



Year in Review 2009



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Howard Szarfarc, Time Warner Cable

David Warren, Art Institute of NYC

We are pleased to present our 2009 Year End Review, which highlights our initiatives and accomplishments over the past year. With the recession and downward economic climate having descended on us in late 2008, MCC stepped up in particular to focus on helping the small business community navigate the waters and find new resources to maintain their business, while continuing our support of the business community and non-profits through our philanthropic outreach.

Through our "ACE" initiatives – Advocacy, Connectivity and Education – we continued to offer programming and networking while also updating our publications on financial literacy, MWBE certification and contracts, as well as workforce development. MCC's website is in constant re-development with new features and new verticals focused on Green and Global business sectors as well as new Young Professional pages to be launched in 2010. We have created platforms for our members to expand and grow their companies through additional committee involvement for LGBT Owned Businesses, Women Owned Businesses, Technology & Digital Media and launched the new Education Committee as well.

Of particular note is the increased advocacy on behalf of small business that was undertaken during the past year. In partnership with the other NYC borough chambers and over 30 diverse business organizations, we formed an alliance to advocate for positive business legislation. The first initiative was a drive to defeat a city council bill that would have put tremendous burdens on businesses in New York. This fight is ongoing and the Coalition is already beginning work on the next project.

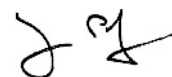
Our commitment to diversity and to the vast ethnic pockets that make up our Manhattan business community was enhanced through the appointment of a new VP Diversity Officer to our MCC Executive Committee.

MCC has been able to achieve these successes with the help of our partners and members as well as through our association with diverse organizations. Our city, state and federal government relationships have helped us garner support for small business to encourage business growth and job creation.


As the city, our members and MCC itself continue to face economic challenges, we plan to build upon the achievements realized this past year. We thank all of our supporters and members for contributing to our 2009 successes and look forward to another active year ahead.



Jeffrey Bernstein
Chairman



Nancy Ploeger
President



What keeps “the city that never sleeps” working 24/7?

The Siemens answer: Innovations for industry, energy and the environment, healthcare, government and security.

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The Manhattan Chamber of Commerce (MCC) is a membership organization comprised of a cross section of member businesses ranging from sole proprietors to large corporations and conglomerates. 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.



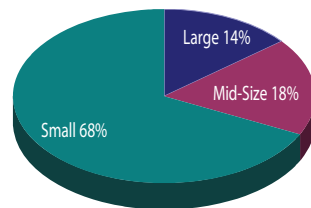
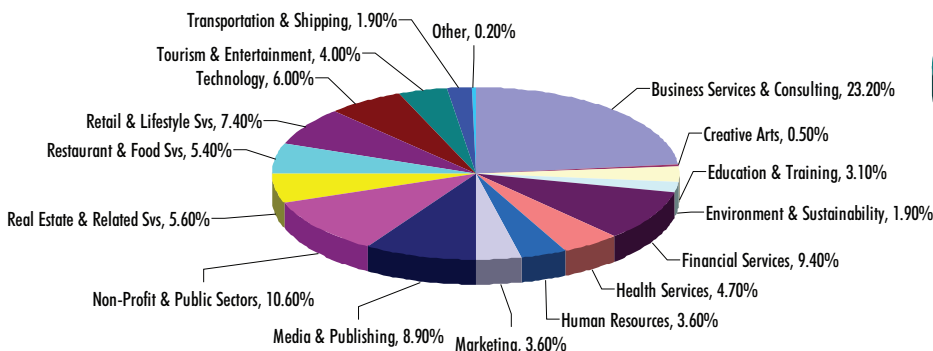
“MCC is a great organization with a great history and great leadership. It is an example of a public/private initiative that encourages private businesses to grow. We are very pleased to have MCC working for the business community in our city.”

– Mayor Michael Bloomberg

Locally, our member companies have over 165,000 employees. And, collectively, our member companies account for over \$630 billion dollars in annually revenues.

MCC advocates for positive business legislation, sponsors educational seminars (through the MCC Foundation) and networking events, markets our member companies and encourages members to “go global.” In addition to MCC’s programming directed to the NYC business community at large, MCC hosts several member-run committees which focus on Green Business, Global Business, LGBT-Owned Business, Women-Owned Business, Technology/Digital Media, Education and soon-to-be-launched, Young Professionals.

