- Wells Fargo, represented by Joe Kirk

MCC has become a powerful organization and voice for small business under Nancy's guidance with expanded influence across the globe.

MCC Advocates

With over 100,000 businesses in Manhattan, our chamber works extensively to advocate on behalf of our members and companies in NYC. We work with the Mayor's office, members of the NYC Council, NY State Senate & Assembly Members & NY Senators & 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 participates in trips to Albany and Washington throughout the year while we work in conjunction with 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 as well as the 5 Boro Chamber Coalition here in the city. The highlight of 2014 was the continued vocal strength from the Business Coalition built by the 5 Boro Chambers of Commerce. Local media reporters call us on a regular basis to ask our opinion and perspective on many bills affecting small businesses. And we connect them with our members to get first hand feedback from the very business owners who will be affected by changing legislation.



Felix Malitsky, Metlife; Don Winter, Encompass Media Group; Nancy Ploeger, Manhattan Chamber of Commerce; Gale A. Brewer, Borough President of Manhattan; Joe Kirk, Wells Fargo; and Peter Meloro, Con Edison.



“For two decades, Nancy has been dedicated to providing the small business community with a voice, and has made that voice heard at city, state, and federal levels.”

**– Gale A. Brewer, President,
Borough of Manhattan**

Some of the issues we were involved with in 2014 included:

- Continued the dialog on lessening the burdens on small businesses with regard to the paid sick day legislation which was passed in early Fall by the NYC Council and continued business education on the new law once the bill was passed
- Support of the Howard Hughes Corporation Seaport District proposal to enhance the Seaport and bring it back to a vibrant neighborhood and destination
- Reviewing commercial rent tax and looking at ways to eliminate or reduce the tax
- Voicing support for the Comcast/Time Warner Cable merger
- Standing up for regulation of costumed characters in Times Square
- Continued to support regulatory reforms for small businesses at the city level and establishment of “cure periods”
- Opposing the ban on horse-drawn carriages in NYC creating an unprecedented union of the chamber, The Teamsters and Working Family Party to support the drivers and jobs
- Stood up for scaffold reform at the state level and looking to 2015 for enactment
- Met with city commissioners and council members about issues for small businesses with Dept. of Consumer Affairs, Dept. of Health, Dept. of Buildings
- Began initiative to create a Friends of Ruppert Park organization to support the renewal of Ruppert Park @ 90th St. & 2nd Avenue
- Voiced opposition to enacting a law forcing businesses to offer transit checks
- Fought for immigration reforms to bring stronger STEM workers to the U.S.
- Consulted with NYC Council on plastic bag legislation working to lessen the usage of plastic bags

Often, MCC 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.

CONSIDERING MORE POINTS OF VIEW CAN CHANGE YOUR APPROACH.

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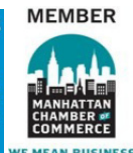
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Felix Malitsky,
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Managing Partner
(212) 578-7147
fmalitsky@metlife.com

would like to congratulate the
Manhattan Chamber of Commerce
for their outstanding contributions to NYC's
economy & community!



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“Attending events where you connect with interesting professionals, meet new prospects, and learn about ideas that I incorporate into my business, are just some of the outstanding benefits of being an MCC member. I also joined an MCC Business Referral Group (BRG 3), where I’ve reaped additional rewards. Since the group has gotten to know me well and respect my marketing expertise, several members have hired me to help them with marketing their businesses — and recommend me whenever they can. Joining MCC is worth a lot more than the price of admission!”

**– Faith Kinslow,
Copywriter/Brand Strategist/
Owner,
True Identity Branding**

MCC Connects

One of the primary goals of the Manhattan Chamber of Commerce is to get its members connected: to other business owners, to leading professionals at top NYC companies, to strategic partners, to new clients and customers and to provide in-person opportunities for its members to be heard and show their expertise. In addition, MCC connects with its members via its website, e-mails, social media and other online platforms. MCC keeps its members current and informed on important NYC business issues, the newest trends and on our many ways to engage with our organization.

