



2015 YEAR IN REVIEW



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We are pleased to present our 2015 Year End Review, which highlights our initiatives and accomplishments over the past year. MCC has continued to stay focused on its core mission, which is to Advocate for, Connect with, and Educate the Manhattan business community.

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 developed a 2nd Avenue app to promote businesses in the subway construction zone and also established Friends of Ruppert Park to revitalize the one acre park on 2nd Ave. @ 90th Street. We also set up the 2nd Ave. Business Alliance as a 501c(6) organization to propel the economic development along 2nd Avenue.

Advocacy on behalf of MCC members ranged from the fight to win significant regulatory reforms for New York City businesses, to pushing the administration for commercial rent tax reform. MCC also stood up for small businesses on the legislative front regarding a variety of business bills: transit benefits, "ban the box," caregiver status, etc. 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 small businesses, and expanding our Coalition to include 40 industry organizations representing small businesses. Together, the chambers held our inaugural 5 Boro Chamber of Commerce MWBE Awards Ceremony in January.

MCC's Annual Fall Business Awards Breakfast was held on Nov. 13th, 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 including producer Jeffrey Seller whose big hit "Hamilton" is breaking Broadway ticket sales records.

The Young Professionals, Women's, Green/Sustainability, LGBT, Entrepreneurship, and Technology and Innovation Networks 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. Our Chairman's Breakfasts this year were very successful with notable New Yorkers discussing all facets of the city and its issues.

The MCC's use of social media to strengthen its brand and connect its members was reinforced with our MCC blog, Twitter, LinkedIn and

continued...



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Robert Schwartz, Eneslow Shoes
Michael Sinensky, Hudson Terrace
Westley Slater, American Express
Darren Sussman, TheaterMania
Bill Tyson, Time Warner Cable

Introduction (continued)

Facebook accounts. Many thanks to our photographer, Jeffrey Holmes for providing the great pictures! Our radio show, "The Voice of Manhattan Business," hosted by MCC board member Bruce Hurwitz, had 50 shows and garnered new listeners for each broadcast. New videos from our "Women of Influence" series and our Annual Awards Breakfast were added to the newly updated MCC TV site by Pattie Meyer of EdgeCity Design who manages our MCC TV.

Our work in underserved neighborhoods in Manhattan, supported by the TD Bank Foundation, was focused as well on supporting the business community in lower Manhattan (Ave A, B, C, D) after their explosion disaster earlier this year. In addition, this area, along with the West 50's, is the focus of our **Chamber on the Go** program to support local businesses and guide them to needed resources.

The MCC Community Benefit Fund contributed over \$100,000 in grants, raffle income and volunteer recruitment opportunities for 37 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. We hosted two veteran interns through the Mission Continues program.

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 2015 and look forward to another active and exciting year ahead.

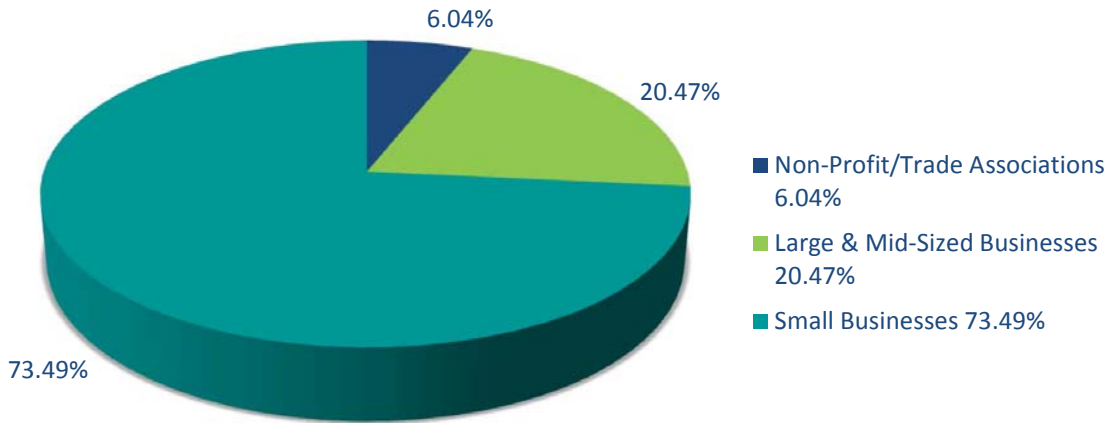
Ken Biberaj
Chairman

Nancy Ploeger
President



The Voice for The Small Business Community

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 15,000 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 annual 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.**



The Voice for the Small Business Community

MCC advocates for positive business legislation and sponsors educational seminars and networking events. We market our member companies, make connections and encourage members to “go global” through seminars related to improving expertise in exporting, introduction to new markets and participation in World Trade Week. MCC supports minority and women entrepreneurs through work at city, state and federal MWBE levels and for women owned businesses, through the International Women’s Entrepreneurial Challenge (IWEC). In addition to MCC’s programming directed to the NYC business community at large, MCC hosts several member-run networks 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 through MCC’s Business Referral Group program. All MCC Educational programs are hosted by the MCC Foundation, our 501c(3) affiliate.

