We thank all of our partners for contributing to our success in 2008...
We are pleased to present the Manhattan Chamber of Commerce 2008 Year End Review highlighting our initiatives and accomplishments over the past year. Our Chamber had a very busy year supporting the business community through a variety of important services. From our new enhanced website, to the launch of MCC TV, and events including our Chairman’s Breakfasts, membership meetings with leaders of business and government, networking events and informational workshops, our efforts, as always, were focused on meeting the needs of our members. Now, as we face an unprecedented national economic crisis, with very real local implications, MCC has stepped up to help the small business community navigate these uncharted waters and find new resources to maintain their business. Our support of the non-profit community through philanthropic outreach continued as well in 2008.

Through programming, networking, publications, website development and new verticals focused on Green and Global business sectors, we have created platforms for our members to expand and grow their companies. In addition to several existing verticals focused on LGBT Businesses, Women Owned Businesses, Digital Media & Technology, as well as Diversity, we created supporting committees, web pages and events within these new and existing sectors to encourage B-B.

MCC has been able to achieve these successes with the help of our partners, members and through our association with other diverse organizations. By developing and maintaining strong relationships with city, state and federal government officials, we have garnered support for small business that, in turn, help to encourage business growth and job creation.

In 2009, we will build upon these achievements of the past year and continue our support of the New York City business community in these challenging times. We thank all of our supporters and members for contributing to our 2008 successes and look forward to another strong year ahead.

Jeffrey Bernstein Nancy Ploeger
Chairman President
What keeps “the city that never sleeps” working 24/7?

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Answers for America.
The Manhattan Chamber of Commerce is one of the oldest and largest non-partisan business organizations in New York City. Since 1920, the Chamber has advocated for positive business legislation, sponsored educational seminars and networking events, helped our members market their businesses and enhanced New York City’s pre-eminence as a global business hub.

We are the voice of more than 100,000 businesses in Manhattan – partnering with hundreds of diverse business organizations in the City. We are one of the largest business constituencies in the United States. Our members have approximately 1.6 million domestic employees and approximately 4.5 million employees globally. Locally, our member companies have upwards of 165,000 employees, collectively accounting for more than $630 billion dollars in annual revenues.

Unlike many other business-focused not-for-profits, the Chamber also has a significant local philanthropic presence. We believe that by helping our community we improve the local business climate. Examples of our philanthropy include sponsorship of street fairs that provide funding for local community-based not-for-profits and volunteer expos, as well as numerous programs and initiatives for lower income business owners.

Our Members Are Our Strength

The Manhattan Chamber of Commerce is over 1500 members strong, with members ranging from large well-known Global 100 firms, to local entrepreneurs. Our members have a passion for business excellence and rely on the Chamber to help them generate business, and as a source for business education, legislative support and as a partner in their community involvement.

Members represent a diverse cross-section of the NYC business community and come from all of the industries that drive our local economy.
Keeping our members informed and up-to-date on new developments is key to our success. Throughout 2008, MCC communicated with members on a daily basis.

With the addition of two components – MCC TV and the MCC Green Business pages – our newly enhanced website, www.manhattancc.org attracted 2.9 million page views from nearly one million visitors. Plans to re-launch our Global pages and add a NYC Tourism pages are underway for 2009.

MCC’s quarterly newspaper, Business Matters, now boasts a 13,000 print run per quarter, with copies going out to all members. It is also distributed throughout Manhattan. 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.

MCC TV! The Official TV Station of the Manhattan Chamber of Commerce
www.manhattancc.tv

In Fall 2008 MCC successfully launched MCC’s own online TV Station to provide information from experts and highlights from MCC events and initiatives (www.manhattancc.tv.) Designed, created and produced by Pattie Stone of pattiedesign, the videographer of MCC events and Chairman of the Digital Media/Technology Committee, MCC TV is sometimes humorous, sometimes bold and always engaging. Viewers can browse by Channel Topic, Special Events, or the Speaker Bio/Directory. MCC TV also partnered with the Ad Council to bring important video Public Service Announcements to the site. Additional features of streaming video, pay per view, and online video member profiles will be available in early 2009. MCC members will also find low-cost opportunities for web ad placement on the site.

