

# Chamber Channels

A PUBLICATION OF THE AFFILIATED CHAMBERS OF COMMERCE OF GREATER SPRINGFIELD, INC.

Serving Agawam, East Longmeadow/Longmeadow, Hampden/Wilbraham, Ludlow, Springfield, West Springfield and the Women's Partnership

May 2009

## In This Issue

[Legislative Update](#)

[Welcome New Members!](#)

[Business Market Show 2009](#)

[WRC Golf Night](#)

[Chambers Set Tee Times](#)

## President's Message

### ACCGS Business Intelligence - It's for Your Company

One of the most important benefits of Chamber membership is the business intelligence that the Chamber staff has on information of importance to individual Chamber members and their industries.

## Our Sponsors



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ACCGS has developed a West of the River Chamber Business Briefing highlighting facts of importance to businesses in Agawam and West Springfield and those businesses hoping to do business in those communities. Information such as upcoming development projects, both private and public, population trends, employment trends, income trends, age and gender trends, school system facts on number of graduates, dollars spent per pupil, information on car sales, real estate sales and taxes are all included in this business briefing. In addition, the business briefing compares the towns of West Springfield and Agawam with other surrounding communities as well as having information on a county and state level. West of the River Business briefings for your company and for your vendors can be arranged through Erin Corriveau who can be contacted at (413) 755-1309 or via email at [corriveau@myonlinechamber.com](mailto:corriveau@myonlinechamber.com).

Additionally, the East of the River 5 Town Chamber representing the communities of Longmeadow, East Longmeadow, Hampden, Wilbraham and Ludlow has also produced a Business Briefing consisting of the same information noted above for the five communities represented by ERC 5. Representing over 75,000 individuals, the ERC 5 briefing which is updated quarterly can be arranged for your company and others by contacting Sylvia Poole at (413) 755-1318 or via email at [poole@myonlinechamber.com](mailto:poole@myonlinechamber.com).

## reminderpublications

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#### **Affiliated Chambers of Commerce of Greater Springfield, Inc.**

**1441 Main Street, Suite 133  
Springfield, MA 01103**

**(413) 787-1555**



### Legislative Update

Clearly, the number one issue at this time is the budget. The House will have passed their version of the budget during the week of April 27, 2009 and then will move to the Senate for an expected vote in late May. Given that the versions will be different, a final budget will go back to both branches in June and hopefully on the Governor's desk for his signature or vetoes just prior to the start of the new fiscal year on July 1, 2009.

At this time, the House Ways and Means has just released its budget and due to the continued fall off of revenues from all sources; Income, Sales, and Corporate taxes, that budget is roughly \$4 billion less than the previous one adopted a year ago.

The city of Springfield Business Briefing can be arranged by contacting Lynn Johnson at (413) 755-1310 or via email at [johnson@myonlinechamber.com](mailto:johnson@myonlinechamber.com). The Chamber hopes to be able to have over 50 one-hour business briefings for its members over the course of the next six months.

#### **Business Market Show, May 13, 2009**

ACCGS is pleased to once again present the Business Market Show for its members and the general public on May 13, 2009 at the MassMutual Center in downtown Springfield. The original intent of the Business Market Show when it started in 1990 was to highlight to our local business community what can be purchased locally through local businesses. That intent continues today as 83% of our employers in Western Massachusetts have 20 or less employees and are more likely to do business inside the Pioneer Valley than outside the Pioneer Valley. When you do business locally you are helping your local business community by keeping the dollars in the Pioneer Valley. Local spending assists in local employment and our local tax base in each community represented by ACCGS. I encourage everyone to attend the Market Show, see the exhibitors, go to the seminars which are put on by local vendors, and spend your dollars locally.

#### **HSEP - Annual State of the Region**

On May 29, 2009 at the La Renaissance Banquet facility in East Windsor, Connecticut, the Hartford-Springfield Economic Partnership of which ACCGS is a founding member will host its Annual State of the Region conference at which time the 2009 HSEP Business survey of over 700 companies between northern Connecticut and Hampden and Hampshire County in Massachusetts will be released. Given the dramatic shift in the economy, the results will be of real interest to individual companies. The conference will also highlight presentations from both the leaders of the University of Massachusetts and the University of Connecticut, both major public higher education facilities within the Knowledge Corridor of Connecticut and Massachusetts. Additionally, there will be presentations on the activities of the Hartford-Springfield Economic Partnership which represents the region when trying to attract companies to this area to enhance employment opportunities. Additionally, the conference will have presentations on federal stimulus infrastructure projects slated for both Western Massachusetts and Northern Connecticut and how your companies can take advantage of these opportunities. The State of the Region conference will be jam-packed with information of importance to your business and I urge all of you to register to attend when the brochures announcing the program hit your mailbox.

