

Chelmsford Business Association • Spring 2018

# CBA Newsletter

Chelmsford, MA 01824 • 987-250-3858 • [www.chelmsfordbusiness.org](http://www.chelmsfordbusiness.org)

## Chelmsford Welcomes

### LISA MARRONE, DIRECTOR OF BUSINESS DEVELOPMENT



As the town's first-ever director of business development, Lisa Marrone brings her education and experience to the new role, including her service as economic development coordinator for the city of Leominster.

The goals of the director of business development position include promoting the town, facilitating its efforts to attract and retain businesses, with a focus on quality and diversity, according to the details of the post's description.

The business development objectives include my role as a prominent advocate for the town; to position and present opportunities that will further strengthen the economy and support Chelmsford's future vision.

I have worked hard on constant progression and improvement and will bring that same work ethic in my new role for the town of Chelmsford.

There is a lot of business potential for the town of Chelmsford with opportunities to provide strong support to the existing commercial base and to utilize my experience of managing new business inquiries.

It's very exciting to be a part of the team and in order to grow and expand, challenges as expected. It's difficult to know exactly what those areas may be as I begin this new role. However, without challenges there is no growth or worthwhile achievement.

The town of Chelmsford is poised for more, and I'm here to help the team accomplish that.



### Chelmsford's Citizen of the Year Lynn Marcella

The Chelmsford Lodge of Elks had a big surprise in store for Lynn Marcella, when they named her Citizen of the Year. Congratulations to Lynn.

*L - R Front Annette Romano, Carol Cullen, Lynn Marcella, Karen Reidy*

*L - R Rear Rick Romano, Jim Cullen, Brian Reidy, Chuck Marcella, Hank Hamelin, Jeff Hardy*

# President's Message



Hello CBA Members:

I am sure you join me in welcoming Spring 2018. It was a long extended, winter in New England with a Superbowl loss for the Patriots; a Spring starting off with a rainy Red Sox home opener and a torrential April Boston Marathon. I, for one, am looking forward to some sunshine.

Thank you all for your continued membership support as your CBA Board works hard on behalf of its members and to be a positive part of this wonderful town. To all who got out and voted in Chelmsford elections, no matter your choices, good for you for making your voice heard. A majority of our CBA members are also Chelmsford residents.

Coming up very soon, our Scholarship Committee will be reviewing Chelmsford High School Senior's applications for the CBA annual scholarship and it is with pride in our students that we award this. You, the

members, make this award possible.

Our Annual CBA Golf Outing is coming up soon- we moved the date from September to June, as we think it will allow more participation. Please consider joining by signing up a foursome or as an individual. We can put the foursomes together for you. If you or your business would like to be a Tee Sponsor, those opportunities are available. Please do join us!

We lost a legend recently and our condolences are sent to the Parlee family. As many of you know, Charles Parlee was one of the founding four members of the Chelmsford Business Association twenty seven years ago. He was a kind, hardworking, long time resident and business owner in Chelmsford, who made enormous contributions of all kinds to the town. Please see the tribute written by Lynn Marcella later in this publication. Charlie, Thank You.

Please reach out to me, or any of the CBA Board members with thoughts, suggestions or requests regarding our mission. If you would like to serve on any of our committees, we welcome you. Hope to see you at the golf outing at Chelmsford Country Club on June 4.

**Kathy Kelley** *President*



## SHRED DAY

BRING ALL THOSE OLD FILES ON  
**THURSDAY SEPT. 20, 2018**  
1PM until 4PM

**BEST WESTERN PLUS  
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All CBA members welcome!

Questions?

Call Kathy Kelley at 978-256-7511

## Chelmsford Business Association's Annual GOLF SOCIAL

**Monday, June 4, 2018.**  
**Chelmsford Country Club**

**Golf, Raffles and a Great Meal....**

**Get Your Foursomes Together!**

# Annual Candidates Night

Thursday, March 28, 2018 Radisson Hotel and Suites, Chelmsford



The Chelmsford Business Association sponsored its annual Candidates' Night on March 28, 2018 at the Chelmsford Radisson Hotel and Suites. There were three candidates seeking election to the two openings on the Board of Selectmen and two candidates seeking one opening on the School Committee. All of the candidates participated in a program that was televised live through Chelmsford Telemedia. The program, lasting approximately 90 minutes, allowed each candidate to answer questions from the Association, local media, the Lowell Sun.

