



CBA Newsletter

Chelmsford, MA 01824 • 987-250-3858 • www.chelmsfordbusiness.org

President's Message



I do believe spring is finally here! I haven't put away my skis yet, with such a cold this winter there is still a lot of great snow at the ski areas to be enjoyed. The warming days do have me ready to get out on my bicycle and I look forward to a time this summer when I won't have to look out for so many potholes!

The CBA has been working with the town on a website called www.chelmsfordnow.com. The website is up and running and is designed to be a resource for the town, residents, and businesses alike. We are currently working on the "Shop Chelmsford" portion of the website, getting our CBA members listed and updated. The website is part of our ongoing efforts to connect people who live and work in Chelmsford with established businesses and service providers.

Congratulations to our newly elected selectman Bob Joyce and town moderator Jon Kurland. Running for, and serving in public office can be a challenging endeavor. I wish both gentlemen success in their new roles. We were once again proud to host the CBA debate for the candidates running for contested seats. The Chelmsford Center for the Arts was a terrific venue and the broadcast on local television was made available to the voters in town so they could be well informed. Many thanks to our moderator Douglas Hausler and the rest of the committee for putting on such a well run event.

The CBA partnered with the Greater Lowell Chamber and held a networking mixer at the 110 Grill in February with great success. The food and atmosphere were terrific. The money raised through the great raffle prizes at these mixers has really helped to augment the CBA scholarship fund. We are planning on two of these events per year and look forward to seeing you at our next mixer scheduled for August 7th at the Best Western -Chelmsford Inn.



We are getting ready to select our 6th annual CBA scholarship recipient from a pool of very talented and accomplished student applicants. When we review the applications they come to us with names and identifiers removed so the process is fair. It is always an exciting time when the committee sits down to select a candidate and we look forward to meeting the lucky recipient!

As most of you are aware many of the CBA board members also serve on the 4th of July Parade Committee and have been hard at work putting together another terrific parade. The CBA made a generous donation to the parade and you can expect more great bands, floats, and all sorts of entertainment in the parade this year. The parade committee is working with Chelmsford Telemedia more actively this year to put on a great viewing of the parade for those that can't make it out on the 4th.

Don't miss it... our member only shred day is coming up quickly! April 17th from 1 to 4pm at the Best Western Chelmsford Inn. Bring all those documents you need shredded and watch them taken care of right on the spot. We are planning on one more before the end of the year if you need it.

Lastly, we are excited to have our golf tournament back at the Chelmsford Country Club. We will keep you posted on a date once it's set!

Thank you,
Rick Romano
President, CBA



TeamTalk Banner

Spring has sprung, Team Walk time has come, now register for the fun!

Register online for Team Walk for CancerCare and receive a free pair of tickets to see the Lowell Spinners!*

If you are 18+, register online to qualify for this exciting opportunity.

Hurry, open to the first 250 registrants only!!

Thank you and we look forward to seeing you on May 18th at the Tsongas Center at UMASS Lowell for our 15th annual walk to raise funds for local cancer patients. www.teamwalk.org

Tickets are good for either July 22, 23 or 28 based on availability.



CHELMSFORD BUSINESSES CAN HELP KEEP STORMWATER CLEAN



Every type of business – whether commercial, industrial, construction, or retail – has a role to play in following environmentally sound practices for everyday activities.

STORMWATER matters.

Stormwater pollution is an important quality-of-life issue in Massachusetts. It can affect all of a community's water resources such as drinking water wells, rivers, ponds, and wetlands. Local businesses can help keep stormwater clean by following the pollution prevention guidelines outlined below and by encouraging employees and customers to become partners in water resource protection. **Keeping stormwater clean makes good sense. Stormwater becomes polluted with litter, sand, bacteria and chemicals (such as automobile fluids and deicing salts) as it flows over parking lots and streets and down into the storm drains.**

Many people are surprised to learn that storm drains are not connected to a sewer, but discharge **DIRECTLY INTO A NEARBY WATER BODY**, such as a wetland or stream without any treatment.