As always, should there be issues or concerns that you have that you believe the Chamber should be more closely involved in, feel free to contact me directly at [denver@myonlinechamber.com](mailto:denver@myonlinechamber.com).

Russell F. Denver  
President, ACCGS

Cuts were deep and in every area. Some cuts were at least partially offset through the use of federal stimulus funds, but these are temporary fixes at best. The state's Rainy Day Fund which just a year ago was at over \$2.3 billion has been tapped already this year and is expected to be tapped again in order to balance the current budget. It is projected to end the year around \$1 billion. The House chose not to use these funds in their budget for the next fiscal year as they anticipate they will be needed in the future when the federal stimulus funds go away.

Funds that organizations such as the Affiliated Chambers of Commerce, the Economic Development Council of Western Massachusetts, and the Greater Springfield Convention and Visitors Bureau use to promote economic development, small business development, and tourism, have been greatly cut back or have disappeared all together. Funds for cities and towns have experienced roughly 25% in cut backs from those anticipated for FY 2009. Additionally, health care, social services, aid to libraries and public safety have all suffered deep cuts.

All of this was not entirely unanticipated by the ACCGS. Through its Budget Sub Committee and its Legislative Steering Committee, the decline in revenues has been carefully monitored, and the gradual reductions in funding of areas key to our economic development have been monitored.

Where does this all lead to? It is highly anticipated that once the degree of these cutbacks has been fully recognized there will be a call for a vote on revenues to at least partially restore funding. The legislature has heard loud and clear throughout this entire process that before revenues can be considered, the government has to reform many of its agencies and programs. The Chamber has sent that message itself. Already, reforms to our transportation management structure and the overly generous benefits enjoyed by many workers of the MBTA and other agencies have been addressed. Additionally, changes to the pension system, especially to those areas that were so out of line, have been made.

A serious discussion on revenues will soon take place. What do we want



*Lt. BJ Calvi from the Agawam Fire Department takes advantage of the HD Golf Simulators. Staff photo.*

## **West of the River Chamber of Commerce Hits a Hole in One with Golf Night 2009!**

Thursday April 2nd marked the 1st Annual West of the River Chamber of Commerce Golf Night event.

With golf season just beginning, the West of the River Chamber of Commerce decided to kick it off with a special golf night at Tee 2 Green on Memorial Avenue in West Springfield. Tee 2 Green is an indoor golf facility that features two high definition golf simulators where each championship course is faithfully reproduced in every detail using the latest technology. In addition, Tee 2 Green boasts an indoor mini-golf course complete with waterfalls!

In between swings, guests socialized, ate great food and relaxed among friends and colleagues.

"Overall the evening was a big success" said West of the River Chamber of Commerce chairman Al Bryant of HL Dempsey. "We wanted to craft a great social event that created energy and socializing between our local businesses and it's exactly what we got. Tom and his staff did a fantastic job hosting this event and we especially thank our sponsors, Fran Johnson's, Azon Cigars and the Agawam Small Business Assistance Center for coming out and sharing their business with us."

our cities and towns and state to look like? What services do we want in place in order to allow us as residents to enjoy a good quality of life and as business people to be able to operate and work in successful and competitive organizations? What will that cost be and how will it be paid for? Your input will be essential as this discussion moves forward. It could begin in just a month or so. The time to weigh in with your thoughts is now.