MCC also manages two of the largest street fairs in NYC and runs a raffle program to support non-profits on the upper east side through our non-profit 501(c)(3) Community Benefit Fund. We also encourage volunteerism and improving non-profit management through working with such community based organizations like the The Non-Profit Coordinating Committee. MCC supports the entire non-profit community in its quest to improve the quality of life in our neighborhoods.



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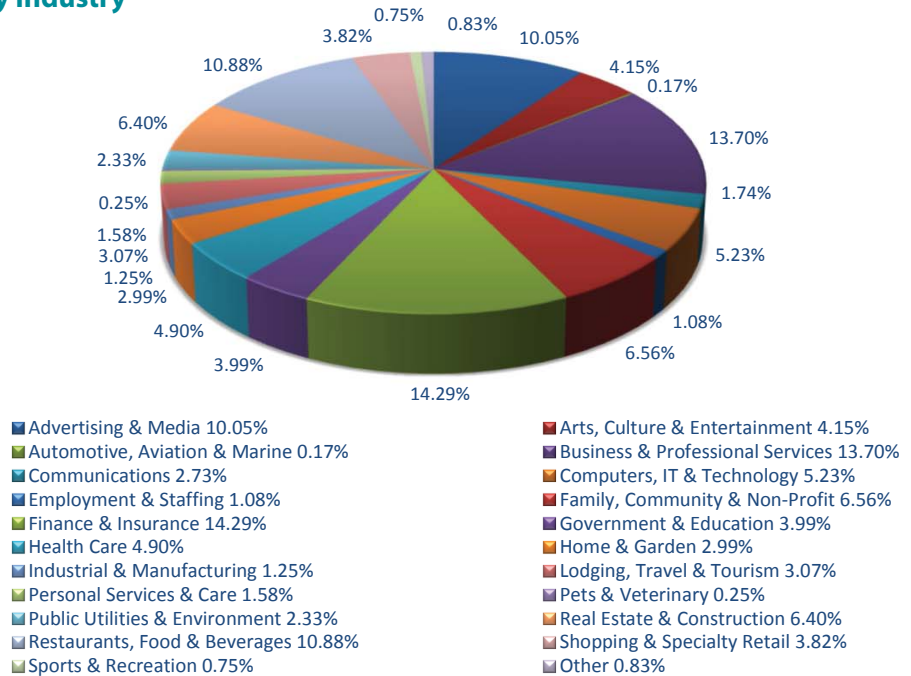
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Together we'll go far



Chamber Members by Industry



I. 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 and Congressional leaders to advocate for positive business legislation. MCC members often accompany our chamber staff 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 2015 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.

Some of the issues we were involved with in 2015 included:

- Continuing the dialog and outreach on adhering to the new paid sick day legislation which was passed in early 2015 affecting all businesses with 5 or more employees
- Meeting with legislators on commercial rent tax and looking at ways to eliminate, cut, or reduce the tax over the coming years starting with small businesses by raising the floor from \$250,000 in annual rent to \$500,000 in annual rent saving \$33 million for 2600 small businesses

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- Lending support of the Howard Hughes Corporation Seaport District proposal to enhance the Seaport and bring it back to a vibrant neighborhood and tourist destination
- Voicing support for the Comcast/Time Warner Cable merger
- Opposing proposed changes in waste removal which would have increased costs and truck traffic in many neighborhoods
- Standing up for solid regulation of costumed characters in Times Square
- Opposing a bill to reduce lighting on the streets and in parking lots putting residents' safety and security at risk
- Continuing to support regulatory reforms for small businesses at the city level and establishment of "cure periods" and reduction of fines
- Opposing the ban on horse drawn carriages in NYC creating an unprecedented union of the chamber, The Teamsters and Working Families Party to support the drivers and the horses
- Standing up for scaffold reform at the state level and looking to 2016 for enactment
- Supporting modifications to state law that would allow New York City to expand M/WBE initiatives.
- Creating and supporting "Friends of Ruppert Park" to revitalize the one acre park @ 90th St. & 2nd Avenue
- Voicing opposition to enacting a law forcing businesses to offer transit checks
- Opposing imposition of state prevailing wage which would require a statewide prevailing wage mandate on construction companies to pay prevailing wage to workers who build private affordable housing projects that receive or benefit from any public funds or financial assistance.
- Opposing proposed cap on the number of new for-hire vehicles (FHVs) in New York City
- Fighting for immigration reforms to bring stronger STEM workers to the U.S.
- Opposing lifting the cap on the number of street vendors allowed in NYC

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.