Moderated by Doug Hausler, Committee Chair on behalf of the CBA, the candidates answered a wide range of questions including categories as varied as tax and fiscal policies to capital investments to preservation of open space and zoning matters. The forum was well attended and was open to the general public, as well as, to CBA members, and was presented live and filmed so that the program would be aired throughout the election season on local cable access television. This enabled the general public to learn more about each of the candidates and their respective positions before casting any ballots.

## **Election Results:**

Chelmsford Board of Selectmen candidates George Dixon and Emily Antul were elected and Chelmsford School Committee candidate Donna Newcomb was elected.

Thank you for all that participated in the event.



# Chelmsford Business Association



# Annual Golf Tournament



**MONDAY, JUNE 4, 2018**

**THE NEW CHELMSFORD COUNTRY CLUB**

**66 PARK ROAD, CHELMSFORD**

**1:00 PM SHOTGUN START, 6:00 PM BUFFET DINNER**



**ENTRY FEE: \$70.00 PER PERSON**  
**BUFFET ONLY: \$24.00 PER PERSON**

**ENTRY FEE INCLUDES:**  
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**TEE SPONSORSHIPS AVAILABLE: \$60.00**

**MAKE CHECKS PAYABLE TO: CBA GOLF SOCIAL**  
**SEND FEES ALONG WITH ENTRY FORM TO:**  
**CBA, 10 SUMMER ST., CHELMSFORD, MA 01824**

## GOLF ENTRY FORM—DEADLINE MONDAY, MAY 29, 2018

**NAMES:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**DIVISION:**

**MEN'S, WOMEN'S,  
MIXED (2 MEN, 2 WOMEN)**

**CAPTAIN: \_\_\_\_\_**

**DAY TEL. # \_\_\_\_\_**

**TOTAL COST: \$70.00 x**

**PLAYERS =** \_\_\_\_\_

**BUFFET ONLY: \$24.00 x**

**TEE SPONSOR: \$60.00**

**TOTAL ENCLOSED:** \_\_\_\_\_

## Rest In Peace Charlie



### **CHARLES A. PARLEE** One of the “Founding Four” of the Chelmsford Business Association

Charles A. Parlee, 90, of Chelmsford died on Monday, January 8, 2018. He was born in Chelmsford and was the fourth of six boys of the late Samuel R. and Margaret L. Parlee. He was married to the late Jeanne L (Dumont) Parlee, who died on June 27, 2017 with whom he celebrated their 66th wedding anniversary on June 23, 2017.

He is survived by his daughters, Charlene Parlee (a current CBA Board member) and Robyn Whitehouse and her husband William; brother Henry and his wife Charlotte

Parlee; sister-in-law Irene Dumont; grandchildren Justin and his wife Ashleigh Whitehouse, Adam Whitehouse, Travis Whitehouse, Blake Whitehouse and Jayden Parlee-Vines; great-grandson Branon Whitehouse and many nieces and nephews.

When he was just 17 years old he joined the U.S. Navy, just before the end of World War II. He always joked that the Japanese surrendered when they heard he enlisted! After the war he worked as a mail carrier. “Charlie” was a partner of the J&C Management Company. He was dedicated to restoring historic properties with his wife, as well as, building commercial properties, post offices and apartments and managing them. He also proudly maintained farms and open space in Ashby and Chelmsford.

He was a member of the Chelmsford Historical Society, the Ashby Historical Society, the Chelmsford Rotary Club, and an elected member of the Chelmsford Planning Board, as well as, serving on the Academy of Notre Dame Board of Trustees. He was one of the founders of the Chelmsford Business Association and served as a Commissioner of the Chelmsford Center Water District and the Conservation Commission. He enjoyed being a sponsor of the Chelmsford 4th of July Parade and for many years participated in the parade with his antique cars.

