



Manhattan Chamber of Commerce

# 2011 YEAR IN REVIEW



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We are pleased to present our 2011 Year End Review, which highlights our initiatives and accomplishments over the past year. With the continued recession and challenging economic climate, MCC again focused on our core mission, which is to Advocate for, Connect and Educate the Manhattan business community. Through our "A.C.E." initiatives, we continued to advocate and offer programming and networking while also hosting the 2011 International Women's Entrepreneurial Challenge featuring women delegates from over 21 countries. We continue to update MWBE certification and contracts guides online and workforce development opportunities for employers. We also continue to update our Manhattan data (via zip code), which is extremely helpful to businesses looking to identify the markets in their community or in an area where they may be considering a new store or office. MCC's website is in a constant state of growth and refinement as well with new features and helpful business information. Our events calendar for business is the most visited page second to our business directory as business owners seek networking and educational opportunities to advance their business knowledge and growth. Our Young Professionals, Green, LGBT and IT/Innovation Committees continue to grow and we have expanded their connectivity through our facebook, linkedin and twitter pages.

Our advocacy for, and leadership, of the 5 Boro Chamber of Commerce Coalition continues to be a vital part of our initiatives. After NYC Council Speaker Christine Quinn took the Council's proposed paid sick days mandate off the table, our focus turned to the Council's proposed Living Wage mandate. Again, our Coalition took a leadership role in meeting with council members, organizing testimony at the hearings and alerting the media to our positions on this onerous bill. We will continue working together on behalf of the business community as a whole and we intend to keep our coalition strong.

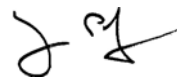
Our city, state and federal government relationships have helped us garner support for small business and to encourage business growth and job creation. We completed a MWBE Technical Assistance project with funds from NY State Senator Liz Krueger, helping small companies garner opportunities to bid on government contracts and bid on sub-contracting opportunities through the direct work of our Economic Development Director, Shirley Leung. With funding from Senator Krueger and City Council Member Jessica Lappin and additional funding from Council Member Dan Garodnick in late 2011, 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 line. And with funding from Congresswoman Carolyn Maloney, we began working on our small business export assistance program in 2011.

Our most successful Business Awards Breakfast was held in the fall and featured some of the city's iconic business leaders as well as a few who are new on the scene but making a big impact.

MCC plans to build upon the achievements realized this past year. We thank all of our supporters and members for contributing to our 2011 successes and look forward to another active and successful year ahead.



Ronald Paltrowitz  
Interim Chairman



Nancy Ploeger  
President

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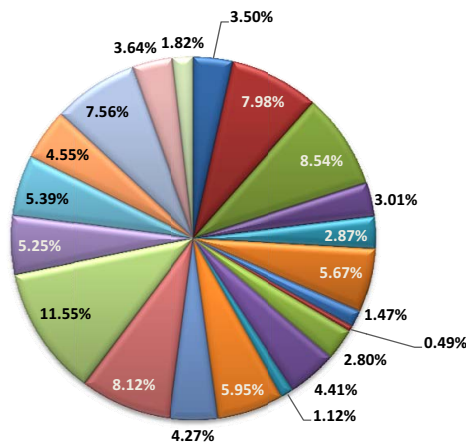
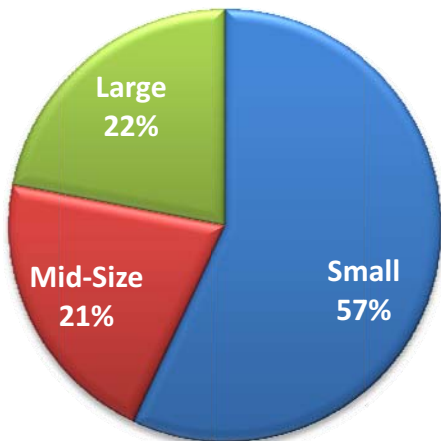
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**“MCC is a great organization with a great history and great leadership. It is an example of a public/private initiative that encourages private businesses to grow. We are very pleased to have MCC working for the business community in our city.”**

**- Mayor Michael Bloomberg**

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.