MCC also runs street fairs and support non-profit volunteerism through expos, TimeBank and support of NYC Service initiatives through our non-profit 501 (c)(3) Community Benefit Fund. We support the non-profit community in its quest to improve the quality of life in our neighborhoods.



Our mission is to create a positive business environment to foster job development and promote growth. Keeping our members informed and up-to-date on new developments is key to our success. Throughout 2009, MCC communicated with members on a daily basis through emails, Weekly President’s Message, event invites and through our newspaper, *Business Matters*. MCC’s website, www.manhattancc.org attracted 2.9 million page views from nearly one million visitors. MCC continued to enhance its website with the launch of its new Global Business pages and Young Professionals site. MCC’s Green Business website and MCC TV site continued to increase visitors and page views. Plans are underway for a redesigned homepage and search features for visitors to find information more quickly. We will also launch our NYC Tourism site and Technology/Digital Media pages. MCC continued to gain online visibility with its presence in the social media space through Facebook, LinkedIn and Twitter, which enabled MCC to communicate more quickly with members, attract new members and to share and publicize both MCC and members’ businesses, events and successes.

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

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

MCC's quarterly newspaper, *Business Matters*, now boasts a 13,000 print run per quarter, with initial copies mailed to all members. The paper is also distributed throughout Manhattan via our partner distribution sites. Members also receive a weekly digital edition from MCC President Nancy Ploeger containing news updates and information about upcoming events and opportunities for members. MCC streamlined communications to members by using Constant Contact to notify members of events, new and current benefits and MCC's legislative efforts on behalf of the business community. In addition, we notify our members of press opportunities through our relationships with reporters from *Crain's New York Business*, *MSNBC*, *The New York Times*, *The New York Post*, *The Daily News*, *The Wall Street Journal*, and many more. Reporters contact MCC when they are interested in writing stories on business issues in NYC and as a result of our efforts, many of our members have been profiled in these publications.

New MCC Committees and Programs

In addition to our active committees involved in **Global, Green, Women's, LGBT, Digital Media/Technology** sectors, this year MCC launched an **Education** Committee comprised of member colleges and universities. The Education Committee of the Manhattan Chamber of Commerce seeks to create and promote opportunities to develop a well-educated, globally-minded, highly-skilled workforce and to equip entrepreneurs and business owners with the necessary skills to succeed through collaborative efforts among the Chamber, the business community, and local educational institutions.

MCC also launched a **Young Professionals** committee this year. The MCC Young Professionals Committee has been formed to address the challenges and support the growth of young professionals in Manhattan. The YPC's goals are to provide useful resources for young professionals (21-35 years old) while creating a sustainable and viable environment in Manhattan where young professionals can excel and grow.

In addition, MCC launched a new volunteer **Ambassador Program** led by MCC member Gil Effron of Strategies for Growth. This exclusive group is made up of current MCC members who will interact with other MCC members, represent MCC at its events and recruit new members from the community at large. They will 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 our programs and initiatives throughout NYC.

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

– Joe Kirk, Regional President,
Wachovia-A Wells Fargo Company

MCC Committee Highlights...

MCC's **Green Business Committee** grew exponentially in 2009 and has developed into chamber's largest committee with over 150 member businesses ranging from representatives from large corporations to individual sustainability professionals. The committee now has a 15 person steering committee to direct its initiatives as well as several sub-groups for green design and construction, green retail and hospitality, green energy and the newly launched green finance group. In addition to its quarterly networking events, they produced two half-day conferences: the "Greener New York Summit," which addressed

city-wide sustainability issues and “Getting the Most Green Back for Your Greenbacks: How Sustainable Building Benefits Tenants and Owners,” which included a case study of the Empire State Building and its tenants. The Green Design and Construction sub-committee also held monthly networking meetings throughout the year in various NYC showrooms. This committee was pleased to partner with many organizations in 2009 including Green Drinks, Womensphere, The Economist, Columbia Business School Alumni and Green Spaces as well as participated in the Go Green Expo.

Digital Media & Technology Committee MCC’s Digital Media & Technology Committee hosted several highly successful events on social media, website optimization, website ‘must-haves’ and Windows 7 Launch and was highlighted in an article by *The Wall St. Journal Small Business* section.