“The Manhattan Chamber is a critical voice and resource for the local business community. They are a fabulous partner and are helping to shape the future of important issues like smart cities, data-driven innovation and using technology for social good. As an MCC Board Member I am constantly impressed with all that the staff is able to accomplish, whether it be hosting events, engaging with local officials or bringing together all different types of Manhattan businesses.”

- Jeff Buchan, Google



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II. 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 showcase 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 in many ways to engage with our organization.

- **MCC Website** (www.manhattancc.org): Features NYC business news, MCC events, MCC networks, 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): This newly designed website showcases MCC's premiere events including the Annual Business Awards Breakfast, Chairman's Breakfast Series, Women of Influence Series, MarketingWeekNYC™ and the 5 Boro WMBE Awards Ceremony. Designed by Pattie Meyer of Edge City Design, viewers can see footage of top NYC business people, local politicians and community members.
- **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 discuss their industry and educates listeners. This year the show reached over 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.
- **MCC Social Media**: 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.
- **MCC Speakers Bureau**: MCC invites its members to apply to be listed in the MCC Speakers Bureau, which quantifies talent across the chamber in areas such as technology, marketing, branding, sustainability and other areas.

MCC Premiere Events

MCC hosted its **Annual Business Awards Breakfast** at Con Edison (please see page 20 & 21 for photos and details) as well as its **Quarterly Chairman's Breakfast** series. We held our third 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

The Voice for The Small Business Community

which was held in Istanbul, Turkey in late 2015. Three awardees from the NYC area attended the event along with our President and Sunita Bajaj, Co-Chair of the NYC IWEC Committee. In addition, MCC's **Young Professionals Going Global Events** were held twice in 2015.

MCC Chairman's Breakfast Series

Our **Chairman's Breakfasts** provide insights from prominent NYC business leaders and high level networking opportunities exclusively for MCC Partners, Corporate members and invited guests. Each 2015 breakfast featured a prominent speaker who addressed a macro trend of importance to the local business community. Programs in 2015 included presentations by: NYPD Commissioner William J. Bratton; His Eminence, Timothy Cardinal Dolan, Archbishop of New York; NY State Lieutenant Governor Kathy Hochul (sponsored by Wells Fargo) and a special panel discussion: **The Largest Corporate Takeover: The Presidential Transition**; Jim Quigley, CEO Emeritus at Deloitte, Gary Ginsberg, EVP of Corporate Marketing and Communications at Time Warner, Inc and Max Stier, President and CEO of the Partnership for Public Service. MetLife was the premiere sponsor of this year's Chairman's Breakfast series.

MCC Networks and Special Initiatives

While MCC supports the overall business community, we also provide special opportunities for members through our "industry verticals/networks." MCC network 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 network plans and holds events throughout the year and publishes articles for our blog and website. Some of the highlights in 2015:

International Women's Entrepreneurial Challenge (IWEC)

MCC's IWEC Committee was quite busy in 2015, playing a key role in creating the agenda for the Conference held in Istanbul, Turkey in November. Over 26 countries were represented at the conference with the addition of representatives from Georgia and Pakistan. There were two awardees from the US: Michele Ruiz, Michele Ruiz Strategies from LA and Maria Rios, Nation Waste, from Texas. To put the impact of IWEC's constituency into perspective, since the inception of the awards, the combined annual revenue of IWEC awardees has grown to US\$25 billion, with over 125,000 employees worldwide. These companies represent many industries, including computer software, fashion, manufacturing, electronics, agricultural business, health services, skin care, real estate, research technology, shipping and freight forwarding, export of mineral products, and education.