Charlie only had a formal education through the fifth grade, but life on the farm taught him all he needed to know to be a successful businessman. He was mechanically inclined and learned by doing, whether it was repairing the house, building chicken coops or laying pipes. He loved to restore old houses and preserve farms and open spaces, like his 27 acre Waite Farm in South Chelmsford and his 247 acre Ashby Farm and Equestrian Center. He enjoyed bringing new life into old tired buildings. He took on many projects in Chelmsford Center and Vinal Square that are now beautiful additions to the town.

He will be missed by his family and many friends in Chelmsford!

Invite a friend  
to join the CBA!

Why not think about inviting a friend who owns or works at a Chelmsford business to join the CBA!

As a member you know the benefits of being a part of this great organization that is celebrating its 25th anniversary. For details about membership contact the office at: 978-250-3858 or [chelmsbusassoc@comcast.net](mailto:chelmsbusassoc@comcast.net)





## What is a Life Coach?

Life coaching is a synergistic relationship between an accredited life coach and a client designed to tap into your full potential. Just as Olympic athletes wouldn't think of training without the added insight, objective perspective and enthusiastic support of an athletic coach, many of today's most successful business leaders, professionals, executives, entrepreneurs and CEOs use the services of a life coach to take their lives, careers, or businesses to the next level. At LifeCoach.com we have an international directory of accredited life coaches who can address your personal and business coaching needs for both your personal and professional life..

Part consultant, part motivational speaker, part therapist and part rent-a-friend, coaches work with managers, entrepreneurs, and just plain folks, helping them define and achieve their goals — career, personal, or most often, both.

- *Newsweek*

### Why does life coaching work?

Coaches have the ability to view things from afar — in what some call 'helicopter vision' — and to shed new light on difficult situations. Often they can act as a sounding board through tough decisions, help sharpen skills, and motivate.

- *CFO Magazine*

An article in Public Management revealed a study where training alone was compared to life coaching combined with training. The study showed that training alone increased productivity by 22.4% while training combined with weekly life coaching increased productivity by 88%. Here is why:

- 1) **Accountability.** Most life coaches have three calls a month with their clients. This regularly scheduled call prompts clients to get more done than they would if left to their own devices. Think about it, if you work out with a personal trainer at the gym, you work much harder than on your own. Clients take bigger actions, set bigger goals and think bigger when they work with a professional coach.
- 2) **Expertise.** The trained life coach knows how to help you set the right goals, make more money, and structure your personal and professional life to achieve greater productivity with less effort. You'll achieve more in less time with the input of an accredited Life Coach on your side.
- 3) **Delivery.** A well-trained coach knows how to use the right words so that you are naturally motivated. It doesn't take brow-beating or nagging when you are working with a skilled life coach. Coaching typically works best with a weekly call so clients have time to integrate new ways of thinking and take action each week toward their goals. Most life coaching is done by phone and delivered in half hour to one hour coaching calls. The experience is challenging and uplifting. You'll look forward to your weekly calls with your life coach.
- 4) **Speed.** Most people find that things start to happen very quickly after hiring a life coach.

### Who works with a Life Coach?

Entrepreneurs, executives, business leaders, actors, musicians, creative people, managers, small business owners, start-ups, professionals and home-makers all reach their goals with the help of a life coach. If there is a gap between where you are now and where you want to be, there is room for life coaching. Not only will your life coach help you close the gap, your life coach will help you break through your limited beliefs and challenge you to think bigger.