Women’s Business Committee MCC’s Women’s Business Committee was developed to create a platform for women business owners and women executives, through advocacy, mentoring, education and resource direction; to generate new business ideas, establish strategic alliances and partnerships; to grow business pg globally; and to expand procurement opportunities, secure paid board seats and reach pay equity. We raised over \$10,000 for breast cancer research through the American Cancer Society Walk in October and we are focusing on more procurement opportunities for women and business owners and more substantial connections with government and private entities for them.

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

– Reed Forrester, American Airlines

MCC Events Provide Opportunities for Business Acceleration

In 2009, 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.

Chairman’s Breakfasts Our Chairman’s Breakfasts provide high level networking opportunities exclusively for MCC Partners, Corporate members and invited guests. Each 2009 breakfast featured a prominent speaker who addressed a macro trend of importance to the local business community. Speakers included: Jonathan L. Bing, New York State Assembly Member, 73rd Assembly District; John K. Castle, Chairman and CEO, Castle Harlan, Inc, and a debate featuring Manhattan District Attorney candidates Richard Aborn, Cy Vance, Jr. and Leslie Crocker-Snyder, moderated by Bob Hardt, NY1 News political director and David Seifman, City Hall Bureau Chief for the *NY Post*.

Networking & Educational Event Sampling

2009 Sovereign Bank Economic Outlook Breakfast a special breakfast briefing on the economic outlook for the New York Metropolitan region, including commentary from a panel of distinguished experts.

Greener New York Summit, a half day event held at Con Edison on March 27, 2009. This large-scale event featured speakers such as Manhattan Borough President Scott Stringer, Councilman Jim Gennaro and Rohit Aggarwala, Director of NYC’s Office of Long-term Planning and Sustainability, and boasted over 150 attendees.

MCC’s 5th Annual Oktoberfest Annual MCC Global Business Committee networking event that draws a festive group to sample a variety of German regional beers and food specialties all to a background of lively OktoberFest music.

MCC’s LGBT Get Social or Get Left Behind: How Social Networking and Email Marketing Can Boost your Business and Personal Brand. An overview of the most effective ways to use social media to promote business.

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

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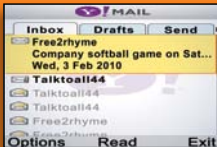
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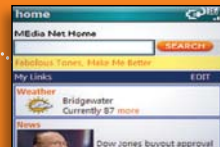
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“While giving small businesses an advantage in even the best of times, MCC’s member benefits, discounts, educational and networking opportunities offer new and growing businesses an especially important leg up in a slow economy. My firm has been a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

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

“Fuel” Film Screening featuring Climate Crisis and America’s energy security, networking and film viewing sponsored by MCC Green Business Energy sub-Committee

Bilateral Trade and Investment Opportunities with Colombia Co-sponsored by: BSC Travel Colombia: The Manhattan Chamber of Commerce, US Chamber of Commerce, TradeRoots & ProExport Colombia partner to present trade opportunities in this growing market.

Getting the Most Green Back for Your Greenbacks: How Sustainable Building Benefits Tenants and Owners on October 15, 2009 at the Herman Miller showroom which included a case study of the Empire State Building and its tenants, how they have improved energy efficiency and upgraded their interior space.

Exclusive Women’s Networking Evening to Meet the IWEC Winners: Cocktail networking event to meet the 2008 and 2009 IWEC awardees who represented NYC in the international program.

Going Global With MCC

Our Global Business Director, Ally Gunduz, helped MCC took another step in providing opportunities for our members to increase business overseas. With a focus of not only educating our members on how to identify markets abroad and where the opportunities lie, the chamber now attracts foreign companies seeking to do business in NYC and connects them with our members. With the development of products and services for foreign companies, our chamber and its members can provide technical assistance. We have also strengthened our role with international organizations and companies and specifically the trade commissioners in NYC to foster synergistic relationships and create business opportunities on both sides.