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





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NYC Global Business Alliance and International Business Initiatives

MCC is a participant in a coalition of organizations in NYC involved in global trade-both import and export. The organizations work together through the US Export Assistance Center and the NYC District Export Council (MCC's president is on the board) to advocate for positive global business legislation (ie renewal of Ex-Im Bank, acceptance of free trade agreements, etc.) to encourage businesses to increase their global capacities and to direct them to needed resources. In addition, MCC hosted several delegations this past year in various industries and worked directly with the foreign trade commissioners stationed here and through the US State Department International Visitors program. This year MCC hosted delegations from several countries including China, Russia, Colombia, Canada and Vietnam. Events were held and introductions and connections made for our member businesses to identify global partners. We continue to work with our partnering organizations and government officials locally to promote specific export programs with the Weissman Center for International Business at Baruch, World Trade Centers Association and Port Authority of NY/NJ. MCC is represented on the Steering Committee for the annual World Trade Week celebration which is held for two weeks 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.

MCC Green Business Network

The MCC Green Business Network had an aggressive line of programming in 2015. John E. Osborne PC hosted the **MCC Green Business Networking Meetings** which included speakers: Nagwa Awad, Dawan Global, David Hirschler, Electronic Recyclers International, Andrew Lascar and Stacy Zaja of Time Warner Cable and Rena Koenig and Scott Koenig of RLE Industries. They also held the following special events: **Business Leader Briefing with Chef Marc Murphy on Climate Change and the Restaurant Industry** at Landmarc Restaurant, a **Special Presentation by Paul Lightfoot**, CEO, BrightFarms, at McCarter & English, LLP and **Sustainability and Style: The Future of Eco-Fashion in NYC**, a panel discussion exploring the intersection between fashion, sustainability and entrepreneurship and what this means for NYC's fashion industry with speakers Harmony Eberhardt, Macys.com and Macy's Sustainability NYC Employee Resource Group, Shoko Sekiguchi, Ampleen, Debera Johnson, Brooklyn Fashion + Design Accelerator, Tara St. James, Study NY and Benita Singh, Le Souk. The network 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 held by the Building Energy Exchange, The Wall Street Green Summit XIV, Buildings NY, ExposedNYC, Energy Efficiency & Green Building Technologies – Made in Germany, The Grand Opening of Mrs. Green's Natural Food Store, BuildingEn-



“I was lucky enough to be invited [to the MCC Awards Breakfast] to be honored as the New Yorker of the Year, producing a play that takes place in New York in the early years of New York from 1776 to the early 1800’s, a play that talks about how New York is the greatest city in the World. It made perfect sense for me to join the Chamber of Commerce to celebrate the vitality of the business community, of the cultural community and other socio-economic community of New York City. Thank you.”

– Jeffrey Seller, Producer, Hamilton

ergy NYC with the Northeast Sustainable Energy Association (NESEA). The Con Edison Commercial & Industrial and Small Business programs sponsored the MCC Green Business committee for 2015.

MCC Technology and Innovation Network

With the growth of the digital media and technology sectors in NYC, MCC's Tech Network continued to flourish in 2015. MCC continued its **Quarterly Tech and Social Media Networking Event**, hosted by MCC Silver Partner Microsoft, in which MCC members in this sector can present their businesses. MCC held a special event at the new Microsoft store on 5th Avenue for its last quarterly meeting of the year. In addition, MCC held **Data-Driven Innovation in Manhattan**, a special half day event with MCC Silver Partner Google. The event explored Smarter Cities, Data for Small Businesses and Startups and Data for Social Good with a special keynote by Rachel Haot, Chief Digital Officer and Deputy Secretary for Technology, New York State. MCC prepared its members for changes in the consumer market with the event **MCC Technology Networking Breakfast: Leverage the EMV Technology to Your Advantage** - A workshop hosted by MasterCard. MasterCard is a Silver Partner of MCC.

MCC Marketing Professionals Network and MarketingWeekNYC™

MCC held its third **MarketingWeekNYC™**, a week-long initiative to address one of the most important small business needs: how to attract and keep customers. This year's event took place from June 8-11, 2015, and included a variety of educational events designed to give small businesses tips on creating successful marketing strategies. The week included 12 events with several hundred attendees over the course of one week. MCC hosted four events during the week: **MarketingWeekNYC™ Kickoff Event: How We Broke The Internet: NYC Success Stories that Change the Way We Do Business** with Olga Vidisheva of Shoptiques, Josh Mohrer of UberNYC, Shelley Venus of .Mic and Fatima Husain of Airbnb. The discussion was moderated by Matthew Flamm of Crain's New York Business. The session was hosted by Microsoft. MCC also hosted: **MCC LGBT Network Presents: Pulling Madison Avenue out of the Closet and into AdRespect**, hosted by Microsoft, **MCC Entrepreneurship Network Presents: Achieving Excellence in Customer Service** hosted by Adelphi University and **MCC Special Event at Ogilvy: Navigating Today's Modern Media Relations** hosted by Ogilvy. **MarketingWeekNYC™** will be held June 13-17, 2016. MCC also continued hosting sessions with Constant Contact, Infusionsoft and sessions with marketing professionals throughout the year.