Jeffrey Ciuffreda,  
Vice President,  
Government Affairs

## Welcome New Members!

*Companies and organizations listed here have made an important investment in their business and in the community by joining the Chamber. Do business with Chamber members-it's good business!*

### Bottega Cucina

West Springfield Chamber  
46 Morgan Road  
West Springfield, MA 01089  
Brian Aussant, Owner  
(413) 732-2500  
*Restaurants*

### Brain Injury Assoc. of MA/Western Region

Springfield Chamber  
1070 Sumner Avenue  
Springfield, MA 01108  
Beatriz Fuentes, Bilingual Education  
Coordinator  
(413) 782-8336  
*Human Services*

### Commercial Moving Services

E. Long/Longmeadow Chamber  
800 Marshall Phelps Road  
Windsor, CT 06095  
Randy Demarest, Sales Manager  
(860) 688-6606  
*Commercial Moving*

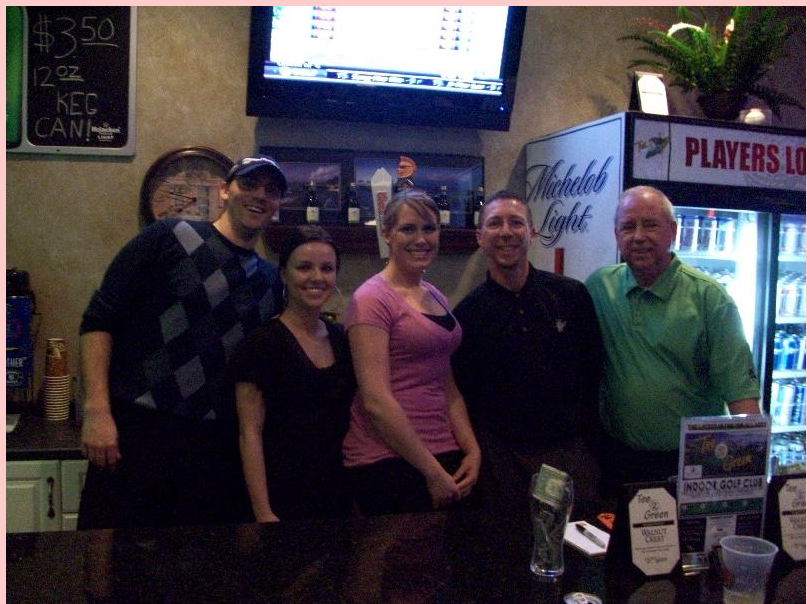
### Cooper's Curtains & Gifts

Agawam Chamber  
161 Main Street  
Agawam, MA 01001  
Kate Gourde, Vice President  
(413) 786-7760  
*Retail Gifts*

### Heartland Payment Systems



*From left to right, Lisa Lemon, Barbara Perry, Peggy Brown, and Leslie Girand. Staff photo.*



*Tom McElligot and his staff at Tee2Green. From Left: Keith Ornelas,*

Agawam Chamber  
20 Anthony Street  
Agawam, MA 01001  
Marc Guilemette, Relationship Manager  
(413) 896-7413  
Credit Card & Other Credit *Plans-  
Equipment & Supply*

**Kelley Norman, LMHC**

Springfield Chamber  
181 State Street, Suite 3  
Springfield, MA 01103  
Kelley Norman, Owner  
(617) 717-9125  
*Health Services*

**Make-A-Wish Foundation of  
Massachusetts**

West Springfield Chamber  
181 Park Ave, Suite 12  
West Springfield, MA 01089  
Peg Wheble, Development Officer  
(413) 733-9474  
*Foundation*

**Optical Expressions**

Springfield Chamber  
1514 Allen Street  
Springfield, MA 01118  
Shelia Gibbs, Owner  
(413) 783-8800  
*Opticians*

**Patriot Energy Group**

West Springfield Chamber  
201 Westfield St. 2nd floor  
West Springfield, MA 01089  
Jim Power, Branch Manager  
(413) 732-0272  
*Energy Management & Conservation  
Consultants*

**Pinnacle Performance Inc.**

E.Long/Longmeadow Chamber  
P.O. Box 276  
East Longmeadow, MA 01028  
Paul Koetsch, President  
(413) 525-6200  
*Automobile Accessories*

**Rosa's Candies, Inc.**

Springfield Chamber  
P.O. Box 263  
Springfield, MA 01101  
Thurman Pava, Manager  
(413) 736-4591  
*Food Products*

**Royal & Munnings, LLC**

Springfield Chamber  
52 Center Street  
Northampton, MA 01060  
Amy Royal, Owner  
(413) 586-2288  
*Attorneys*