- We hosted several foreign delegations in 2009 from Turkey, Spain, China, India, Colombia, Brazil and Turkey
- We continued our Country Profile Series with Turkey and the Turkish American Chamber of Commerce and Industry and hosted a Renewable Energy Forum held at The Levin Institute. The program featured both companies from the NYC/NY State area representing wind, solar and gas power as well as Turkish companies in the same sectors.
- MCC served again in 2009 on the Steering Committee for World Trade Week with kicked off in May with an awards breakfast and expo. Over 20 events were held during the week focusing on global policies, initiatives and country offerings and several MCC members participated on the Resource Forum panel.
- MCC’s President is also on the New York District Export Council (DEC), appointed and approved by Washington DC. This Council also works independently for the NYC region to spur global trade. Ploeger is on the DEC Green Sub-Committee.
- In February, MCC and three NYC Awardees attending the 2009 International Women’s Entrepreneurial Challenge (IWEC) Conference held in New Delhi, India honoring 15 awardees from 4 continents. The four day event was highlighted by the Awards Breakfast held at the FICCI/FLO headquarters, presided over by Ambassador Ruth A. Davis, special ambassador to the African nations and official Chairperson of IWEC. MCC awardees included; Rachel Allgood, Isocurve (represented by Rob Aiudi), Nancy Johnson, Optimize LLC and Kalpana Patel, Unique Comp Inc. In addition, MCC IWEC Co-Chairs Ploeger and Sunita Bajaj, Strategic Planning Group, along with members Lani Doktori, Accurate Printing, Hilka Klinkenberg, Global Coaching and Consulting Group also attended. 2008 IWEC awardee Sneha Mehtani, Mehtani Group, also joined the festivities.



Large Business of the Year John Seifert, Chairman Ogilvy North America accepting the award from presenter Jill Kaplan, Publisher, Crain's New York Business and Award Sponsor, Tom Bono, Senior Strategic Solutions Manager, Fed Ex

As in prior years, our awards were presented by well-known New Yorkers from business, politics and the arts, including Tim Zagat, Crain's New York Business Publisher, Jill Kaplan and NY State Senator, Liz Krueger.

The 2009 New Yorker of the Year Awardee, Matthew Goldstein, discussed the synergies between the business and educational communities, stressing involvement by the business community to help create a well educated workforce and innovative business owners.



Small Business of the Year Orit, The O Group, poses with presenters Senator Liz Krueger and Award Sponsor, Roy Hoffman, Partner International Client Services for JH Cohn



Global Business of the Year Robert Rechtermann, General Manager Peninsula NY Hotel accepts award from presenter Tim Zagat and Award Sponsor, Brett Weinhouse, Managing Director International Business, American Express FX International

And the Award Goes to...

Early in 2009, we opened up the nominations for the best of NY's businesses to the general public, heavily promoting the awards both in print and online. Our Awards Committee reviewed the nominees and selected our 2009 awardees, including our first Green Business Awardee. We were very pleased to honor these outstanding companies.

Our Awards Breakfast was another sell out-standing room only event. Save the date: our 2010 Awards Breakfast will be held on November 4th. Pre-sale advance tickets may be purchased by contacting the Chamber office. In addition, 2010 sponsorship opportunities are now available.

Our Annual Awards Breakfast Was the Highlight of the Year



New Yorker of the Year CUNY Chancellor Goldstein accepting the award from Awards Sponsors, James Whaley, President, The Siemens Foundation and Larry Zicklin, former Chairman, Baruch College Fund



Cultural Achievement Accepting on behalf of Julian Zugazagoitia, El Museo del Barrio, Tony Bechara poses with award presenter, Jill Kaplan, Publisher, Crain's New York Business and Award Sponsor, Howard Szarfarc, CEO, Time Warner Cable



Green Business of the Year David Kistner, Founder & President, Green Apple Cleaners, accepts the award from presenter Rebecca Craft, Con Edison and Award Sponsor, Ron Bergamini, CEO Action Carting Environmental Services



Restaurant of the Year Daniel Boulud of Restaurant Daniel, poses with presenter Tim Zagat and Award Sponsor, Gail Grimmert, Sr VP from Delta Air Lines



Retailer of the Year Award Robert Schwartz, Eneslow Shoes, poses with award presenter Rebecca Craft, Con Edison and Award Sponsor, Larry Schwartz, CEO, Aetrex Worldwide



Mid-Size Business of the Year Saul Gitlin, Kang & Lee Advertising accepting from presenter NY State Senator Liz Krueger and Award Sponsor, Joe Kirk, Wachovia's Regional President for the NY/CT area

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

– Karen Bausman, AIA,
Karen Bausman & Associates

The Voice for The Small Business Community

With over 100,000 small businesses in Manhattan, our chamber works extensively with our members and members of the NYC Council, NY State Senate & Assembly & NY Senators & Congressional leaders to advocate for positive business legislation. MCC members often accompany the chamber to testify at hearings, meet with legislators and “tell it like it is” from the business perspective.