PHOTO BY JEFFREY HOLMES

MCC Ambassadors

Led by Barbara Knispel of K2 Energy Savers for Ambit Energy and Louise Shohet of BSC Travel, the MCC Ambassadors is an exclusive group made up of current MCC members who interact with other MCC members, represent MCC at its events, and recruit new members from the community at large. They assist in giving visibility to MCC in the business community, and help the Chamber achieve its goals to increase membership and spread the word about their programs and initiatives throughout New York City.


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MCC Business Referral Groups

MCC maintained four Business Referral Groups throughout 2015. 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 Business Network

MCC's LGBT Network continued to support LGBT businesses by holding seminars for growing businesses such as **Pulling Madison Avenue out of the Closet and into AdRespect**, Networking and Toot-Your-Own-Horn Events at Shadow Boxers and **To Marry or Not to Marry: That is the Question Facing LGBT Couples**, a special panel discussion on tax, finance, legal and insurance issues for LGBT couples. They also co-hosted events such as the Leo Bar at the Asia Society, the LGBT BoutiQ Wedding Expo at Riverside Church and LGBT Marketing Week.

MCC Women's Business Network

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 Joi Gordon, CEO of Dress for Success and Reshma Saujani, Founder and CEO of Girls Who Code. The events were sponsored and hosted by Hodgson Russ LLP. MCC also hosted a **Women's Power Networking Event** with TD Bank with speakers Ann Kayman, CEO, New York Grant Company, Deborah Koenigsberger, Founder, Hearts of Gold and Katherine Smith, Senior Business Development Manager, Delta Air Lines. MCC also hosted a **Networking Event at Noir et Blanc** and a **"Big Data – Deep Dive"** event held at the NY Genome Center to round out the year's programming for women's owned businesses.

MCC Young Professionals Network

MCC's Young Professionals Network (ages 21-35) had another successful year as its membership grew and programming was expanded. This led to the establishment of the **MCC YP Educational Series**, focusing on the professional development of Young Professionals. Furthermore, the MCC Young Professionals Network hosted two very successful **MCC Young Professionals Going Global** events at Ramscale Studios, working with 10+ bilateral Chambers in inviting Young Professionals from all over the world together for a large international networking event. In addition, the MCC Young Professionals Network hosted the following events in 2015: **Networking Mixers at Fogo de Chão**, **Speed Networking at Morton's Steakhouse** and **Networking Event at Lucky Strike Manhattan**.



“The Manhattan Chamber of Commerce has opened countless doors to further Girls Who Code’s mission. MCC connects entrepreneurs and business owners to turn ideas into action for a better New York. I’m honored to be involved with this excellent organization.”

– Reshma Saujani, Girls Who Code



“The Manhattan Chamber of Commerce is ‘good news’ for everyone! I love the ideas, the energy and personal style in connecting New York business with our community. Fabulous work! Stay tuned, it’s tonight’s top story.”

– Ernie Anastos, TV Emmy Award Winning News Anchor at FOX 5 New York

MCC Entrepreneurs Network

The MCC Entrepreneurs Network flourished this year as its membership grew and programming was expanded, and is now one of the most active Networks within MCC. In 2015, the MCC Entrepreneurs Network hosted the following events: **The Leader in You; Achieving Excellence in Customer Service** (as a part of MCC MarketingWeekNYC™); **Branding Essentials for Entrepreneurs: What Is It and Why Does It Matter?**; **Ask the Experts**, featuring free advice for entrepreneurs; and **Cyber Security: From Estonia to Your Laptop** (in conjunction with the Consulate General of Estonia and featuring that country’s Chief Technology Officer). Additionally, working with the Consulate General of Poland, Network members made presentations to the Polish student unions at Columbia and NYU; as well as assisting with a mini-entrepreneurship boot camp hosted by the Science, Industry and Business Library. In addition to these events, the **MCC Entrepreneurs Network’s Leadership Workshop** was established.