- **MCC Website** (www.manhattancc.org): Features NYC business news, MCC events, MCC committees, resources for start-ups, Manhattan business and residential data and small businesses as well as information on NYC tourism.
- **MCC E-Mails**: All MCC members receive a Monday Events Listing E-Mail and Friday Weekly President’s Message (*Weekly Manhattan Chamber of Commerce E-Business Matters*). In addition we distribute polls, surveys and special offers for members.
- **MCC TV** (www.manhattancc.tv): Contains footage of MCC events such as the Annual Business Awards Breakfast, Chairman’s Breakfast Series and Women of Influence Series
- **The Voice of Manhattan Business Podcast** (www.thevoiceofmanhattanbusiness.com): Hosted by MCC Bronze Partner Bruce Hurwitz of Hurwitz Strategic Staffing, Ltd., it features an MCC member each week who discusses their industry and educates listeners. This year the show reached nearly 70,000 listeners.
- **MCC Blog** (manhattancc.blogspot.com): Allows for long-form content by MCC staff, board members, partners and corporate members to assist small businesses, report on MCC programming and engage members on best practices for doing business in NYC
- **Join our conversation** on Facebook, LinkedIn, Twitter, Youtube, MeetUp, Google+ and Pinterest which allow MCC to communicate more directly with members and followers regarding MCC events and initiatives as well as important NYC business issues.
- **MCC Press Opportunities**: 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.



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MCC Premiere Events

MCC hosted its **Annual Business Awards Breakfast** at Con Edison (please see page 16 for photos and details) as well as its **Quarterly Chairman's Breakfast** series. We held our second annual **MarketingWeekNYC**, a special week-long event teaching businesses how to attract and retain customers. We also continued our leadership with the **International Women's Entrepreneurial Challenge** program which was held in Stockholm, Sweden in late 2014. Three awardees from the NYC area attended the event along with our President and Sunita Bajaj, Co-Chair of the NYC IWECC Committee.

MCC Chairman's Breakfast Series

Our **Chairman's Breakfasts** provide high level networking opportunities exclusively for MCC Partners, Corporate members and invited guests. Each 2014 breakfast featured a prominent speaker who addressed a macro trend of importance to the local business community. Programs in 2014 included: Presentations by Kyle Kimball, President of New York City Economic Development Corporation, Michael Samuelian, VP at Related, and is overseeing the planning and design for Hudson Yards, Patrick McHugh, VP of Engineering and Planning, Con Edison on **Storm Hardening: Con Edison's Efforts to Make the System More Resilient** and a panel discussion, **2015 Economic Forecast: Uncertainties and Opportunities** moderated by Michael S. Luftman, Senior Financial Planner, Hudson Wealth Advisors, with panelists Ronnie Lowenstein, Director, City Independent Budget Office, Kyle Kimball, President, New York City Economic Development Corporation, Bob Knakal, Chairman and Founding Partner, Massey Knakal Realty Services and Greg David, Director, Business Reporting Program CUNY J School, Director, Ravitch Fiscal Reporting Program and Columnist/Blogger, Crain's New York. MetLife was the premiere sponsor of this year's Chairman's Breakfast series.

MCC Committees and Special Initiatives

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 blog and website. Some of the highlights in 2014:

International Women's Entrepreneurial Challenge (IWECC)

MCC's IWECC Committee was quite busy in 2014, playing a key role in creating the agenda for the Conference held in Stockholm, Sweden in November. Over 26 countries were represented at the conference with the addition of representatives from Serbia, the UK and Taiwan. NYC's three area awardees; Vigdis Eriksen, Eriksen Translations Inc., Jena Gardner, Global Group by JG and Hetal Parikh, Rangam Consultants Inc. Many past



2014 IWECC awardees and past awardees gathered in Stockholm, Sweden



“What the Manhattan Chamber of Commerce does so brilliantly is to connect dots by connecting people. Like the old slogan a rising tide lifts all boats that’s what happens with a group like this, each one of you helps one another to make this a better city.”