Trips to Albany and Washington through out the year, in conjunction with our other advocacy groups such as the US Chamber of Commerce, the Business Council of New York State and the Chamber Alliance of New York State, were scheduled, representing members in discussions of several of the following issues.

- Opposition to NYC Council proposed legislation mandating paid sick leave
- “Card check” education and opposition to this union-backed Federal bill to allow unions to merely have a “card check” instead of vote when trying to unionize a business
- Fought to kill the MTA payroll tax
- Support continued funding for the U.S. Commercial Service offices in NYC
- Requested federal funding for Pathway for Biosimilars critical to the future of biological medicine
- Fought for elimination of the UBT Tax
- Opposed the federal Healthcare Bill
- Held meetings with NYC on regulatory reform

One of the major initiatives in 2009 was the formation of the five Borough Chambers of Commerce Alliance. Our 5 chambers have always worked together along with our various advocacy groups but this year, the Chamber executives came together to form the Alliance to further

strengthen the voice of the small business community throughout NYC.

The Alliance formed a business Coalition to fight the proposed Paid Sick Day bill introduced in late summer of 2009. By working together and coordinating efforts, the Coalition climbed to over 30 business organizations including the NYC Partnership, Real Estate Board of NY, Business Council of New York State and many industry and local business organizations throughout the five boroughs. Our voice was heard by the city council through meetings, hearings and continued outreach in opposition to the bill. MCC put together a study of the potential costs to NYC businesses which was shared with Council members. The fight continues.

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

Other Manhattan Chamber of Commerce Initiatives

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

M/WBE Certification Guide During 2009, we distributed widely in both hard copy and electronically our third edition of NYC Women and Minority Business Entrepreneur Certification Guide. This guide was the first of its kind

and has become a dependable resource. We continue to update the Guide online on a daily basis and to encourage our women and minority members to get certified and compete for government and private contracts.

Workforce Development Guide Reacting to the tremendous need of our members and the local business community generally to locate high quality employees, the MCC distributed its updated 2009 Workforce Development Guide throughout the year. Supported by NY State Assemblyman, Jonathan Bing, we continue to update the online Guide to help our member businesses locate an educated workforce. This Guide features workforce agencies and organizations throughout NYC that provide employee resources and allows users to search by both industry and population.

NYC Part-time Job Web Site We had created New York City's first site focused exclusively on part-time job opportunities in 2007. The site, www.nycpart-timejobs.org is sponsored by the MCC Foundation, a 501(c)(3) affiliate of MCC. The site enables employers to post their jobs for free and prospective employees to search the site for potential jobs in their field of expertise. A partnership with Urban Interns allows interaction for our members and job seekers with their active site as well.

New York City Financial Literacy Guide for Girls and Women Developed in 2008, we continue to update this Guide on behalf of the New York Women's Agenda (MCC's President Ploeger serves on their Executive Committee). The Guide is posted on both organizations' websites to provide resources to enable girls and women to become more financially savvy.

