



TRADE WINDS

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Health for Small Businesses

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Join us for Lunch on Thursday, October 22, 2009 at Noon in the clubhouse at *Ferncroft Country Club*, a perfect setting on a sunny day. Let's hope it's sunny! The menu promises to satisfy everybody.

Brian McAllister and **Ralph Fratus** of our own *Designed Benefits Group* will give a presentation on the health care options and new Massachusetts laws relating to small businesses. They expect to have a guest from the industry as well. There'll be plenty of questions and, hopefully, answers. They will attempt to comment on the future of health care for small businesses, too.

The cost of lunch is \$20.00 per person. Please make your reservation, no later than Tuesday, October 20, 2009, with **Samantha Marra**, at phone 978-423-7485 or email samanthamarra@gmail.com.

Next Meets ...

We'll gather once again on Thursday, November 19, 2009 for a dinner meeting at the *Beverly Hospital at Danvers*. Bring you bad back and bad habits to the "Ask the Health Experts" forum at this sharp facility.

The Holiday Luncheon will take place on Thursday, December 17, 2009 (one week before the end of the stress), at the *Sheraton Ferncroft Hotel*, with the traditional collection of gifts and entertainment by the

students of the Howe-Manning Elementary School.

Your Being Promoted ...

The new MBOT *Shop Middleton Coupon Book* will premiere at the Pumpkin Festival! The Promotions Committee will staff a table promoting Shop Middleton, with space for member business's promotional materials, and expects to conduct a "Why Shop Middleton?" raffle. Adults will complete a short form to enter. ***We need a few more raffle prizes to award!*** Let us know if you want to contribute, by contacting **Liz White** at *Mason & Madison Gifts*, 978-777-8883.

The coupon books will then be available at all Town offices and distributed to member businesses and throughout the Town. If you need a supply for your business, let the committee know soon.

We will also be conducting a *Shop Middleton Holiday Challenge* from the Friday after Thanksgiving to Christmas Eve! Folks will secure a Challenge card, activate it on our website, visit at least 6 Middleton businesses no purchase required, and submit their entry to win a number of fabulous prizes at the end of the Holiday Season. More details will follow soon. (The Shop Middleton Holiday Challenge is in place of any specific buy local day that had been discussed previously.)

25th Pumpkin on the 24th!

Mr. Pumpkin Richardson reports that the 25th Annual Middleton Pumpkin Festival

will be held on Saturday, *October 24, 2009* at Middleton Green. The MBOT, Kiwanis, *Richardson Green* and *Richardson Farms* team-up to produce this yearly event. The Pumpkin Festival climaxes at night with the haunted hay-rides (care of *Richardson Green* and **Warren Kelly**, *HOBBS* and *Baert Marine*) and give-a-ways by MBOT members.

We're always looking for a few more folks to help on the haunted street, with the long lines, serving at the MBOT ice cream and apple pie give-away and other various Witchly duties. Contact Paul or the *other pumpkin* **Tim Houten**. **Bob & Shirley Murphy** and **George Dow** usually lead the team at the MBOT pie table! Guaranteed fun will be had by all volunteers and little goblins!

Due Dues \$\$\$

Usually here we say something about the need to complete the renewal/new member form that was included in last month's mailing and return it with your \$60 dues. We are very grateful that the response this year has been prompt and tremendous!

Clearly the directory booklets, website, Shop Middleton day and other promotional activities have invigorated our Middleton business community. In the last twelve months, over 25 businesses have joined the Middleton Board of Trade!

Left, over Golf....

promoting our member businesses!

The **MBOT 24th Annual Golf Open** at the *Middleton Golf Course* on **Friday, October 2** was the usual success. Fourteen teams went to the post! ***Over \$1,050 was raised for the MBOT Promotion Fund!*** We thank **Bill George** and his crew, especially *Linda Lacroix*. Can you say 25th!!

The team with the home-course advantage of Haven Sharaf, Kevin O'Donnell, Dave Becher and George Donahue, took the top hardware! Since Arthur couldn't play due to illness, that allowed Ralph Fratus & Brian McAllister's group to sneak into the second spot and Tim Houten's group third place, with their ringers! But we thank everyone for playing and donating!

Special thanks to **Mike Clifford** of *E.A. Stevens Insurance*, **Brian Murphy** at *Crown Trophy, Salem Five Bank*, **Charles Karris**, *Edward Jones Investments*, **Danielle Panneton Zenga**, *Sol Bean Café*, **Mike DiMauro**, *DiMauro Family & Sports Chiropractic*, **Tim Houten**, *Attorney at Law*, Mike Brien, and **Mike Boudreau**, *Fantastic Sams*, for their generous donations!

MBOT on World-Wide Web...

Be sure to check out our website at www.MiddletonBOT.com and look over the new content. Additions are coming, as it is a constant work in progress.

Look soon, too, for the companion Shop Middleton site will be up and running,