- Accounting - 3.50%
- Business Services & Consulting - 8.54%
- Environment & Sustainability - 2.87%
- Human Resources - 1.47%
- Insurance - 2.80%
- Manufacturing - 1.12%
- Media & Publishing - 4.27%
- Other - 11.55%
- Restaurant & Food Services - 5.39%
- Technology - 7.56%
- Transportation & Shipping - 1.82%
- Banking & Financial Services - 7.98%
- Education & Training - 3.01%
- Health, Beauty & Fitness Services - 5.67%
- Import/Export & Related Global Services - 0.49%
- Legal Services - 4.41%
- Marketing, Advertising & PR - 5.95%
- Non-Profit & Public - 8.12%
- Real Estate & Related Services - 5.25%
- Retail & Lifestyle Services - 4.55%
- Tourism & Entertainment - 3.64%

## ■ The Voice for The Small Business Community

**“The Manhattan Chamber of Commerce is respected as an important voice representing the business community. Networking opportunities are frequent and effective. I could not imagine doing business in Manhattan without membership in MCC.”**

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

MCC advocates for positive business legislation, sponsors educational seminars and networking events, markets our member companies and encourages members to “go global” with 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, LGBT-Owned Business, Education & Training, Health Care, Young Professionals, Theatre and Technology, Social Media and Innovation. MCC also has discussion groups for women’s business and global business. In addition, MCC supports its members in finding new business with its Business Referral Group program. All MCC Educational programs are run through the MCC Foundation.

MCC also runs two of the largest street fairs in NYC and a raffle program to support the non-profits on the upper east side through our non-profit 501(c)(3) Community Benefit Fund. We also encourage volunteerism through such community based programs as the TimeBanks and those noted in the city’s NYC Service initiatives. MCC also works closely with the Doe Fund and assisted in their annual Toy Drive. MCC supports the non-profit community in its quest to improve the quality of life in our neighborhoods.

### 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 our other advocacy groups such as the US Chamber of Commerce, the Business Council of New York State and the Chamber Alliance of New York State. The highlight of 2011 was the continued vocal strength from the Business Coalition built by the 5 Boro Chambers of Commerce. In addition, MCC joined forces with other businesses and business groups in supporting the efforts of “Putting New Yorkers To Work.” ([www.puttingnewyorkerstowork.org](http://www.puttingnewyorkerstowork.org))

Some of the issues we were involved with in 2011 included:

- Opposition to NYC Council proposed legislation mandating living wage. The 5 Boro Chamber Coalition worked with partners in the Coalition to inform council members of the unintended consequences of such a bill as well as pointing out the unfairness of making businesses (leasees) pay a living wage when, in fact, they had no benefit from tax credits or other credits given to the developers. We continue our strong outreach and testified in panels before the hearing held in the Fall of 2011. The issue to date has not been resolved although NYC Council Speaker suggested a compromise concept.
- Issued a poll regarding members’ interest in Walmart opening in NYC and provided a platform for Walmart to respond
- Supported continued funding of Columbia University’s Center for Advanced Technology program
- Reached out to legislators regarding a Tax Benefit Exchange program initiated by one of our members
- Supported NYU’s expansion plans

- Testified on the strength of Business Improvement Districts throughout Manhattan and their positive impact on communities
- Supported tough reforms that would crack down on the rampant fraud in our State's no-fault auto insurance system
- Met with NY State Senator Liz Krueger and coalition regarding women's rights to breast feed in the work place
- Testified along with Queens Chamber on strengthening and preserving Industrial Business Zones in our boroughs
- Supported the pharma Express Scripts-Medco Merger
- Supported and participated in NY Senator Kirsten Gillibrand's Women's Economic Empowerment Conference
- Supported AT&T's acquisition of T-Mobile
- Spoke out on proposed Marine Transfer Station on Manhattan's Upper East Side
- Fought Labor Interest Assessment Surcharge at state and federal level

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

### MCC Connects

One of the primary goals of MCC is to connect its members, keeping them informed and up-to-date on new business developments, advocacy, initiatives, events and programs. Throughout 2011, MCC worked to streamline its communications with the Weekly President's Message, weekly events e-mails, polls and surveys and special opportunities for members. This year MCC's homepage [www.manhattancc.org](http://www.manhattancc.org) attracted 3 million page views from one million visitors. MCC maintained sub-sites for Global Business, Green Business, Young Professionals and LGBT Business as well as an MCC TV site which contains highlights of many of MCC's events. MCC recently launched a classifieds page and plans are underway for a Technology and Innovation sub-site and NYC Tourism site. MCC continued to gain online visibility with its presence in the social media through Facebook, LinkedIn and Twitter, which enabled us to communicate more quickly with members, attract new members and to share and publicize both MCC and members' businesses, events and successes. MCC also expanded its online presence on Youtube, MeetUp, Google+ and launched a new blog which discusses MCC events, initiatives, advocacy, partner and member news as well as overall NYC business news and events.