MCC Health Care Network

MCC hosted several meetings for members in the health care and health insurance fields to discuss updates on the Affordable Care Act and other trends affecting businesses. Meetings were hosted by Mount Sinai and WithumSmith+Brown, PC. Speakers this year included Brad Korn, Mount Sinai, Dr. Ross Hewitt, MetroPlus Health Plan and Marcia Okon, MCC Health care Marketplace Counselor and Certified IPA/Navigator. In addition, MCC held a special event **Medical Marijuana Dispensary Siting in NYC** held at Kelley Drye & Warren LLP.

Anti-Human Trafficking Campaign

This year MCC held the event **Human Trafficking & Corporate Responsibility from the Business, Government, and Non-Profit Perspectives** at Fordham University, a discussion on 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, the goal is to bring visibility and action to address this issue. MCC is doing a series of awareness campaigns which will continue in 2016.

III. MCC Educates

In 2015, 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.

Special Events for 2015:

- **TD Bank presents: 5 Boro Chamber of Commerce 1st Annual MWBE Awards:** The 5 Boro Chambers launched a new initiative to honor WMBE businesses from each borough of NYC.
- **Business Leader Briefing with Maria Contreras-Sweet, Administrator, U.S. Small Business Administration:** MCC held a special business briefing on international trade with the head off the SBA, hosted by Wells Fargo.
- **MCC and Smart Hustle Present: Funding Your Passion & Financing Your Business: Access To Capital for Entrepreneurs:** MCC, the MCC Entrepreneurs Network, Smart Hustle Magazine and the New York Institute of Technology presented this special event that explored the ins and outs of financing your business.
- **Medical Marijuana Dispensary Siting in NYC:** The purpose of this event was to initiate the discussion on designing practical and effective ways to site medical marijuana dispensaries in the City that are accessible to patients. Special guests included Manhattan Borough President Gale Brewer, NYS Senator Diane Savino and NYC Council Member Mark Levine.
- **MCC Chairman's Discussion: The State of Development in Manhattan, East Side Rezoning:** Hosted by New York Law School, this event had a special focus on the rezoning of Midtown East. New York City Councilmember Dan Garodnick, who represents Midtown East, gave the keynote address. Moderated by MCC Chairman, Ken Biberaj. This was the first public forum after the release of recommendations to the City Council. Panelists included Dr. Michael Horodniceanu, President, MTA Capital Construction, Chris Sameth, Head of Acquisitions, Kuafu Properties, Dirk Hrobosky, Executive Vice President, DTZ and Jeffrey Holmes, Director, Woods Bagot Architects.
- **MCC and TD Bank Present: The Economic Impact of Supplier Diversity:** Hosted by Kelley Drye law firm, this session explored supplier diversity, current demographics and future projections in a special presentation by Deborah Grossman, VP, Manager, Procurement Corporate Responsibility, Strategic Sourcing Group, TD Bank.
- **MCC and Ducere Present: Revolution in Higher Education:** MCC teamed up with Bronze Partner Ducere for Revolution in Higher Education: Academic and Industry Partnerships in Digital Learning Based on Real World Experience with the Honorable Julia Gillard, Former Prime Minister of Australia.
- **MCC and Google Present: Data-Driven Innovation in Manhattan:** MCC and Google teamed up for this special event which explored how organizations here in Manhattan are using data to solve really big problems and improve people's lives. The event was keynoted by Rachel Haot,



“Thank you to the Chamber of Commerce for supporting businesses large and small like mine. I’m on the tiny end of the spectrum. That’s what drives New York City is small businesses employing lots of people. We couldn’t do it without the support and encouragement of the Chamber, so thank you.”

- Georgette Farkas, Owner, Rotisserie Georgette



“It’s been my privilege to be a part of the Business Referral Groups as well as a member of the Manhattan Chamber of Commerce for the past 3 years. On several occasions, potential clients have reached out to me either by direct referral from a fellow member or the leadership at the Chamber as well as through our MCC Website where they have searched and found me and picked up the phone. I’m glad that MCC is on ‘MY SIDE’ and appreciate having them partnered as I journey to grow my print business in the Tri-State area!”

- Ken Sassano, Prestone Printing Company

Chief Digital Officer and Deputy Secretary for Technology, New York State. Panels on Data for Smarter Cities, Data for Small Businesses and StartUps and Data for Social Good were moderated by Jeff Buchan, Associate Manager, Global Industry Relations, Google and Board Member, Manhattan Chamber of Commerce.