Cleaner stormwater means cleaner water for drinking, swimming, fishing, boating and for protecting wildlife.

How Can Businesses Help?

- Sweep sidewalks, loading docks and parking lots regularly to collect sand, debris and litter and dispose of it in the trash.
- Maintain your vehicles regularly to prevent fluid leaks. Wash your car at a commercial carwash that recycles wash water. Do not wash it on the pavement.
- Reduce the use of fertilizers, herbicides and pesticides; ask your landscaper to avoid applying lawn chemicals right before a heavy rain storm. Do not over-water your lawn. Never rake leaves and grass clippings into the street, storm drain or to a wetland.
- Never put leaking containers into your dumpster.
- Make sure that all floor drains, sinks and toilets are connected to the sanitary sewer.
- Clean grease traps often and never dump cooking grease or oil into a floor drain, toilet, sink or storm drain.
- Never discharge mop water or other wash water to a parking lot or storm drain.
- Provide a secure, covered storage for all materials, whether inside or outside.
- Never hose down a chemical or petroleum spill into the street or storm drain.
- Your on-site stormwater facilities may include a detention basin, storm drains, and perhaps even a stormwater treatment unit. You are required to maintain these facilities as part of your Site Plan Approval. That includes maintaining the detention basin and cleaning out the storm drains every year. Not doing so can lead to the system failing to function properly and possible flooding.

Come by the Chelmsford DPW at 9 Alpha Rd to get your own Stormwater Matters window decal to let your customers know that you care about clean water! For more information contact: Christina Papadopoulos, Assistant Town Engineer, at 978-856-6701.

Assessor's Letter

This year, as it does every year, The Board of Assessors will be sending an Income and Expense form to owners of commercial and industrial properties and larger apartment buildings. The format is unchanged from previous years.

It is important for property owners to understand that the Board is interested in knowing income and expense information that relates to the operation of the real estate only. Financial information unrelated to the property is of no interest to the Board. The Board will use this information to help establish local rental & expense market conditions for calendar years 2012 and 2013 for FY2014 valuations. This data is kept strictly confidential and utilized solely for the purpose of generating assessments for these classes of properties. For those properties that don't have rental information such as owner occupied properties, expense information, as requested in the form should be included.

The Board of Assessors would like to once again thank Jeff Hardy, John Harrington and the rest of the members of the Chelmsford Business Association for the opportunity to discuss the content and submission of the Income and Expense forms in this Newsletter.

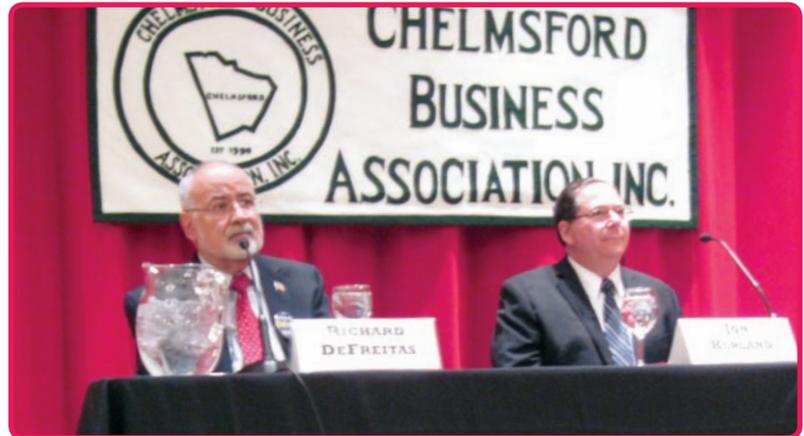
Candidates' Night

On March 6th, the Business Association again hosted its annual "Candidates' Night" forum at the Chelmsford Center for the Arts (CCA) in the beautifully restored Old Town Hall Building in Chelmsford Center. The Candidates' Night Committee invited those individuals seeking election in the contested races for Selectman and Town Moderator who engaged in two lively question and answer information sessions that collectively lasted 90 minutes. The event was broadcast and taped by Chelmsford Telenedia.