MCC Committees

In 2008, MCC launched or re-launched several committees which offer specific programming and networking opportunities:

Green Business Committee

The mission of the MCC Green Business Committee is to provide MCC members with a leading sustainability and environmental roadmap that acts as an up to date educational engine, resource guide and network to experts in the field. The purpose is to support members, make connections, save them time and expense, reduce their imprint, improve Their Triple bottom Line (People, Planet, Profits) and increase the loyalty of their staff, customers and overall image.

Women’s Business Committee

MCC’s Women’s Business Committee was developed to create a platform for women business owners and women executives, through advocacy, mentoring, education and resource direction; to generate new business ideas, establish strategic alliances and partnerships; to grow business globally; and to expand procurement opportunities, secure paid board seats and reach pay equity. A panel discussion moderated by Alair Townsend of Crain’s New York Business brought together experts in Board development to guide women in “how-to” procure seats on nonprofit and paid boards.
Technology/Digital Media Committee

Originally MCC’s Technology Committee, MCC has relaunched the committee to include businesses that focus on digital media and marketing. The mission of the committee is to support the further development of the Manhattan technology sector and to create an enabling environment for all technology businesses in Manhattan, regardless of size or technological focus. This committee held its inaugural Business Solutions Series event about Web Prospecting at the Samsung Store at the Time Warner Center in December.

LGBT Committee

The LGBT Committee of the Manhattan Chamber of Commerce looks ahead to 2009 with a heightened sense of purpose. As the economy continues to challenge everyone in every type of business – from free agents to high-level executives – building new and existing relationships and fortifying core business strategies is never more important. This committee responded in 2008 with programming that included foundation seminars in Business Plan Development, Web 2.0 Strategies and Business Lead Generation, as well as events focused on Business-to-Business networking. 2009 promises more timely and informative seminars and workshops given by an impressive line-up of industry experts and market insiders. Topics will include Resume Writing and The Future of the LGBT Market.

MCC Events Provide Opportunities for Business Acceleration

In 2008, 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 and businesses of a certain size.

Chairman’s Breakfasts

Our Chairman’s Breakfasts provide high level networking opportunities exclusively for MCC Partners, Corporate members and invited guests. Each 2008 breakfast featured a prominent speaker who addressed a macro trend of importance to the local business community. Speakers included, Seth Pinsky, President of the New York City Economic Development Corporation, Katherine Oliver, Commissioner of the New York City Mayor’s Office of Film, Theater and Broadcasting, Greg David, Editorial Director of Crain’s New York Business, and New York City Council members Daniel Garodnick and Jessica Lappin.

Open Membership Meetings

Open Membership Meetings are MCC’s premiere networking opportunities. Each breakfast featured a high level political or business speaker. Among the guest speakers in 2008 were New York City Police Commissioner, Ray Kelly and Author and Municipal Bonds expert, James Lebenthal.
Eisner LLP is proud to support the Manhattan Chamber of Commerce and its members.

Congratulations to MCC on a stellar 2008.

Eisner LLP is a leading accounting and business advisory services firm serving the New York metro area. For more than four decades, clients of all sizes, from entrepreneurial start-ups to established middle market enterprises, have turned to Eisner for our expertise, business acumen, and proactive and responsive client-centric approach. It’s your business. We take it personally.
“I have been a member of the MCC Business Referral Group #4 since February 2008 and was elected President of Group #4 in June 2008. Although I cannot assure anyone considering joining a group the same success, I will proclaim that the BRG’s have been a great source of strategic introductions, business referrals, and strategic alliances for my business. Additionally, I met my current business partner as a result of attending these meetings. I highly recommend the Manhattan Chamber of Commerce BRG’s to anyone who is serious about their business.”

– Todd Foulks, Senior Business Consultant, Essential Business Solutions LLC, MCC BRG #4 President

Monthly Networking Events

The Chamber’s popular Manhattan Networking Group, sponsored by Sterling National Bank, grew in size and scope in 2008, as did other networking events co-sponsored by our Partners Corporate Bank members including Metropolitan National Bank, TD Bank, Wachovia, Capital One Bank, Liberty Pointe Bank, and Park Avenue Bank.