**– Danny Meyer
Chief Executive Officer
Union Square
Hospitality Group**

awardees from the NYC area attended including Wendy Shen, FLOMO/NGALA Corp, Sandi Webster & Peggy McHale, Consultants-To-Go, Nadine Cino, Tygabox and Bonnie Schnitta, SoundSense.

MCC is one of the founding chambers of IWECC and works with the Barcelona and Indian Chambers to move the initiative forward. The IWECC Foundation has been established in NYC and will be seeking aggressive growth in the coming years. MCC’s president is the Secretary of the IWECC Board of Directors and MetLife’s Sunita Bajaj is the Co-Chair for the NYC IWECC Committee.

MCC Green Business Committee

The MCC Green Business Committee had an aggressive line of programming in 2014. The American Cancer Society hosted several **Green Business Networking Meetings**. The MCC Green Finance Committee hosted several speakers including: Arthur W. Pearson, Con Edison Commercial & Industrial Energy Efficiency, Derek Denckla, Slow Money NYC, Thomas J. Grech, Breakwater Ventures and Marshall Cox, Radiator Labs. The MCC Green Design & Construction Committee hosted tours at The Empire State Building and Skanska’s LEED Platinum Offices. Finally the committee hosted a special event: **Meet the MCC Green Business of the Year “Le Pain Quotidien”** who discussed their energy efficiency and sustainability initiatives. The committee also supported MCC’s initiative to support the Urban Assembly School for Green Careers, part of MCC’s CTE initiative. In addition they co-sponsored the following green events: Sustainability in the Hospitality Industry: “Food, Operations, Work Culture, and Community, BuildingsNY, The Wall Street Green Summit XIII: Sustainable Finance Opportunities, Green Festival, 80 x 50 Mapping Pathways to a Low Carbon NYC (Green Light New York), CBSACNY Making Green from Green series, The New York Times Cities for Tomorrow Conference, Waterfront Conference, WaterWeek 2014, New York Energy Week, Green is Good Radio and BuildingEnergy NYC. The Con Edison Commercial & Industrial Energy Efficiency Program and the Con Edison Small Business Direct Install Program sponsored the MCC Green Business committee for 2014.

NYC Global Business Alliance and International Business Initiatives

MCC is spearheading a coalition of organizations in NYC involved in global trade — both import and export. The NYC Global Business Alliance is an initiative overseen by a Steering Committee to help businesses (both local and foreign) navigate all the resources available to them to build and expand their businesses globally. The focus is an online site with easy navigation and direction to needed resources. A comprehensive

website is being developed to include direction to many global partners who can guide businesses either importing or exporting. In addition, MCC hosted several delegations this past year in various industries and worked directly with the foreign trade commissioners stationed here. Events were held and introductions and connections made for our member businesses to find global partners. We continue to work with our partnering organizations and government officials locally 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 is on the NYC DEC), World Trade Centers Association and NEXCO. MCC is represented on the Steering Committee for the annual **World Trade Week** celebration which is held in May of each year. The committee also distributes information on the global economy as well as local events hosted by consulates, trade associations and member companies.



2014 World Trade Week Honorees and Presenters

MCC Technology and Innovation Committee

With the growth of the digital media and technology sectors in NYC, MCC's Tech Committee continued to flourish in 2014. MCC honored noted tech company Squarespace at its annual awards ceremony. Microsoft continued to host its **Wine Tasting and Networking** series for MCC members. This year's programs included **Visit the New Microsoft Offices!** (a tour of the new Microsoft space at Times Square), **Microsoft Office Business Training Program**, **Seminar on How to Work in the Cloud** and MCC co-sponsored **Microsoft's YouthSpark Connections Summit** and the webinar **Why Microsoft is Challenging the Federal Government to Protect Your Email Privacy**. Microsoft also was a sponsor of MCC's **MarketingWeekNYC**. In addition, MCC continued its **Quarterly Tech** and **Social Media Networking Event**, hosted by MCC Bronze Partner WithumSmith+Brown, PC, in which MCC members in this sector can present their businesses.