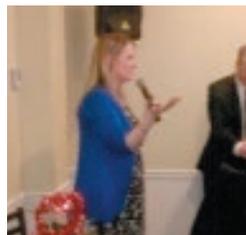
The taped version of the program is shown throughout the election season until Town Election Day when all residents are urged to vote and participate in the election of these town wide offices.

The forum has long been considered as the pivotal, kick-off event of the local election season. Apart from questions prepared by the Committee, the candidates question each other and answer issues raised by the local press as well as those in attendance at the program.

This community service, sponsored by the Business Association for more than 20 years, offers an opportunity for those seeking public office to make known their positions on a wide variety of topics and its program is tailored to allow the audience to see how candidates distinguish themselves from their competition.



Chamber Night



Examination Rates

Percentage of returns examined, by fiscal year. The decreasing total number of estate returns filed is responsible for the sharp rate increase from 2010 to 2012, as the number of returns examined fell by 12% in that period.

| | Percent of tax returns examined | | | | |
|---|---------------------------------|------|------|------|------|
| | 2008 | 2009 | 2010 | 2011 | 2012 |
| Estates | 8 | 9 | 10 | 17.5 | 29 |
| Corporations, > \$10m in assets | 16 | 14 | 17 | 17.5 | 18 |
| Corporations, < \$10m in assets | .95 | .85 | .9 | 1.05 | 1.15 |
| Individuals | 1.05 | 1.07 | 1.15 | 1.1 | 1.07 |
| S Corporations | .41 | .42 | .39 | .42 | .5 |

Source: Figure 31, *Trends in Compliance Activities Through Fiscal Year 2012*, Treasury Inspector General for Tax Administration, Rep't No. 2013-30-078, tinyurl.com/125owfl



4TH OF JULY PARADE SPONSORSHIP OPPORTUNITIES!

WE WOULD APPRECIATE YOUR SUPPORT...

The Chelmsford Parade Committee, Inc. has been very busy preparing for the 47th Annual 4th of July Parade for the Town of Chelmsford! We would appreciate your support to help us put on the best parade in the area.

RED SPONSOR - \$3,000.00

- Big Band Sponsorship (large drum & bugle bands): Examples: Muchachos, Spartans, Chelmsford High School, Titans from Canada, Eclairs from Canada.
- Band Banner – in front of band with your name
- Summer Banner and Winter Banner
- Top billing on sponsor board that hangs on reviewing stand
- Plaque to hang in your office
- Announcement of your name from reviewing stand during parade
- Special recognition on web site with a link to your web site
- Check presentation picture for social media

WHITE SPONSOR - \$2,000.00

- Medium band sponsorship: Examples: Sons of Italy, Lexington Minutemen, Italian American Band, Rick Larrimore (aka Rod Stewart) His Majesty's 10th.
- Band banner – in front of band with your name
- Winter Banner
- Mid billing on sponsor board that hangs on reviewing stand
- Plaque to hang in your office
- Special recognition on web site
- Check presentation picture for social media

BLUE SPONSOR - \$1,000.00

- Band sponsor: Examples: Chelmsford Minutemen, Acton Minutemen, 7th Massachusetts Regiment
- Band banner – in front of band with your name
- Billing on sponsor board that hangs on reviewing stand
- Plaque to hang in your office
- Special recognition on web site
- Check presentation picture for social media

If you have any questions please feel free to contact any of us!

Thanks for your support!!
Brian Reidy – 978-256-1808

Jeff Hardy – 978-250-8415
Lynn Marcella – 978-458-6807

I WOULD LIKE TO HELP SPONSOR THE 4TH OF JULY PARADE:

Name: _____

Address: _____

Contact Person: _____

Telephone: _____ e-mail Address: _____

Fill out the above form and return with your check payable to: Chelmsford Parade Committee, Inc.