In 2008 our ever-growing Business Referral Groups continued to expand. These leads groups meet twice every month and assist Chamber members find potential clients. These groups have grown rapidly in popularity, as evidenced by the addition of a fifth group in November 2008.

LGBT Business Accelerator Series

The MCC is proud to be the first general business chamber in the United States to launch a regular series of networking and educational events that promote the LGBT business community. A total of six events were held in 2007 and the success has prompted the committee to increase the number to eight events in 2008. Attendance for the events was well over 1,400 in total, demonstrating the interest in supporting the LGBT small business community.

Connecting NYC Businesses an Event at a Time

Throughout 2008, the Chamber strategically co-sponsored numerous thought-provoking conferences, business summits and networking events with corporations and other business organizations.

Highlights of our 2008 co-sponsored events include:

• MIT Enterprise Forum of New York City: Are you Ready for IPO?, a seminar on taking your company public

• AlwaysOn Media, a co-sponsored event dedicated to exploring the growing digital media field

• Maximizing Your US Business Presence in the Global Market, co-sponsored with the Weissman Center for International Business, panel discussion on businesses going global

• Meet Your International Business Partners, a networking reception for New York’s International Business Community

• Small Business Summit, a full day summit devoted to cutting edge technology and business solutions
“As the principal of a Manhattan-based architecture firm I have come to rely on MCC and Nancy Ploeger for information about valuable programs and benefits designed to help small businesses like mine be successful. Nancy was instrumental in encouraging my firm to apply for Woman-owned Business Enterprise (WBE) Certification. We were successful and have been awarded several multi-million dollar contracts as part of the Bloomberg administration’s Design Excellence program. We currently are designing three fully sustainable buildings in the Bronx, two of them at Soundview Park, one of eight new destination parks being developed under Mayor Bloomberg’s PlaNYC 2030 initiative for a greener, greater New York.”

– Karen Bausman, AIA, Karen Bausman & Associates

– Chris Zawacki, Partner, Greenhouse IT

“One of our stated goals when we launched our company a few years ago was to get involved with MCC; as the premier forum for business information and development in Manhattan, we felt it would be hugely beneficial to our growth. At this stage, we have a very integrated relationship with their great team and access to events, people, information, and resources that we wouldn’t otherwise. It’s hard to assign a specific value to this, other than to say our involvement with MCC is invaluable.”

– Chris Zawacki, Partner, Greenhouse IT

• NY XPO for Business at the Javits Center, attracted over 14,000 attendees and featured over 400 booths, 16 educational seminars and the WCBS FM Luncheon with President of Hearst Magazine, Cathie Black

• International Restaurant and Foodservice Show of New York, a weekend conference offering an opportunity to network with over 18,000 industry professionals and exposure to new products and services from over 600 vendors

• UN Meets Web 2.0, second in a series of interactive and action-oriented meetings organized by the Global Alliance for ICT and Development of the United Nations Department of Economic and Social Affairs

• Go Green Expo, at the New York Hilton Hotel, featuring the latest eco-friendly products and services that can help all New Yorkers reduce their environmental impact

• WCBS Working Women Luncheon, featuring WCBS-AM morning anchor, Pat Carroll, at the exclusive Rainbow Room

• Korea Trade Show, the premier sourcing and direct buying show for a multitude of products from Korea

• Five Chamber Mixer at the Staten Island Zoo, exclusively for members of the five borough chambers

• Green Communications 2008: The Case Studies Conference, half day conference revealing case studies from companies that have successfully created and implemented green communications campaigns

• The Latin Vision Hispanic Networking Event, an exclusive gathering of U.S. Hispanic and Latin American executives, professionals, entrepreneurs and business owners

• The New York Times Small Business Summit, a full day summit featuring educational seminars and speakers supporting the growth of small businesses
MCC is one of the foremost providers of educational material for the New York City business community. Our educational programs range from small, informal events covering discreet topics to large programs on topics of broad interest.