*Cassie Doty, Camille Brooks, Tom and his father. Staff photo.*

## The New MA information Security Law: Part 4: Starting Down the Road to Compliance

By: Kurt Baumgarten

In picking up where we left off in the last installment of this series, I would like to summarize the previous article that discussed how to determine where your risks lie. Risk can be defined for the purposes of the new regulation (201 CMR 17.00) as any deficiency in your operations that could potentially lead to the loss or theft of MA resident personal data. Risks, for the purpose of compliance can also be the lack of having a formal plan that outlines the policies, processes, and procedures that drive your organization's information security strategy. That is to say, if you don't have a plan for dealing with risk, that is a risk in of itself. Thus, after you complete a risk assessment (as we mentioned in the previous article) you need to codify what you have found in order to make it coherent and actionable. This is where the written information security plan (WISP) comes into play. The WISP itself is the cornerstone of the new regulation.

One of the requirements being set forth by the state is that is that you make sure that you have an information security plan in place and that it is based on an industry standard framework such as ISO27001, COBIT, etc. As a matter of fact, the state is very specific about what is required as seen below in section 17.03 of the regulation: "*Every person that owns, licenses, stores or maintains personal information about a resident of the Commonwealth shall develop, implement, maintain and monitor a comprehensive, written information security program applicable to any records containing such personal information. Such comprehensive information security program shall be reasonably consistent with industry standards, and shall contain administrative, technical, and physical safeguards to ensure the security and confidentiality of such records.*" Please note that they were careful enough to include reference to consistency with industry standards so that there would be consistency and a standard set of logic behind all WISP's. This alone keeps organizations from establishing arbitrary policies and creates an environment that will hold everyone's efforts to a minimum standard. What the State expects is a carefully thought out document that contains objectives and controls for managing the risk that is inherent to your daily operations as they touch MA resident data.

Is the creation of a WISP really that daunting of a task? That really depends on the complexity of your organization, your level of expertise with regards to compliance and technology, and if you follow the roadmap that we have laid out in this series of articles. One of the key elements in getting your WISP created is that you follow best practices in order to address each of the aspects of the regulation as they apply to your particular organization. We had talked about using the ISO 27001 framework in earlier parts of this series, as it is a standard that was created for the very purpose of creating and managing information security programs. ISO 27001 also happens to be the framework that the state used to develop the regulation - so if you are looking for consistency between your WISP and what the State is asking you to produce, ISO 27001 is a great place to start.

Remember, 201 CMR 17.00 essentially sets minimum standards for the protection of (MA resident) personal information whether it is stored in paper or electronic form. The contents of your WISP will essentially list

**Sage Engineering, LLC**

Springfield Chamber  
 199 Servistar Industrial Way  
 Westfield, MA 01085  
 Alyshia Horvath, Project Manager  
 (413) 562-4884  
*Engineering Services*

**Select Marketing & Distribution, Inc.**

Springfield Chamber  
 650 New Ludlow Road  
 South Hadley, MA 01075  
 Angela Parro, Vice President  
 Establishment  
 (413) 535-2300  
*Marketing Consultants*

**United States Fight League**

Springfield Chamber  
 P.O. Box 205  
 Ludlow, MA 01056  
 William LeBlanc, Massachusetts Manager  
 (413) 530-0988  
*Sporting Events*

**Vito's Barber Shop**

Springfield Chamber  
 654 Page Blvd.  
 Springfield, MA 01104  
 Ciro Ricciardi, Manager  
 (413) 734-5405  
*Barber Shop*

**Zip N Sort Mail Services**

Springfield Chamber  
 20 Taconic Park Drive  
 Pittsfield, MA 01201  
 David Staples, General Manager  
 (413) 443-9071  
*Mail House - First Class Presort*



Don't forget Business Market Show 2009!

Keep your business growing at the 2009 Business Market Show (BMS), the largest business to business trade show in Western Massachusetts and northern Connecticut. The Conference and Exhibition will take place on

all of your policies, processes, and procedures for mitigating as much risk as you can. You should ideally address each of the sections of the regulation one at a time, and try to create controls that cover those specific objectives. For instance, section 17.04 of the regulation says that you should "encrypt of all personal information stored on laptops or other portable devices" which means that you will need to define and implement a control (or set of controls) that answers this requirement as it pertains to MA resident data. In this case your controls could be:

- 1) A policy that encryption software be installed on all of the portable devices in the company that hold MA resident data,
- 2) A policy that states that employees must be sure that they are using encryption when they are storing or transmitting critical data,
- 3) Periodic monitoring of the encryption solution to assure that it is working,
- 4) Adequate training for those that use the encryption software in order to be assure that they understand how to use it properly, and
- 5) Of course, the actual implementation of the encryption solution itself (meaning that it needs to be installed not just purchased)

As you can see, it must be well thought out if your WISP is to cover all of the details and variables needed in managing the risk to MA resident personal data in a way that the State expects (again we are referring to consistency with industry standards).