MCC Marketing Committee and MarketingWeekNYC

MCC held its second **MarketingWeekNYC**, a week-long initiative to address the one of the most important small business needs: how to attract and keep customers. This year's event took place from June 16-20th, 2014, and included a variety of educational events designed to give small businesses tips on creating successful marketing strategies. The week included 19 events with several hundred attendees over the course of one week. MCC hosted three events during the week: **MarketingWeekNYC™ Kickoff Event: Meet the Founders of the Online Fashion Revolution** with Alexis Maybank of Gilt Groupe, Jenny Hyman of Rent the Runway and Daniella Yacobovsky of Baublebar, moderated by Jill Kaplan of Crain's. The session was hosted by Microsoft. MCC also hosted **MCC Women of Influence Event: A Conversation with Kathryn Swintek**, Managing Director of Golden Seeds, hosted by Hodgson Russ and **Best**



Alexis Maybank of Gilt Groupe



"The Manhattan Chamber of Commerce has this way of bringing people together; business but more importantly people who are passionate about New York."

**– Marcus Samuelsson
Red Rooster Harlem**

Practices for Sales Success: The Good, the Bad and the Ugly, presented by Adrian Miller, Business Growth Architect, hosted by EisnerAmper. MarketingWeekNYC will be held June 8-12, 2015. MCC also continued hosting sessions with Constant Contact, Infusionsoft and sessions with marketing professionals throughout the year.

MCC also supported the business community through the following committees and initiatives:

MCC Business Referral Groups

- MCC maintained three Business Referral Groups throughout 2014. These leads groups with one person per industry met every other week and garnered new business for many of its participants. The program is sponsored by MCC Platinum Partner Wells Fargo.

MCC LGBT Committee

- MCC's LGBT committee continued to support LGBT businesses by holding seminars for growing businesses such as **Diversity in the Workplace – LGBT Employee Resource Groups**, **How To Engage The LGBT Audience Online**, **Money Pride: Financial Planning for the LGBTQ Community** and **MCC LGBT-2-B Networking Night**. They also co-sponsored events with Asia Society's Leo Bar and The New York City Council LGBT Pride Celebration.

MCC Women's Business Committee

- MCC continued its **Women of Influence** series in which high level-women were interviewed about their career paths. This year's series included interviews with Daryl Roth, Executive Producer of Daryl Roth Theater and Kathryn Swintek, Managing Director of Golden Seeds. The events were sponsored by Hodgson Russ in 2014. MCC also hosted a **Women's Power Networking Event** with TD Bank and **Networking Event at Noir et Blanc** to round out the year's programming.

MCC Young Professionals Committee

- MCC's Young Professionals Committee (ages 21-39) flourished this year as its membership grew and programming was expanded. This led to the establishment of the Young Professionals Steering Committee, which is having monthly meetings hosted by MetLife. In 2014, MCC Young Professionals Committee hosted the following events: **Dress to Impress at Lord & Taylor**, **Spring and Fall Networking Mixers at Fogo de Chão**, **MCC Young Professionals Going Global** (hosted in the Spring and Fall at Ramscale), **Summer Networking Mixer at Five Mile Stone** and **Networking Event at Sweetwater Social**.



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And the award goes to...

MCC's Annual Awards Breakfast was successful as always with terrific awardees. Sponsored by Platinum Partner, Wells Fargo and hosted by Con Edison, it was a sold out crowd!

As always, in early in 2014, we opened up the nominations for the best of NY's businesses to members and the general public, heavily promoting the awards both online and through social media. Our Awards Committee reviewed the nominees and selected our 2014 awardees. We were very pleased to honor these outstanding companies and individuals.