Through our partnership with the *Manhattan Times*, MCC continued to print its quarterly newspaper, *Business Matters*, with a 10,000 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. 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.

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SUN: 11:00am-5:00pm



**“We have been involved with the Chamber for three years. I cannot say enough. Over the past year we established Transportation Transformation as a way to promote New York City bikeshare and as a way to develop a transportation strategy for a proposed E3NYC, a cleantech exposition in 2016. Transportation Transformation has been so successful, we may be launching it as a start-up. It would not have been possible without the support of the Chamber.”**

– Tom Glendingen, President, E3Think

### MCC CHAIRMAN’S BREAKFAST SERIES

Our Chairman’s Breakfasts provide high level networking opportunities exclusively for MCC Partners, Corporate members and invited guests. Each 2011 breakfast featured a prominent speaker who addressed a macro trend of importance to the local business community: Stephen Goldsmith, Deputy Mayor Operations, Christine C. Quinn, NYC Council Speaker, Ken Adams, Empire State Development (ESD) President & CEO and Commissioner of the New York State Department of Economic Development and Jonathan Perelman, Global Industry Relations, Google.

### MCC PREMIERE EVENTS

MCC held several large scale events in order to engage the business community at large throughout the year. Early in the year Wells Fargo hosted the *MCC Presents Economic Outlook for 2011 Breakfast* at the New York Athletic Club. Speakers included: Panel Moderator Greg David, Professor of Journalism at CUNY and former Editor of Crain’s New York Business with Keynote speaker Anika R. Khan, Vice President and Economist with Wells Fargo and Panelists Ronnie Lowenstein, Director of the New York City Independent Budget Office, Kenneth McCarthy, Managing Director of NY Metropolitan Area Research, Cushman and Wakefield and Steven Spinola, President of The Real Estate Board of New York. MCC also hosted *Food for Thought: The MCC Green Committee Film Festival*, our first-ever film festival. This special event was held in partnership with the New York Institute of Technology (NYIT). Please see page 10 for a full description and photos. MCC Partnered with Southwest Airlines to hold *MCC Summer Networking in Bryant Park* at the Southwest Lounge. In the fall, MCC also hosted its *Annual Business Awards Breakfast* at Con Edison (please see page 12 for photos and details) as well as the International Women’s Entrepreneurial Challenge (IWEC) program (see page 8 for photos and details).

### MCC COMMITTEES

While MCC supports the overall business community, we also provide special opportunities for members through our “industry verticals/committees.” MCC committee members in industry clusters connect and learn more about their industry while reaching out to the membership to offer education and networking in those sectors. Each committee plans and holds events throughout the year and publishes articles for our paper and website. Many of our Committees have their own pages on our website which can be located under the Business Initiatives Section on the menu bar. This year all of our committees were active and engaged in MCC’s industry outreach. Some of the highlights in 2011:

- **MCC Education Committee.** The Education Committee followed up their enormously successful 2010 program *Access to Capital*, a well received panel presentation of funding experts who discussed the available sources of funding for the small business owners, with the Committee’s second equally successful event, *Growing Your Business*, held at the Adelphi University Manhattan Center. The event was kicked off with a Keynote Address, *Take the 22 Day Challenge to Grow Your Business*, by Robert Emerson, the Co-founder of Business Training & Consulting

## ■ The Voice for The Small Business Community

Institute, and was followed by workshop sessions that included *Keep Your Project Pipeline Full Using LinkedIn* with LinkedIn Trainer and Evangelist Marc Halpert, *How to Secure Interns the Right Way* with Amy Bravo and Rosalia Mannino, Director and Assistant Director, respectively, of the New York Institute of Technology's Experiential Education and Employer Outreach Department, *Why Your Brand Matters to Your Bottom Line* with Alan Siegel, Small Business Management Consulting, and *Growing Your Business With Professional Development* with James McGowan, Executive Director of Off Campus Administration, Adelphi University and James Ratigan, Director of Professional Programs, Continuing & Professional Studies, Baruch College. The Committee is planning is developing a series of programs devoted to our returning veterans who wish to start their own businesses.