- **MCC Presents: Energy Lunch with Governor Christine Todd Whitman:** MCC worked with Dentons Law Firm to host Governor Christine Todd Whitman for a presentation and discussion about the CASEnergy Coalition.
- **Business Leader Briefing with Chef Marc Murphy on Climate Change and the Restaurant Industry:** The Manhattan Chamber of Commerce teamed up with Business Forward for a breakfast briefing featuring Chef Marc Murphy and Jim Doyle to discuss the effects of severe weather and climate change on the restaurant industry.

Networking & Educational Events:

- **MCC Executive Series:** MCC launched this series to assist MCC members in developing their executive level skills. Hosted by MCC Silver Partner EisnerAmper, this year this series included **5 Secrets to a Steady Flow of New Clients** by Evan Horowitz, Growth Acceleration Advisor, Evan Horowitz Advising, **Employee Engagement** by Ryan Muir, Human Resources Business Partner, NY/CT Community Banking, Wells Fargo & Company and **Embracing Failure, The Key to Business Success** by Bruce Hurwitz of Hurwitz Strategic Staffing, Ltd.
- **MCC Innovation Showcase Series:** This series provides a forum for MCC members to learn about new technologies and developing trends. Events in the series in 2015 included **The Internet of Things: What It Is and Why It Matters for Your Business**, **A Conversation with Jeff Buchan**, Associate Manager of Global Industry Relations at Google (both events hosted by MCC Silver Partner EisnerAmper) and **Uber’s New Enterprise Solutions for Businesses**, hosted by MCC Corporate Member Uber.
- **MCC New Member Breakfasts:** These events are held six times per year at MCC Silver 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.

The Voice for The Small Business Community

- **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 Events for StartUps:** MCC was pleased to partner with General Assembly for the following events: **Crowdfunding Basics - Plan, Build, Validate, Launch** presented by Jimmy Newson, director of the documentary A Billion Entrepreneurs and **How to Start a Business**, a presentation by MCC Board Member Ronald I. Paltrowitz providing expert advice on legal, finance and strategy issues for new businesses and **Attract, Sell, Wow – Date Your Leads, Marry Your Customers with Lifecycle Marketing**, a presentation by Ramon Ray of SmartHustle Magazine. MCC also partnered with co-working space WeWork for a networking event.
- **MCC Networking Events:** MCC holds monthly events for MCC members to provide networking opportunities and engage with MCC partners. MCC Partners and Corporate Members such as Executive Suites, People's United Bank, Astoria Bank, Raymour & Flanigan, MetLife, Country Bank, Hodgson & Russ, EisnerAmper, TD Bank, Fogo de Chao, GustOrganics and Hudson Terrace all held events for MCC members this year.

Neighborhood Development

Along with the 5 Borough Chambers, MCC participated in programs geared to supporting the small business community in several neighborhoods lacking business organizations and representation. We continued with The TD Bank Foundation Neighborhood Entrepreneurship Program which focuses on underserved communities helping them build 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 under this program funding. In addition for 2015, 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.

continued on page 23



“It’s tough to start and grow a business. The Manhattan Chamber of Commerce is an oasis and resource for growing businesses, like none other. Sure it has events. Sure it has networking opportunities. Sure it has advocacy. Sure it has committees. But it also has a passion and heart to see small businesses grow and thrive - like few other organizations have. If you’re doing business in New York City, or anywhere in the USA, being a part of the Manhattan Chamber of Commerce should be one of your priorities.”

- Ramon Ray, Publisher, Smart Hustle Magazine

Our Annual Awards Breakfast Featured Prominent New Yorkers!



This Year's MC was Ernie Anastos, Fox5, who definitely brought energy to the morning's event.

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

As always, in early in 2015, 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 2015 awardees. We were very pleased to honor these outstanding companies and individuals. And even more pleased that our New Yorker of the Year 2014, Ernie Anastos, was on hand to emcee the event! Manhattan Borough President Gale Brewer and Telemundo's President Cristina Schwarz were also guest presenters. Our exciting line up attracted a sell-out crowd for our 2015 Awards Breakfast on Nov. 13th. Save the date for the 2016 Awards Breakfast on Friday, November 4th. For more pictures and to view video of the Awards Breakfast, please visit www.manhattancctv.com.



Presenting sponsor, Joe Kirk, Wells Fargo presents the New Yorker of the Year Award to producer of Hamilton, Jeffrey Seller. Darren Sussman and Gretchen Shugart, TheaterMania, sponsored the award.



Coca Cola sponsored the MCC Cultural Achievement of the Year Award presented to Jonelle Procope, CEO of The Apollo Theater.