In 2008, our educational events included:

- **Sovereign Bank Economic Forecast Breakfast**, a distinguished panel briefing on the economic outlook for the New York Metropolitan region

- **LGBT Web 2.0 Your Business**, informational workshop presentation about emerging media and how to apply it to your business or non-profit organization

- **International Women’s Entrepreneurial Challenge**, a joint project initiated by the Chamber of Commerce of Barcelona in association with the Indian Federation of Chambers of Commerce and Industry (FICCI-FLO) and the Manhattan Chamber of Commerce (MCC). Twelve women awardees came to NYC to celebrate IWEC in June and hundreds of business owners attended the 3-day conference

- **Making Green by Going Green: Roadmaps from the Front Lines**, a panel discussion co-sponsored by Con-Edison

- **Web Prospecting-Low/No Cost Practical Tools to Grow Your Business**, informational panel discussion revealing tips on using the web to grow your business

- **How to Prepare for and be Appointed to Advisory Boards, Corporate Boards and Non-Profit Boards** featuring industry leader Susan Stautberg, head of Board Boot Camp

- **MCC Global Country Program: The Republic of Turkey** co-sponsored by the Turkish American Chamber of Commerce

- **Tips for Small Business Survival in This Challenging Economic Climate**, a panel discussion featuring experts in ten different fields who offered tips to stay on top of your business
Our Annual Awards Breakfast Was the Highlight of the Year

In 2008, the annual Manhattan Chamber of Commerce Awards Breakfast celebrated the achievements of nine New York City entrepreneurs who, over the course of their distinguished careers, have established themselves as leaders in their respective industries. After receiving nominations from the general public, our Awards Committee deliberated carefully and selected the 2008 honorees from a long list of recommendations. We were very pleased to honor these outstanding companies.

And the Award Goes To…..

Theatre Impresario Gerald Schoenfeld, Shubert Theatre receives the MCC 2008 Cultural Achievement Award sponsored by Strategic Brands, LLC and presented by Jill Kaplan, Publisher Crain’s New York Business

Crain’s New York Business Publisher Jill Kaplan presents the MCC 2008 New Yorker of the Year Award sponsored by Microsoft to Pete Peterson, The Blackstone Group

Paul Winston, Winston Tailors, accepts the MCC 2008 Small Business of the Year Award sponsored by Metro from NYC Council Speaker Christine Quinn

Howard Levitt, Tourneau, accepts the MCC 2008 Mid-Sized Business of the Year Award sponsored by American Airlines from NYC Council Speaker Christine Quinn

Stephen M. Ross, Related Companies, accepts the MCC 2008 Large Business of the Year Award from Senator Liz Krueger

NYC Council Speaker Christine Quinn presents the 2008 MCC Breaking Barriers Award to Howard Buford, President of Prime Access

All Photos by Jeffrey Holmes
As in prior years, our awards were presented by well-known New Yorkers from business, politics and the arts, including Tim Zagat, New York City Council Speaker Christine Quinn, Crain’s New York Business Publisher, Jill Kaplan and New York State Senator, Liz Krueger.

Lifetime Achievement Awardee Pete Peterson held the audience spellbound as he commented on the US economy and the stock market conditions and gave his predictions for 2009!

Our Awards Breakfast was a sell-out/standing room only event. Save the date: our 2009 Awards Breakfast will be held on November 5, 2009. Pre-sale advance tickets may be purchased by contacting the Chamber office. In addition, 2009 sponsorship opportunities are now available.
With the addition of a new Global Business Director, Ally Gunduz, MCC took another step to providing opportunities for our members to increase business overseas. With a focus of not only educating our members on how to identify markets abroad and where the opportunities lie, the Chamber now is bringing foreign companies to do business in NYC and with our members. With the development of products and services our members can supply, we have strengthened our role with international organizations and companies.

- In October, we held a meeting with 63 foreign Trade Commissioners at the Philippines Consulate, informing them of our new products and services and bringing four of our members to meet with them to answer frequently asked questions regarding doing business in NYC. Several of the consulates expressed interest in working with us and have already set up initiatives.