IWEC Group at the Asia Society, NYC  
PHOTO BY JEFFREY HOLMES



IWEC NYC Group at the Asia Society, NYC  
PHOTO BY JEFFREY HOLMES

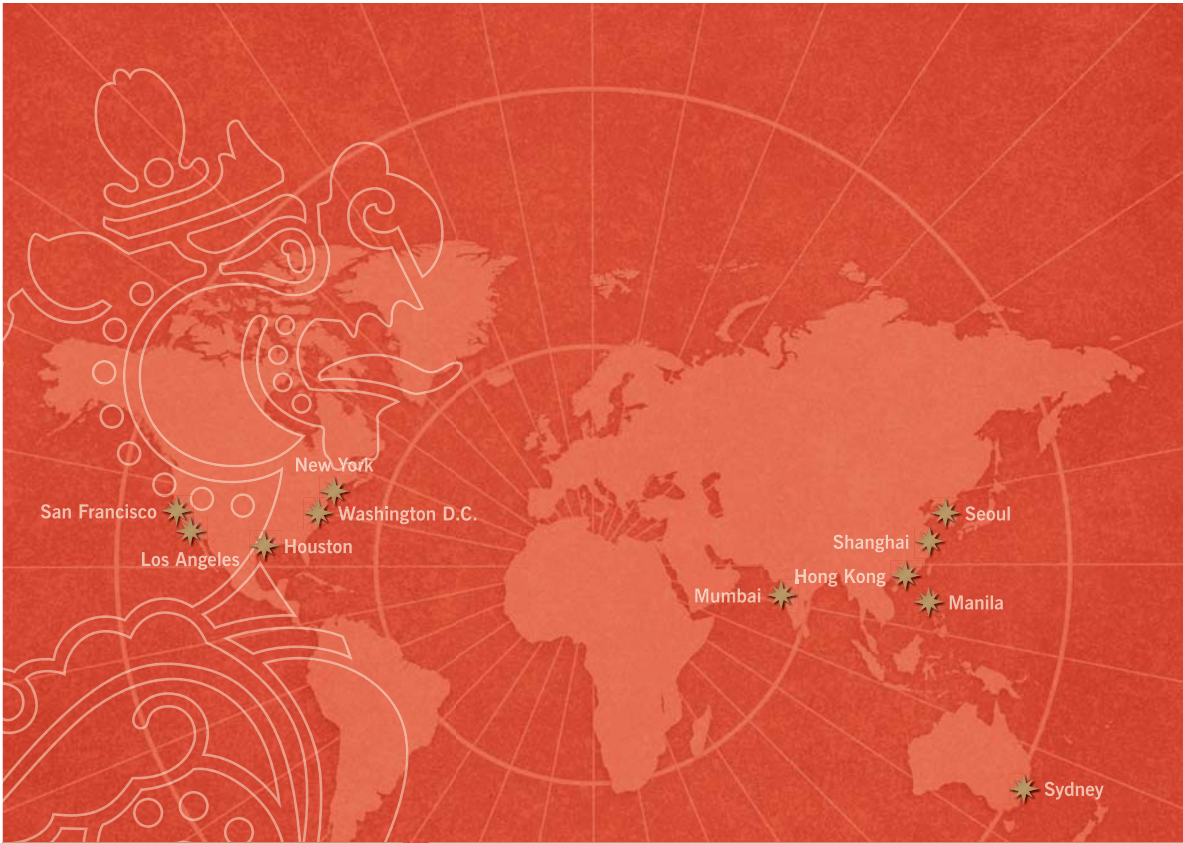
- **MCC IWEC Committee.** MCC's IWEC Committee was quite busy in 2011, playing host to the 2011 IWEC Conference from Nov. 13-16th. Over 85 delegates and 500 New Yorkers gathered for the conference to celebrate women-owned businesses world wide. Over 20 countries were represented and MetLife, HSBC, Asia Society and IESE Business School hosted the various events during the conference. In addition, the social gathering was held at the famed Copa Cabana here in Manhattan. New York's three business owners who were honored are Sandi Webster & Peggy McHale, Consultants-To-Go: Bonnie Schnitta, Soundsense and Dianna Raedle, Deer Isle Capital. MCC is one of the founding chambers of IWEC and works with the Barcelona and Indian Chambers in New Delhi to move the initiative forward, now establishing the IWEC Foundation in NYC. Video of this event is on [www.manhattancc.tv](http://www.manhattancc.tv)