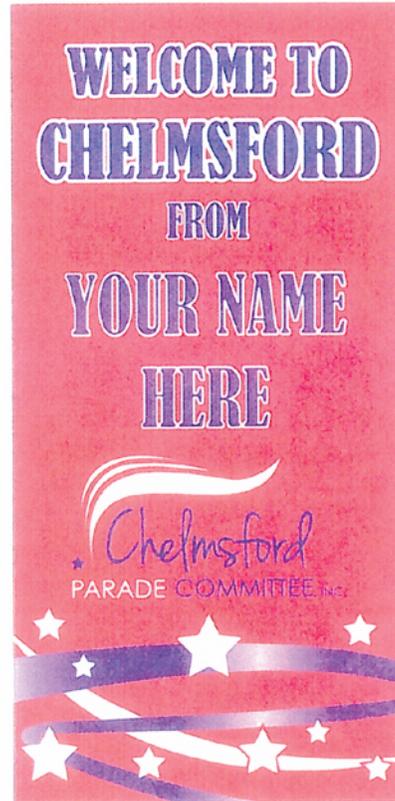
PO Box 369, Chelmsford MA 01824 | www.chelmsfordparade.org



The Chelmsford Parade Committee, Inc. is pleased to offer you the opportunity to purchase one of our "Summer Banners". We are sure that these banners will really stand out with the Red, White & Blue colors!

The banners will be hung in Chelmsford Center on the green light poles, in Vinal Square in North Chelmsford and along Drum Hill Road. They will be up by Memorial Day and stay there thru Labor Day. The "Summer Banners" sold out quickly last year so we urge you to get your application in soon. This is a reasonable and great way to show your support for the Chelmsford 4th of July Parade.

The banners are \$500.00 each. These banner sponsorships are available in limited numbers, if you are interested, please fill out form below and return to us by May 1st with your check payable to Chelmsford Parade Committee, Inc.



If you have any questions please don't hesitate to give any one of us a call. Thanks!

- Jeff Hardy – (978) 250-8415
Brian Reidy – (978) 256-1808
Lynn Marcella – (978) 458-6807

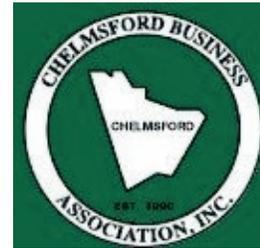
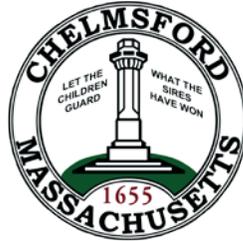
Please fill in this form and return with your check in the amount of \$500.00 payable to: Chelmsford Parade Committee, Inc., P.O. Box 369, Chelmsford, MA 01824

Name (as you would like on banner):
Address:
Contact Name: Telephone #:
e-mail address:

Please check your preference on location, on a first come, first served basis!

I would like my banner hung in Chelmsford Center:
I would like my banner hung in Vinal Square, North Chelmsford:
I would like my banner hung along Drum Hill Road:

PO Box 369, Chelmsford MA 01824 | www.chelmsfordparade.org



Dear Chelmsford Business:

March 1, 2014

The Town of Chelmsford and the Chelmsford Business Association are excited to announce a new program called “[Shop Chelmsford](#)”. This program is designed to connect your business with the 34,000 town residents and the thousands of day-time employees working within office, industrial and retail buildings.

“[Shop Chelmsford](#)” is a web based platform <http://www.chelmsfordnow.com/shopchelmsford> that will enable a business to claim, create, and edit a business profile. A business profile consists of a brief summary, address, phone number, website address and a photo. In addition, a business can post special announcements, events, promotions, and coupons.

“[Shop Chelmsford](#)” is hosted within “[Chelmsford Now](#)”, a new website www.chelmsfordnow.com, developed specifically to serve as a clearinghouse of “all things Chelmsford”, such as places to go and thing to do. This new website was initially created based upon input received from some of the Town’s largest businesses in which they indicated that many of their employees, who are interested in running errands, shopping, in need of services or simply interested in going out to eat, getting take out or delivery, are not aware of all of the existing options located in Chelmsford. Existing residents and employees are actively being directed to the “[Shop Chelmsford](#)” website.