Our exciting line up attracted a sell-out crowd so save the date for our 2015 Awards Breakfast on Nov. 13th, 2015.



Ernie Anastos, WNYW, Fox-5 News, **New Yorker of the Year**

VIDEO AT WWW.MANHATTANCC.TV



Kyle Thomas, Sustainability Director, Le Pain Quotidien, **Green Business Award**



Seine Kim accepting for Anthony Casalena, Founder & CEO, Squarespace, **Young Professional of the Year**



Ari Weisman, Deputy Director Solomon R. Guggenheim Foundation, **Cultural Achievement of the Year**



Elizabeth Cutler, Co-Founder, SoulCycle, **Mid-Sized Business of the Year**

Our Annual Awards Breakfast Featured Prominent New Yorkers!



Tad Smith, President & CEO, Madison Square Garden, **Large Business of the Year**



Joy Toback-Galicki, Co-Owner Myron Toback Inc., **Retailer of the Year**



Ahmass Fakahany, COO & Owner, Altamarea Group, **Restaurateur of the Year**



Niki Russ Federman & Joshua Russ Tupper, Owners Russ & Daughters and Russ & Daughters Café, **Family Owned Business of the Year**



Jennifer Falk, Executive Director, Union Square Partnership, **Neighborhood Advocate of the Year**



A sold out crowd attended!

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"Ron has been a dedicated board member of the Manhattan Chamber of Commerce for many years. He currently serves as the Chamber's Chairman of the Board and general counsel and advises the Chamber on legislative issues in the NYC business community. Ron has worked tirelessly in behalf of the chamber and small businesses."

Laura Bucko

Vice President/Manhattan Chamber of Commerce

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MCC Entrepreneurs & Professional Development

- The Education Committee presented **Best Practices for Sales Success: The Good, the Bad and the Ugly** presented by Adrian Miller, Business Growth Architect and the Committee on Professional Development and Entrepreneurship. The committee continued its efforts to support veterans to start small businesses and franchises. The committee will be rebranding as the **Entrepreneurship Committee** in 2015 and offering continued education for sole proprietors and small businesses.

MCC Health Care Committee

- MCC hosted several meetings for members in the healthcare and health insurance fields to discuss updates on the Affordable Care Act and other trends affecting businesses. Meetings were hosted by MetroPlus Health Plan and Walgreen's/Duane Reade. Speakers this year included Tracy Avin, Sherpaa, Melissa DeLise, StemCyte and Marcia Okon, MCC Healthcare Marketplace Counselor and Certified IPA/Navigator.

Anti-Human Trafficking Campaign

- This year MCC held the event **What Business Can Do To Fight Human Trafficking** at Kelley Drye & Warren LLP, a discussion of human trafficking in America and what the Manhattan Chamber of Commerce business community can do to prevent trafficking, protect victims, promote prosecution of perpetrators, and foster partnerships that drive innovative anti-trafficking solutions. Launched by Patricia Cole, MCC Representative and Program Director for the Anti Human Trafficking Education Series, MCC Honorary Board Member, Principal-P.A.Cole Consultants, Representative-RSHM NGO and the NGO Committee to Stop the Trafficking in Persons. MCC will be doing a series of awareness campaigns which will continue in 2015.

MCC Educates

In 2014, 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

MCC Executive Series

- MCC launched this new series in 2014 to assist MCC members in developing their executive level skills. Hosted by MCC Bronze Partner EisnerAmper, the series included the following sessions: **A Brand Called You** by Mike Wolff of EisnerAmper, **Gain the Upper Hand in Negotiation & Create Immediate Measurable Results** by Marty Finkle of Scotwork Negotiating Skills and **The Art and Science of Storytelling: A Key to Successful Client Acquisition and Interviewing** by Bruce Hurwitz of Hurwitz Strategic Staffing, Ltd.