- **MCC Global Business Committee.** MCC hosted several delegations this past year and worked directly with the foreign trade commissioners stationed here. Events were held, introductions were made, and connections for our member businesses to global partners were secured. We continue to work with our partnering organizations and government officials locally to promote specific export programs with the US Department of Commerce Export Assistance Centers, the Weissman Center for International Business at Baruch, NY District Export Council, SUNY's Levin Institute and NEXCO. MCC is represented on the Steering Committee for the annual World Trade Week celebration which is held in May of each year. And our president sits on the New York District Export Council as appointed by the US Department of Commerce. The committee also distributes to member companies information on the global economy as well as local events hosted by consulates, trade associations and member companies.



NY Congresswoman Carolyn Maloney presents NY District Export Council certificate to MCC's President.



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MCC Film Festival Speakers, Sponsors & Hosts  
PHOTO BY JEFFREY HOLMES

Ron Bergamini, CEO, The Action Environmental Group, Alberto Gonzalez, Founder and CEO, GustOrganics, Ana Joanes, Producer/Director of FRESH and Alan Someck, Project Director - Green Hospitality Initiative, New York State Restaurant Association Education Foundation. This year also brought the advent of the *MCC Transportation Transformation Series* which focused on electric cars, bike sharing, car-sharing, water ways and other changes in the NYC transportation landscape. The series launched in May with an exclusive cocktail party at the Tesla showroom and followed with panel discussions hosted by Con Edison. The series was organized by MCC member Tom Glendening of E3Think and will culminate in a *Transportation Summit* held in 2012. In addition, MCC's Social Responsibility sub-committee hosted *Learning from NYC's Green Schools*. MCC also continued to host its quarterly Green Business Networking Meetings and monthly MCC Green Finance Committee meetings.

- **MCC LGBT Committee.** MCC's LGBT Committee had another successful year beginning the year with a major event: *The Economic Impact of Gay Marriage* with speakers John Liu, New York City Comptroller and City Council Speaker Christine Quinn as well as panelists from the Williams Institute, Marriage Equality NY, American Airlines, Immigration Equality and MetLife. The event preceded the legalization of gay marriage in New York State this year. This committee also partnered with the Asia Society for *LGBT Networking* at their Leo Bar, *MCC's Young Professionals for a Networking event* at Heartland Brewery and hosted *Financial Planning and Opportunities for the LGBT Community* and *Networking & Discussion on Gender in Bollywood* at the Rubin Museum of Art. They also participated in the *World Diversity Leadership Summit: Global Return on Inclusion Workforce, Integration and Next Practices*.

- **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 2011. MCC honored noted tech companies Gilt Groupe and foursquare at its annual awards ceremony. Google hosted *Growing Your Business with Google*, a boot-camp style event for small businesses which demonstrated how to use Google to enhance their businesses. Microsoft hosted the seminars: *Keep Track of Your Customers Using Outlook* and *Windows 7 Top New*

- **MCC Green Business Committee.**

Led by co-chairs Nancy Ploeger and Laura Bucko, the MCC Green Business Committee had an aggressive line of programming in 2011. With sub-committees for Design and Construction, Finance, Energy, Retail and Hospitality, Social Responsibility and Clean Transportation the MCC Green Business Committee remains one of the most active MCC committees. MCC staged *Food for Thought: The MCC Green Committee Film Festival*, MCC's first-ever film festival, focusing on green and sustainability issues in the food and restaurant industry. Segments of the films *Fresh*, *Food, Inc.*, *Flow* and *Gasland* were shown. Speakers included: David Bragdon, Director of Long-Term Planning and Sustainability, NYC, Marcel Van Ooyen, Executive Director of GrowNYC,

*Productivity Features* as well as our *Holiday Networking and Microsoft Xbox 360 Kinect Demo*. MCC worked with partners Bloomberg TV, Time Warner Cable and the New York Institute of Technology to host *Social Media Victories* in which social media guru Patrick Schwerdtfeger shared social media strategies businesses may use. MCC also hosted the special event *New York Telepresence Open House* sponsored by AT&T and Cisco which showcased cutting edge technologies. MCC partnered with JETRO for *Opportunities in Japan's Mobile Internet Market*. The committee also supported the *Transportation Transformation* series events which showcases new technologies in the transportation sector.