With the “[Shop Chelmsford](#)” website up and running, the Town and CBA are inviting your business to participate. With a CBA membership, they can set up your business on the website and get you listed. You may also choose to create and manage your business profile on your own. For assistance, you may contact the Town Manger’s Assistant, Tricia Dzuris, at 978-250-5201.

If you are interested in registering your business on the www.chelmsfordnow.com website, you may do so directly by logging onto <http://www.chelmsfordnow.com/shopchelmsford> and then click “Claim” and follow the instructions.

If you’re an existing CBA member or would like to join, please contact Kim Walters at 978-250-3858 or via email at chelmsbusassoc@comcast.net. More information can be found on the CBA website at www.chelmsfordbusiness.org.

The CBA and the Town of Chelmsford look forward to assisting your business in benefiting from participating in “[Shop Chelmsford](#)”.



EASY TO BE GREEN!

Join us for our semi-annual FREE SHRED DAY

A shredding truck will be onsite to shred your no-longer-needed files while you watch.

Thursday, April 17, 2014

1PM until 4 PM

BEST WESTERN PLUS CHELMSFORD INN

All CBA members welcome!

So bring all those old files on Thursday!

Questions? Call Kathy Kelley at 978-256-7511.



The Marketing Corner - Sometimes, it's the little things that can make a big difference.

There are so many marketing topics to write about, but admittedly, when it comes to the smallest businesses, sometimes the latest technology can be overkill. That said, however, you might want to take a moment to consider a few easy-picking opportunities that could make your business shine.

I'll assume that most CBA newsletter readers have a website, and undoubtedly you use email on a daily basis, but I'm often surprised how many businesses I come across whose email addresses don't utilize their website domain. Your email address is one indicator of how you view your own business. An email domain that matches your website looks more professional and indicates that you've invested the time to set up yours or your employees' accounts.

Hosting companies make it easier than ever to create and manage user email accounts, and even if that sound too tech-intense for you, it shouldn't be too hard to find someone who can help (start with your website developer or host).

Another area to look into is a smarter phone system. The impression you give potential customers when they call (and you can't answer in person) and how those calls are routed can have a big impact on your bottom line. Faster returned calls have been proven to increase sales.

In the days of old, PBX systems could take a serious bite out of a business' budget, but the internet has hatched dozens of solutions that offer custom toll-free and local numbers that allow a business to create custom message greetings, route calls to specific employees based on various rules, push notifications to your email address

or smartphone, even integrate numbers into your marketing campaigns or website themselves for better analytics.

Examples include BetterVoicemail, Grasshopper, RingCentral, Ringio, Ifbyphone, and CallFire. Even low cost solutions like Skype and Google Voice have some great features that can make a small business look good.

So what little marketing details can your business add or clean up this spring to make it a more productive summer?

Eric Salerno is a CBA member and new contributor to the Newsletter. He runs Red Ember Marketing.

*Eric@RedEmberMarketing.com
EmberMail.com*



Mega Mixer

Our recent Mixer with the Greater Lowell Chamber of Commerce was held on February 12 at the One Ten Grill in Chelmsford. Thanks to our Host John Gayley for the wonderful food and hospitality! It was very well attended and we raised over \$300.00 for the Chelmsford Business Association Scholarship Fund with our basket raffle.

Thanks to the following for generously donating raffle items:

- Jim Connolly at Weston Nurseries*
- Kathy Kelley at Best Western Plus*
- Lynn Marcella at Chelmsford Copy & Secretarial Center*
- Carla Pond at Edward Jones Investments*
- John Harrington at Harrington Wine and Liquors*
- Doug Hausler at Lamper, Hausler and Rodman*
- Margarita Kaliviotis at Northern Bank*
- Tony Del Papa at Village Electric*
- Tony Kalil at Enterprise Bank*

Our next event will be held on Thursday, August 7 at the Best Western from 5 to 7pm.

As always we would love to see you there and would welcome any donations to benefit our Scholarship Fund. Be sure to "Save the Date"!!

Peter Derby
Vice President

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