Creating the WISP is a significant task but it is not a one-time effort. Once written and approved, it must be reviewed on a regular basis and maintained by a designated Information Security Coordinator (another requirement). There are three key perspectives in creating a WISP and becoming compliant, first there is the information security perspective, second is the legal liability perspective, and third is the remediation perspective. The information security perspective takes into account compliance with specific regulation and all of the policies, procedures and controls necessary to achieve compliance while the legal perspective should be looking at minimizing exposure to legal liability. The information security piece and the legal piece are two distinctly different perspectives and one does not trump the other. The third perspective, remediation, is the "computer guy's" perspective that takes into account what technology needs to be deployed in order to protect the information and create an environment that will assist in compliance. In the next and final installment of this series we will try to bring everything into focus by summarizing what we have covered to date and discuss more about what remediation means depending on what you have discovered through your risk assessment, WISP, and legal review.

You do not need to feel overwhelmed with this compliance effort. If you have any questions about your own abilities or available resources needed to get the job done, get in touch with a qualified professional. It is imperative that you work with professionals who understand the regulation and the requirements necessary to become compliant. All three perspectives are important and need to be represented in the final product. Asking your "computer guys" to help write policies and procedures or create a WISP may not be the best approach. They may know technology very well, but information security and compliance is a whole different animal. Likewise, it doesn't make much sense to ask an information security professional or your attorney to properly configure your access controls or antivirus. The point is that each of these areas needs to be represented by those that are equipped to handle their piece

Wednesday, May 13, 2009, from 9:00am to 5:00pm at the MassMutual Center in Springfield.

Sponsored by MassLive, LLC, BusinessWest, Health New England, Regional Employment Board, Cambridge College, the Graduate School at Bay Path College, H.L. Dempsey Company, Fallon Community Health Plan, Clear Channel Radio, Univision, MassLive, WGBY, WMAS 94.7, WEIB 106.3 Smooth FM, BusinessWest, Reminder Publications, and the Republican, BMS 2009 is the perfect opportunity to join over 200 businesses demonstrating products and services and sharing industry expertise with more than 2,000 potential clients.

There will be Free Business Seminars throughout the day, a Microbrew Tasting, Hair Styling with DiGrigoli, the 7th Annual Taste the Market, and much, much more. For more information about these and other activities, parking suggestions and others, please visit [www.businessmarketshow.com](http://www.businessmarketshow.com) or call Donna Barrett at (413) 519-0259.

and it is important not to have the "fox watching the hen house". Objectivity in the risk assessment, experience with policy and procedure, and legal review are critical to mitigating risk prior to throwing products at compliance.

*The author, Kurt Baumgarten is a Certified Information Systems Auditor and principal at Peritus Security Partners, LLC. He holds a Master Degree in Information Assurance and an MBA from Norwich University, and is a contributing author to newest edition of the Information Security Handbook.*

## Happy Anniversary!

Every month the Affiliated Chambers of Commerce honors those members who have continuously supported our mission throughout the years. The following members joined in the month of May. Happy Anniversary!

### 10 Year Anniversary

AJE Financial Services  
The Chamber Publishing Group  
Juvenile Diabetes Research Foundation  
Point Staffing Services

### 15 Year Anniversary

Irene E. & George A. Davis Foundation

### 25 Year Anniversary

Y.M.C.A. of Greater Springfield

### 35 Year Anniversary

Robert Charles Photography

### 40 Year Anniversary

Springfield Industrial Center

## Chambers Set Annual Tee Times

The Affiliated Chambers of Commerce of Greater Springfield, the East of the River 5 Town Chamber of Commerce and West of the River Chamber of Commerce have set the dates for their annual golf tournaments. Mark your calendars and plan to enjoy playing in the following tournaments:

The ACCGS Annual Golf Tournament will be held Thursday, July 9th at Crestview Country Club in Agawam. The golf tournament is made possible through the generous support of "Presenting Sponsor": Health New England. Cost per player is \$150.00. For information regarding other sponsorship opportunities contact Diane Swanson, Events Manager, at 755-1313.