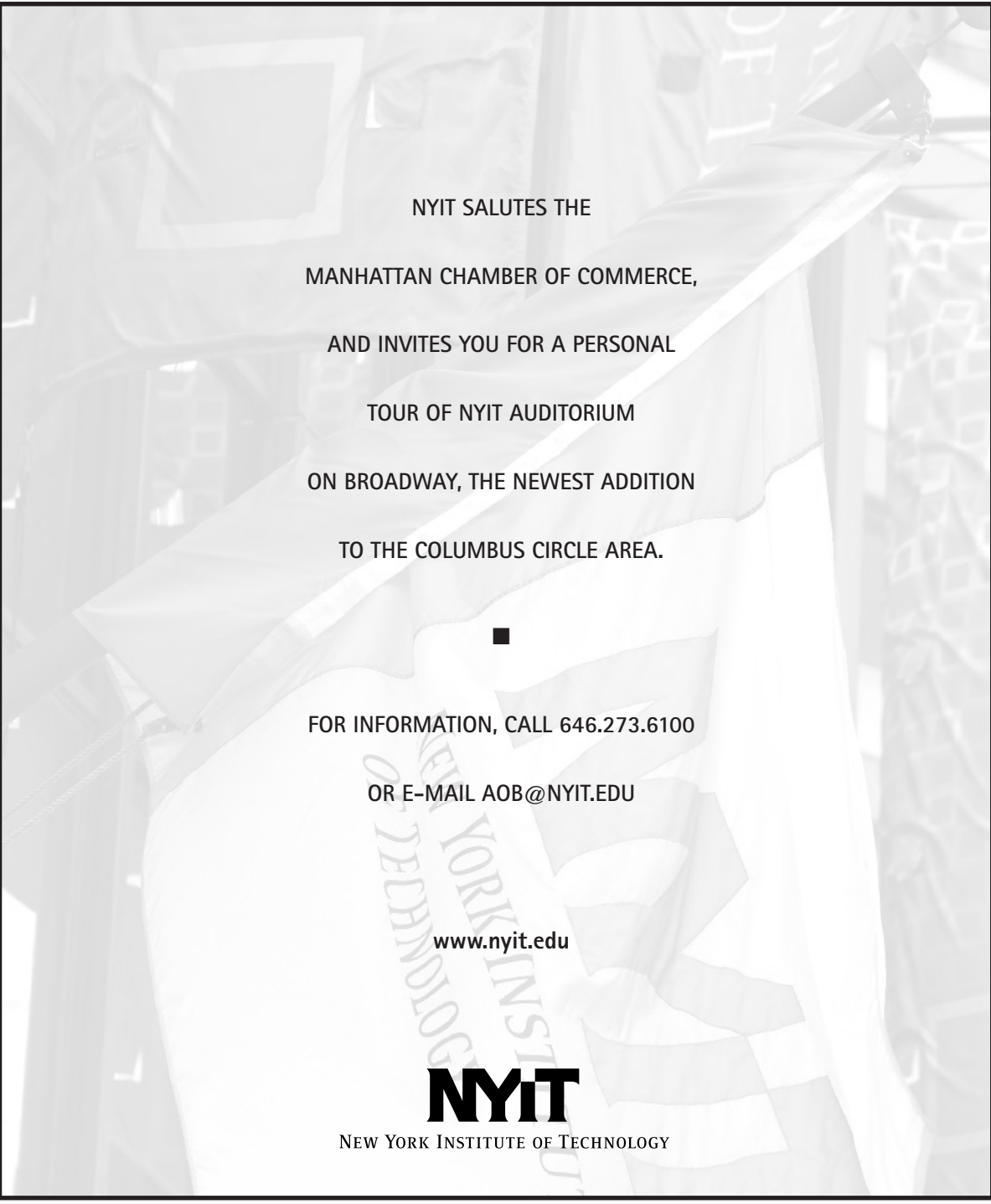
Support for 2nd Ave. Businesses Along the 2nd Ave. Subway Construction Corridor With the support of Council Members Jessica Lappin and Daniel Garodnick, MCC created a program to help the merchants being adversely affected by the construction of the 2nd Ave. Subway from 68th to 96th Streets. In conjunction with representatives from the Second Ave. Business Association, MCC engaged a public relations firm which helped garner attention and helped market the area's businesses. Press interviews, a block party, flyer distribution and other programs were initiated to bring attention to their plight and also to bring additional customers to the area.

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(c)(3) affiliate. Through the CBF's philanthropy, we help to create a more livable, vibrant city, which also benefits the business community.

Street Fairs and Raffle Programs The Manhattan Chamber of Commerce runs 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. The Chamber has given over \$2,500,000 back to the community through the CBF. In 2009, 40 non-profits received \$65,000 in grants and 18 non-profits garnered an additional \$33,500 from raffle ticket contributions, including organizations such as The Doe Fund, Lenox Hill Neighborhood House, Roosevelt Island Seniors and Disabled, Young People's Chorus of NY and Gramercy Brass. Our CBF also provides \$10,000 annually to the Eleanor Roosevelt High School on Manhattan's Upper East Side to help them maintain their college preparatory office and support programs for their senior students.

Time Bank Through our two years of sponsoring Volunteer Expos throughout Manhattan, we learned about the grass roots volunteer organization, Time Bank. Time Bank is an international volunteer program in over 22 countries in six continents. Facilitated by the Visiting Nurse Services of New York here in NYC, the Time Bank has centers in Washington Heights, the Lower East Side and Chinatown in Manhattan. MCC is working together with local businesses and other nonprofits to drive more volunteers into the program and create a community in underserved neighborhoods. More information available at www.timebanks.org.



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