MCC Global Business of the Year Award was presented to Locker and accepted by Crystal Black-Davis. David Fitts and Bill Tyson, Time Warner Cable, sponsored the award.



Mary Cleaver, The Cleaver Company, accepted the MCC Green Business of the Year, sponsored by Matthew Ketschke, Con Edison.



Emmeline Cardoza accepted the NYC Vision Award for Reshma Saujani, Girls Who Code, sponsored by Google (Jeff Buchan of Google, second from right, presented the award).



Presenter Felix Malitsky, MetLife, joined sponsor Ann Kayman and NY Grants Co in honoring Olga Vidisheva, CEO Shoptiques as the MCC Entrepreneur of the Year.



NYC Restaurateur of the Year, Georgette Farkas, Rotisserie Georgette, says a few words of thank you after accepting the award.



UPS (Tim Rowe pictured here) sponsored the MCC Small Business of the Year Award presented by Manhattan Borough President Gale Brewer. The winner Danny Koch of Town Shop is pictured second from right.



Telemundo's Cristina Schwartz presented the Large Business of the Year to Goya Foods. Don Winter & Encompass Media sponsored the award.



Robert Reffkin, CEO Compass, accepted the MCC Mid-Sized Business of the Year Award sponsored by REBNY.

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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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“Learning from MCC’s Community Benefit Fund (Nancy Ploeger) and Green Committee (Laura Bucko) initiatives, I was able to develop the Drop Collaborative, now recognized by TN Dept of Education as a model for CTE training. MCC offers so much to it’s members and sponsors. For goodness sake, if you aren’t a member or a sponsor, join now!”

- Pattie Meyer, Edge City Design, LLC and the Drop Collaborative

International Business Services

The MCC is an authorized designated agency to supply exporters with Certificates of Origin and Certificates of Freesale. A Certificate of Origin is a document required by foreign governments that validates the country of origin of where the product was manufactured. With well over 700 clients the MCC serves the local community in the garment district as well as the tristate area. MCC also works closely with the United States Exporters Assistance Center often guiding fledging exporters to expand their businesses by selling their products overseas. We assist small upcoming designers to large fashion houses. Our clients also export cosmetics, art, furniture, clothing, children’s toys, mechanical devices, food and pharmaceuticals among other products.

Advanced Financial Management Program

MCC developed and delivered 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 and Anchin, Block & Anchin, the program was held from the Fall of 2014 through the spring of 2015 for minority and women-owned businesses seeking to grow and to enhance their financial knowledge. Experts each presented a 2.5 hour module on specific aspects of financial management for each of the 5 sessions. The culmination was a presentation by Sandy Thomas, VP Credit Analysis Manager, Wells Fargo who discussed the creation of good, solid loan applications.

Affordable Care Act

MCC was 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 help them enroll in a healthcare program available through the NY State Marketplace. Marcia Okon, the MCC Healthcare Marketplace Counselor & Certified IPA/Navigator carried 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.

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

The Voice for The Small Business Community

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. In addition, Liquid Talent developed a 2nd Ave app for merchants and customers to further promote the businesses on the avenue. MCC participated in AMEX Small Business Saturday and had 20 businesses participate, receiving balloons, door mats and posters to draw attention to shopping local.

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 501(c)(3) business organization which was achieved in July. The organization will meet in early 2016 to begin planning its initiatives for the coming year.



The many inviting shops, restaurants, and services on Second Avenue are open while MTA Capital Construction builds the Second Avenue Subway. Shop Second Avenue... It's Worth it!

The Manhattan Chamber of Commerce is a partner with MTA Capital Construction in support of local establishments as construction continues on the Second Avenue Subway.

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MCC Community Benefit Fund



“We believe that business does well by doing good.”

- Manhattan Chamber of Commerce

MCC’s philanthropy initiatives flow through our Manhattan Chamber of Commerce Community Benefit Fund (CBF), a 501(c)(3) affiliate organization. Through the CBF’s community outreach and financial support, 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 2015, 37 non-profits received \$100,000 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, Search & Care, Roosevelt Island Cultural Assoc., Young People’s Chorus of NY, Asian American Film Festival, Gramercy Brass and Service Program for Older People were the recipients. (For the full list of recipients, please visit our website.)

High School Community & Technical Education Support

MCC continued working with two local Career & Technical High Schools, 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. The schools chosen this year were: General Assembly School for Green Careers on the Upper West Side and HS For Math, Science and Engineering in Northern Manhattan. Direct business contacts were made and several business owners and executives visited the schools to talk with their students. We thank Google, Con Ed and many others for their engagement with our program.



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