MCC Innovation Showcase Series

- Launched in 2014, this series provides a forum for MCC members to learn about new technologies and developing trends. Events in the series included **BioTech as an Emerging Industry in NYC** and **A Forum on 3-D Printing**, both hosted by MCC Bronze Partner EisnerAmper. MCC also held a **Networking Event with The Genome Center** in which members heard a presentation by Dr. Robert Darnell, President, CEO & Scientific Director of The Center and had tour of the facilities.



MCC Networking and Cocktail Night at Gansevoort Park

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MCC New Member Breakfasts

- These events are held quarterly at MCC Bronze Partner Anchin, Block and Anchin. New MCC members learn about MCC's advocacy, events and initiatives and hear about how to network from an MCC Ambassador.

Effective Email Marketing

- Seminars were held with MCC Silver Partners Constant Contact and Infusionsoft 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.

MCC Networking Events

- Hosted by MCC Partners and Corporate Members such as Micro-Office, People's United Bank, Raymour & Flanigan, Duane Reade/Walgreen's, TD Bank, Fogo de Chao and Delta, MCC holds monthly events for MCC members to provide networking opportunities and engage with MCC partners. In addition, MCC held exclusive networking events at Bookmarks at The Library Hotel, The Gansevoort Hotel and The Out Hotel to provide a higher level networking experience for our members.

Neighborhood Development

Along with the 5 Borough Chambers, MCC participated in programs geared to supporting the small business community in several neighborhoods lacking in business cohesion. The TD Bank Foundation Neighborhood Entrepreneurship Program funded each borough chamber to focus on underserved communities and help them build a coalition of small business owners, either starting business organizations or developing BIDs. MCC continued our work with the lower east side (Ave. A, B, C and D from Houston St. to 14th St.) and continued our efforts to support the businesses on 2nd Ave. in the subway construction zone.

In addition, for 2014, MCC reached out to East Harlem and Washington Heights/Inwood to work with local organizations in bringing the small business community together.

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.

Advanced Financial Management Program

MCC developed a 5-session educational program for MWBEs on understanding all aspects of the financial health of their businesses. Without access to capital, small and minority owned business concerns cannot grow, expand, or provide employment opportunities that NYC residents need, particularly to sustain the job growth. With the support of Wells Fargo



MCC's Ploeger with MTA Capital Construction President Michael Horodniceanu after a tour of the 2nd Avenue Subway Cavern



"All the events I've attended with the MCC have been excellent. I joined because of the high caliber of business owners the MCC attracts, and am always happy to see that continue. I also love how, for those of us interested, there are paths to being more involved, which makes me feel like I'm really part of something big. So thank you to you, and all the others, who help to make MCC membership the great experience it is!"

**- Heather Markel,
aka The BullBuster,
CPC, ACC**

and Anchin, Block & Anchin, the first program was held in the fall of 2014 for women-owned businesses. Experts each presented a 2.5 hour module on a specific aspect of financial knowledge. The culmination was a presentation by an executive from Wells Fargo who discussed the creation of good, solid loan applications. The next session in 2015 will be held for minority-owned businesses. The Verizon Foundation has also joined in support of this initiative.

Affordable Care Act

MCC has been a partner with the Community Service Society, delivering information about NY State of Health and acting as a Navigator to work with small businesses and sole proprietors one-on-one to get them enrolled in a healthcare program available through the marketplace. Marcia Okon is the MCC Healthcare Marketplace Counselor & Certified IPA/Navigator carrying out both the educational and navigation pieces to support small businesses in enrolling in the marketplace and offering health insurance access to their employees. She has advised hundreds of businesses in the past two years and will continue to do so in 2015.