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

- **MCC Young Professionals Committee.** Now MCC's fastest growing vertical, the MCC Young Professionals (YP) Committee provides networking, educational and mentoring opportunities for professionals 21-35 years of age. This year the committee hosted several high end mixers and continued to have monthly meetings. The YP committee has partnered with MCC's women's committee, LGBT committee and Tech committees in order to enhance the outreach in these sectors.

## MCC Educates

In 2011, 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 of a certain size.

## NETWORKING & EDUCATIONAL EVENT SAMPLING

- **MCC Member Appreciation Breakfasts** hosted by the exclusive Muse Hotel, these member-only networking meetings featured networking tips by Gil Efron of Strategies for Growth as well as introductions of MCC members.

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

**"The Manhattan Chamber of Commerce provides you with many resources that you and your company can use to develop better ways of networking, meeting new clients, and keeping you abreast of what is happening in our very diverse business community of New York. The Chamber has the ability to offer different types of business opportunities by providing training, via workshops, lectures and speakers that are complimentary and sometimes at just a minimum cost. And most of all you will meet more business associates that can serve as ongoing vital contacts to help you grow your business both in revenue and public awareness."**

**– Kimberly Page, Sales Manager,  
Kimpton Hotels**

*continued on page 15*

## And the Award Goes to...

As always, in early in 2011, 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 2011 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 2012 Awards Breakfast on Nov. 8th.

Video of this event is on [www.manhattancc.tv](http://www.manhattancc.tv) 



**New Yorker of the Year** Wells Fargo's EVP Joe Kirk and WOR's Joan Hamburg Present 2011 MCC New Yorker of the Year to Jonathan Tisch.



**Cultural Achievement** Wells Fargo's EVP Joe Kirk joins Steve Roth in presenting the 2011 MCC Cultural Achievement Awards to Daryl and Jordan Roth.



**Small Business of the Year** NYC Council Speaker Christine Quinn presents the Small Business Award to Eva Matichak, Heidelberg Restaurant, along with Joe Kirk.



**Small Business of the Year** 2011 MCC Small Business Award presented to Ralph Schaller, Schaller & Weber. NYC Council Speaker Christine Quinn presents the award to Ralph along with Wells Fargo's EVP Joe Kirk, also the presenting sponsor and emcee for the ceremony.



**Mid-Size Business of the Year** Clarence Kehoe, Executive Partner of Anchin accepts the award from NYC Council Speaker Christine Quinn and Wells Fargo's EVP Joe Kirk.

Our Annual Awards Breakfast Featured Prominent New Yorkers!



**Large Business of the Year** NYC Council Speaker Christine Quinn and Wells Fargo's EVP Joe Kirk, present the award to one of the founders of Guilt Groupe, Alexis Mayberry.



**Global Business of the Year** Crain's New York Business Publisher, Jill Kaplan and Wells Fargo's EVP Joe Kirk present the MCC Global Business Award to Arnon Rosan, President & CEO, Signature Flooring.



**Green Business of the Year** Wells Fargo's EVP Joe Kirk and Con Ed's Robert Schimmenti present 2011 MCC Green Business Award to Alberto Gonzalez of GustOrganics.



**Restaurant of the Year** 2011 MCC Restaurateur of the Year awarded to Alan & Michael Stillman. Wells Fargo's EVP Joe Kirk presents the award along with Tim Zagat to Steven Jolton on behalf of the Stillmans and their company Fourth Wall Restaurants.



**Retailer of the Year** Tim Zagat and Joe Kirk, EVP Wells Fargo present 2011 MCC Retailer of the Year Award to Crumbs. Crumbs Founders Mia and Jason Bauer win award but unable to attend but award accepted by Gary Morrow.



**Young Professional of the Year** Crain's Publisher, Jill Kaplan, joins Joe Kirk, EVP Wells Fargo, to present the 2011 MCC Young Professionals Award to Foursquare. Dennis Crowley and Naveen Selvaduray, founders, unable to attend. Award accepted by Eric Friedman.



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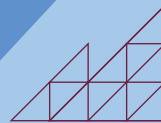


To request a quote or demo, contact Andy Musolino

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## NETWORKING & EDUCATIONAL EVENT SAMPLING

*continued from page 11*

- **Wake Up Your Business Breakfast Series** hosted by TD Bank. These interactive sessions featured experts in business topics and included: *Selling to Why* a sales training session led by MCC member Jeremy Rawitz of Sandler Sales Institute and *Wake Up Your Business....and Smell the Competition* led by business survival evangelist Ethan Chazin of The Chazin Group.