### What would you work on with a life coach?

- Setting and achieving goals and objectives
- Planning — business, career and life
- Blasting through blocks and fears
- Clearing clutter
- Financial security and independence
- Balancing business and personal life
- Making key decisions and designing strategies for success
- Communicating powerfully and succinctly
- Becoming a problem-free zone
- Building powerful relationships
- Breaking through the glass ceiling
- Getting promoted
- Finding the ideal career/work or business
- Finding the ideal partner/love/relationship
- Getting out of a rut
- Making an important life transition
- Starting a business
- Growing a business
- Living an ideal life
- Identifying core values and passions
- Fulfilling personal and emotional needs
- Getting organized
- Making more money
- Having loads more time to enjoy life
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## This year alone Massachusetts small businesses potentially face:

- 26 weeks of paid medical leave and 16 weeks of paid family leave (partially employer funded)
- \$15 minimum wage
- A 4% income tax surcharge for pass-thru entities
- A newly imposed MassHealth assessment
- Double-digit health care premium increases
- Highest in the nation energy costs

Source: Massachusetts Package Store Association, April 2018



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**2018**

# CHELMSFORD **Independent** **Westford Eagle**

**Chelmsford Business Association**, in conjunction with Wicked Local Media Solutions, will again be publishing its semiannual section to be inserted into the *Chelmsford Independent* and *Westford Eagle* both in June and September.

This section will feature the CBA – its history, activities, goals and accomplishments, as well as a listing of its membership and business advertisements. Support your local business association by featuring your ad in this section.

### Insertion Dates

Thursday, June 14, 2018  
*and*  
Thursday, September 13, 2018

### Advertising Deadline

Friday, May 4, 2018

### Ad Size/Cost

1/8 Page Vertical (2.311" x 5.19") - \$99  
1/4 Page Vertical (4.791" x 5.19") - \$175  
1/2 Page Vertical (4.791" x 10.5") - \$325  
1/2 Page Horizontal (9.75" x 5.19") - \$325  
Full Page - (9.75" x 10.5") - \$595

*No color positions are available.  
Cost includes both June and Sept. issues.*

### **Payable to:**

**Chelmsford Business Association**  
**10 Summer Street**  
**Chelmsford, MA 01824**

A representative from The Chelmsford Business Association or Wicked Local Media Solutions will be contacting you.

**For further information on advertising in this section, please contact:**

**The Chelmsford Business Association**

**chelmsbusassoc@comcast.net**

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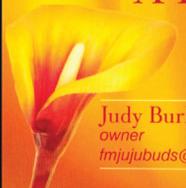
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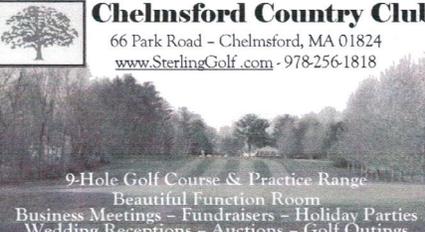
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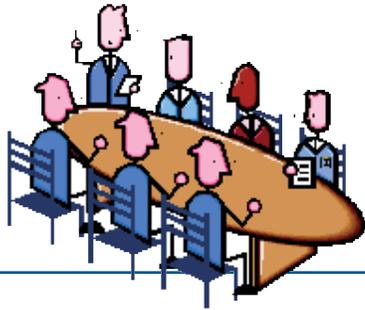


## CBA ANNUAL MEETING

Thursday, November 15, 2018

The Chelmsford Business Association's Annual Meeting is scheduled for our Members

Thursday, November 15, 2018  
in the CBA Boardroom



# SHOUT OUT TO ZESTY'S PIZZA

Carolyn Clancey Lindstrom to CHELMSFORD NEWS - April 26 at 7:17pm·Billerica, MA·

I just want to give a shout out to Zesty's Pizza on Fletcher Street. We had a gathering there today, with the Best Buddies Club, from Chelmsford High School. There were about 20 of us. Our students were all able to go in the kitchen, and make their own individual pizzas, along with fries, and sodas. The staff could not have been nicer, and their pizza was so good. All of this, and they did not charge us a dime. Just amazing!! Thanks Zesty's Pizza!!!!

## CBA HOLIDAY SOCIAL

The Chelmsford Business Association's Holiday Social is scheduled for our Members and their guest

The Holiday Social will feature a festive dinner followed by music, dancing and raffle.

Cocktail Hour - 6:30 PM to 7:30 PM

Dinner & Raffle of Gifts - 7:30 PM

DJ & Dancing immediately following dinner



**Saturday, December 1, 2018  
at The Princeton Station,  
147 Princeton Street,  
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