The East of the River 5 Town Chamber of Commerce, comprised of the following towns, East Longmeadow, Hampden, Longmeadow, Ludlow, and Wilbraham, will hold three tournaments throughout the year:

East Longmeadow/ Longmeadow Annual Golf Tournament will be held

on Tuesday, August 11th at Elmcrest Country Club. This is the sixteenth year that proceeds from this scramble format tournament will benefit the Cheryl Reed Wallace Memorial Scholarship Program. Funds from the program support the Chamber's education and business programs and student scholarships in both East Longmeadow and Longmeadow. For \$125.00 enjoy 18 holes of golf with cart, prizes, a barbecue lunch and dinner.

The Ludlow 16th Annual "Golf for Kids" Tournament will be held on Monday, September 14th at Ludlow Country Club. Proceeds from this scramble format tournament benefit the Ludlow Chamber of Commerce education initiatives which include scholarships for Ludlow High School seniors. For the entry fee of \$110.00, enjoy 18 holes of golf with cart, prizes, buffet lunch and dinner.

The Hampden/Wilbraham Golf Classic will take place on Friday, October 2nd at the Country Club of Wilbraham. Proceeds from the golf classic will be used for scholarships and to benefit the Minnechaug Regional High School Entrepreneurial Program. This program, a collaboration with Springfield Technical Community College's Entrepreneurial Institute, the Public School Systems of Western Massachusetts, and the National Foundation for Teaching Entrepreneurship, gives students at Minnechaug Regional High School the opportunity to learn the skills necessary to start and maintain a small business. The fee of \$110.00 includes 18 holes of golf with cart, prizes, buffet lunch and a cocktail party reception.

For more information on sponsorship opportunities for the ERC 5 tournaments contact Sylvia Poole, Director, ERC 5 at 755-1318 or by email at [poole@myonlinechamber.com](mailto:poole@myonlinechamber.com).

The 6th Annual West of the River Chamber of Commerce Golf Tournament (formerly known as the Agawam Chamber of Commerce Golf Tournament) will be held on Monday, August 10th at Crestview Country Club in Agawam. Proceeds from this scramble format tournament will benefit the Agawam High School Scholarship Fund. The cost per golfer is \$115.00 for chamber members, \$125.00 for non-members and includes 18 holes of golf with cart, prizes, lunch and a banquet dinner. For information on sponsorship opportunities contact Erin Corriveau, Director, WRC at 755-1309 or by email at [corriveau@myonlinechamber.com](mailto:corriveau@myonlinechamber.com).

## ACCGS Calendar

### May 5

Springfield Chamber Board of Directors meeting, TD Banknorth Conference Center, Springfield, 12:00pm - 1:00pm

### May 8

ACCGS Legislative Steering Committee, TD Banknorth Conference Center, Springfield, 8:00am - 9:00am

### May 13

ACCGS Breakfast, MassMutual Center, Main Street, Springfield, 7:15am - 9:00am, \$20 Members, \$25 Non-members  
Guest Speaker - Governor Deval Patrick

\*

Business Market Show, MassMutual Center, Springfield, 9:00am - 5:00pm

### May 15

WRC Annual Breakfast Meeting, Storrowton Tavern, West Springfield, \$20 Members, \$30 Non-members, 8:00am - 9:00 am-  
Guest Speaker - Dennis Snow



**May 20**

ERC Board of Directors' Meeting, The Gardens of Wilbraham, Community Room 2, Lodge Lane, Wilbraham, 8:00am - 9:00am

\*

ACCGS After 5, Log Cabin Banquet and Meeting House, Holyoke, 5:00pm-7:00pm, \$10 Members, \$15 Non-members

**May 21**

ACCGS Board of Director's Meeting, TD Banknorth Conference Center, Springfield, 9:00 a.m. - 10:00 a.m.

**May 26**

WRC Board of Directors' Meeting, Captain Leonard House, Agawam, 8:00 a.m. - 9:00 a.m.

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