- **Franchising 101 Series** with the NYC Small Business Solutions Center. Led by a panel of experts, this series was designed to educate a prospective franchisee on everything from A-Z about buying and growing a franchise. Topics covered include domestic and international franchise opportunities, how to choose the franchise for you, financing requirements of buying a franchise and free resources to help launch and grow a franchise. Distinguished panelists included a successful franchisee, financial professional, attorney, accountant, franchise consultant, U.S. Department of Commerce Director, NYC Business Solutions Lower Manhattan Center Director, and the MCC President and Chairman.

- **Toot Your Own Horn One** of MCC's signature events, Toot Your Own Horn is a lively interactive session where the first 30 members who sign up for the event give their two minute "elevator pitch." Prizes were given for the best and most creative "Toots." This event was held several times per year and was hosted by Uno's Pizzeria in 2011.

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

- **MCC Networking Events: Hosted by MCC Partners** such as Wells Fargo and Citibank, MCC held monthly events for MCC members to provide networking opportunities and engage with MCC partners.



5 Boro Chamber execs pose at 5 Boro Chamber Nite  
at Brooklyn Cyclones  
PHOTO BY JEFFREY HOLMES



NY State ESDC President Kenneth Adams speaks at  
MCC Chairman's Breakfast  
PHOTO BY JEFFREY HOLMES

## ■ The Voice for The Small Business Community

**“The Manhattan Chamber of Commerce has been a constant resource in my life and career for the past 12 years. As I build my business, I know I can count on the Chamber for an abundance of riches: know-how, connections, and opportunities in our great city. The Chamber is my #1 go-to resource as a business owner in Manhattan.”**

**– Ann G. Kayman, CEO, The New York Grant Company**

### 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 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.

#### MANHATTAN DATA

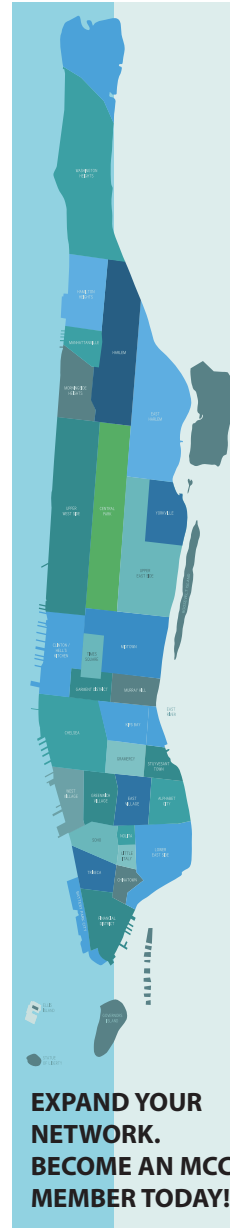
Through support from NYC Councilmember Jessica Lappin, MCC created a database for all Manhattan neighborhoods broken down by zip code. Statistics were culled from a variety of resources to present business owners with a total picture of neighborhood environments to help them determine where they might want to open a business or expand. It is particularly useful to determine the type of residents in a neighborhood where they would become potential customers. The stats are kept up to date as new information is released.

#### M/WBE CERTIFICATION GUIDE

In 2011, we updated the electronic version of NYC Women and Minority Business Entrepreneur Certification Guide. This guide lists all the resources, procedures and contact information for women and minority business owners to become certified and compete for government and private contracts.

#### WORKFORCE DEVELOPMENT GUIDE

Initially supported by Assembly Member 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. In 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.



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

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

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

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

So visit the Manhattan Chamber of Commerce Resource site today and find your local data  
[www.manhattancoc.org](http://www.manhattancoc.org)

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



**EXPAND YOUR NETWORK.  
BECOME AN MCC MEMBER TODAY!**

## NYC FINANCIAL LITERACY GUIDE

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

## Special Initiatives

### SUPPORT FOR 2ND AVE. BUSINESSES ALONG THE 2ND AVE. SUBWAY CONSTRUCTION CORRIDOR

With the continued support of Council Member Jessica Lappin, Council Member Dan Garodnick and from Senator Liz Krueger in 2011, 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. A website was created, facebook pages and twitter links added to help promote special offerings and news along the avenue. The MTA promoted the brand by printing the logo and slogan on the back of over 1 million Metrocards; hung posters on the Lexington Avenue subway platforms and engaged MCC in all of its community outreach. In addition, the Mayor's office has a special task force to work with the community and merchants along the avenue and MCC is included in those meetings and in partnership, communicates with the merchants and helps overcome challenging issues. MCC's Board member, Bob Schwartz of Eneslow Shoes, is the Chair of the MCC 2nd Ave. Subway Committee as he also owns a store in the construction zone and knows the challenges first hand.