Support for 2nd Ave. Businesses Along the 2nd Ave. Subway Construction Corridor

With the continued support of Council Member Ben Kallos and Dan Garodnick, MCC continued its partnership with the MTA in branding and promoting the 2nd Ave. stores and restaurants through the "Shop 2nd Avenue....It's Worth It" slogan. In addition to daily promotions through the website and social media and participation in both street fairs on the upper east side, MCC designed a "Mondays on 2nd" summer program to promote the businesses. Photos and videos were developed for selected businesses and every Monday the promotion was launched for that business. MCC also participated in AMEX Small Business Saturday and had 15 businesses participate, receiving AMEX gift cards to give to customers, balloons, door mats and posters.

With the continued support of Council Member Ben Kallos and Dan Garodnick, MCC put out an RFP for the development of a 2nd Ave. app to attract more customers to the avenue. Liquid Talent was selected to develop the application which will be launched in the first half of 2015.

MCC's Board member, Bob Schwartz of Eneslow Shoes, continues as the Chair of the MCC 2nd Ave. Subway Committee as he owns a store in the construction zone and knows the challenges first hand. MCC also worked with a local law firm to create the 2nd Ave. Merchants Alliance, a 501c(6) business organization which should be confirmed in early 2015.



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MCC Online Resources

The following resource guides are kept up-to-date on our website in the Resources section and we encourage members and web visitors to take advantage of the information and utilize the data. We have nine resource guides on our website including:

- **Manhattan Business Data by Zip:** MCC created an online business 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 the business environment in all neighborhoods to help them determine where they might want to open a business or expand. This is in addition to our MCC Community Data and is particularly useful to determine the type of residents and businesses in a neighborhood where a company may be interested in either setting up or expanding their business.
- **MCC MWBE/Procurement Guide:** Our online MCC MWBE/Procurement Guide offers quick and direct links for small businesses working with the NYC/NYS/Federal government agencies. It provides links to online registrations, certifications and contracting opportunities. In addition, the Guide also offers direct links to the Corporations' Supplier Diversity Program. The government market offers business opportunities for large to small businesses as well as directs MWBEs to the right resources.
- **Workforce Development Guide:** 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.

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– Nancy Ploeger, President, Manhattan Chamber of Commerce



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"The MCC has been fantastic for my business. After networking at various MCC events, I have been retained by international clients from Dubai, Turkey, Czech Republic, England, Switzerland, and Australia seeking to set up operations in New York, as well as by many local companies either just organizing or already in business and seeking to grow. The MCC really does mean business!"

**– Ronald I. Paltrowitz, Esq.
Law Offices of Ronald I.
Paltrowitz**

We believe that business does well by doing good.

Chamber philanthropy is conducted by the Manhattan Chamber of Commerce Community Benefit Fund (CBF), our 501©3 affiliate. Through the CBF's philanthropy, we help to create a more livable, vibrant city, which also benefits the business community.

Funding for Non-Profits Through Street Fairs & Raffle Program

The Manhattan Chamber of Commerce has always taken great pride in our contributions to our Manhattan community. Since 1993 MCC has managed two of the 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, gives free booths to local nonprofits in the street fairs and publicizes volunteer opportunities and program initiatives.

The Chamber has given over \$3,500,000 back to the community through the CBF. In 2014, 42 non-profits received \$190,000 combined in grants, free booths in the fairs and proceeds from raffle ticket contributions. This year, organizations such as The Doe Fund, DOROT, God's Love We Deliver, New York Symphonic Arts Ensemble, Roosevelt Island Seniors Assoc., Young People's Chorus of NY, Asphalt Green and Yorkville Common Pantry were the recipients. (For the full list of recipients, please visit our website - www.manhattancc.org)

High School Community & Technical Education Support

MCC began working on programming for local Career & Technical High Schools two years ago, connecting the business community with students whose interests are in a variety of careers and whose guidance from industry leaders will help them in their career decisions. We have been working with several schools in Manhattan in the past several years: General Assembly School for Green Careers on the upper west side; High School of Art & Design on E. 57th St.; HS for Government and Law in Lower Manhattan and HS for Performing Arts on upper west side. Direct business contacts have been made with regard to class content, internships, career advice, counselling on resume writing and interview skills and site visits.

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