### MCC COMMUNITY BENEFIT FUND

***"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.

*continued on page 19*



OPEN FOR BUSINESS

SHOP  
2ND  
AVE

THANKS FOR SHOPPING!

Second Avenue's attractive shops, restaurants and neighborhood businesses between 68th and 101st Sts are open during the construction of the Second Avenue Subway.

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[www.shop2ndave.org](http://www.shop2ndave.org)

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MANHATTAN CHAMBER OF COMMERCE

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**"Over the past few years, Microsoft has been a member/sponsor of the Manhattan Chamber of Commerce. 2011 was especially great as we brought our sponsorship to the next level through a much deeper involvement with the Technology Committee. Going into 2012, I am excited to see the growth of cutting edge Microsoft technologies and the impact that they have on the Small Business community. Working with the MCC Tech Committee to highlight these technologies first for MCC members will be very exciting!"**

**– Christine Gannon, Business Development Manager, Microsoft**

# Bloopers and Blunders and Botches?



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

Don't turn your company's legal work into your own DIY project. The Law Office of Ronald I. Paltrowitz provide small businesses with the legal expertise they need to help them achieve their goals and to guide them to success. So get back to business...and leave the legal work to us.

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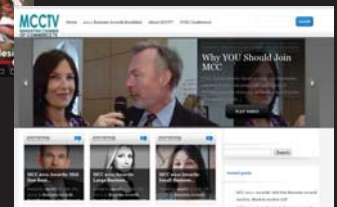
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## FUNDING NON-PROFITS

### • Street Fairs and Raffle Programs

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.

The Chamber has given over \$3,000,000 back to the community through the CBF. In 2011, over 50 non-profits and the Eleanor Roosevelt High School received \$87,500 combined in grants and proceeds raffle ticket contributions. This year, organizations such as DOROT, God's Love We Deliver, Deliver, New York Symphonic Arts Ensemble, Roosevelt Island Seniors Assoc. and Disabled Assoc., Young People's Chorus of NY and Yorkville Common Pantry were the recipients.

MCC is also a PENCIL partner with the Eleanor Roosevelt High School and engages with the school throughout the year on various programming.

### • Other Non-Profit Support

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

MCC's President is an active volunteer on many non-profit boards throughout the city demonstrating the chamber's commitment to our community.



7-Eleven, the global leader in convenience retailing, is seeking entrepreneurs to **franchise existing stores** in the New York metropolitan area. Discover why 7-Eleven is one of the most talked-about franchise opportunities in the country.

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### **TOP 5 RANKING**

We were ranked in Entrepreneur Magazine's 2012 Franchise 500, Forbes Magazine's list of Best Franchises for the Money 2012, and many more.

### **STRONG LEADERSHIP**

Our CEO, Joe DePinto, was honored as CSP Magazine's 2011 Retail Leader of the Year.

### **ON THE MOVE**

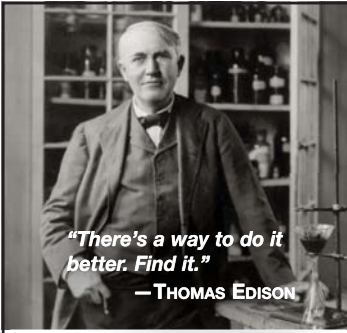
We have over 44,700 stores worldwide, with 7,100 in the US and Canada. We open a new store every 3.5 hours, creating new opportunities every day.

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**Register for a seminar near you to learn about opportunities in your area. Go to [franchise.7-eleven.com](http://franchise.7-eleven.com) and click on "Seminars and Events."**

This is not an offer to sell a franchise. An offer can only be made in applicable states with authorized documentation. 7-Eleven Inc. One Arts Plaza 1722 Routh St. Suite 1000 Dallas, Texas 75201





*"There's a way to do it better. Find it."*

— THOMAS EDISON



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