- We hosted several foreign delegations in 2008 from China, India, Taiwan and Russia

- MCC President Nancy Ploeger participated in a press conference with Mayor Bloomberg to support the Free Trade Agreement with Colombia. Subsequently, an event with the Vice President of Colombia was set up for first quarter 2009 in NYC, hosted by ProExport of Colombia and the Manhattan Chamber of Commerce.

- Our first Country Profile event was held in the Fall with Turkey and the Turkish American Chamber of Commerce and Industry. Over 200 gathered at the event to learn more about the burgeoning industries in Turkey and the ins- and -outs of doing business there. The Turkish press covered the event, garnering numerous newspaper articles and television coverage throughout Turkey. A trip to Turkey along with the NY State International Director is planned for the first quarter of 2009 to further business contacts. MCC members have already benefitted from these new initiatives with direct contacts made with foreign companies.

- MCC served again in 2008 on the Steering Committee for World Trade Week which kicked off in May with an awards breakfast and expo. More than 20 events were held during the week focusing on global policies, initiatives and country offerings.

- In June, MCC hosted the 2008 IWEC Conference honoring 12 awardees from four continents. The three-day event was highlighted by the Awards Breakfast held at the Harvard Club, presided over by Ambassador Ruth A. Davis, special ambassador to the African nations and official Chairperson of IWEC. MCC awardees included Leni Schwendinger, Lights Projects, LTD; Sneh Mehtani, Mehtani Restaurant Group and Donna Childs, Childs Capital.
The Voice for The Small Business Community

With over 100,000 small businesses in Manhattan, the Chamber works extensively with our members and legislators to advocate for positive business legislation. MCC members often accompany the Chamber to testify at hearings, meet with legislators and “tell it like it is” from the business perspective.

Some of the issues we were involved with in 2008 included:

- Opposition to the hotel tax increase
- Passage of free trade agreements with Peru, Korea and Colombia
- Opposition to legislation mandating paid sick leave
- Extension of Sole Proprietor Health Insurance Offerings
- Amendment of the Administrative Code
- Tax credit proposals for businesses affected by the construction of the 2nd Ave. Subway
- Congestion pricing alternatives
- IDA reforms
- Further Development of the High Line

In addition, our Chamber’s President served on Manhattan Borough President Scott Stringer’s Small Business Task Force which met for months identifying areas in which the city can help to further support the small business community.

Trips to Albany and Washington through out the year, 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, were scheduled, bringing members with chamber staff to lobby on behalf of several of the above business issues.

MCC’s President Ploeger shared the podium with Mayor Bloomberg on the passage of the Free Trade Agreement with Colombia. And Senator Hillary Clinton called on MCC to speak and support a revised program to help clear up the mortgage crisis at a press conference this past Fall.

Member polls and surveys on a diverse variety of timely business issues helped to solidify MCC’s position as the voice of small business in New York and as the “go-to” source for information about them. The results were shared with legislators and helped garner media exposure for the Chamber, as well.

And MCC was presented with the Mayor’s 2008 Neighborhood Achievement Award as MWBE Advocate of the Year at a ceremony held at Gracie Mansion.
Other Manhattan Chamber of Commerce Initiatives

The Chamber undertook a number of other significant initiatives to support our members’ businesses and to benefit the business community at large by creating business and job opportunities.

M/WBE Certification Guide

During 2008, we distributed widely in both hard copy and electronically our second edition of NYC Women and Minority Business Entrepreneur Certification Guide. This guide was the first of its kind and has become a “go-to” resource for WMBE’s. We continue to update the Guide online on a daily basis.

Workforce Development Guide

Reacting to the tremendous need of our members and the local business community to find high quality employees, the MCC distributed an updated 2008 Workforce Development Guide throughout the year. This Guide features workforce agencies and organizations throughout the City that provide employee resources and allows users to search by both industry and population. In early 2008, the Guide was added to the MCC website.

Financial Literacy Guide

With support from NYC Council Member Jessica Lappin, and in partnership with New York Women’s Agenda (NYWA), in 2008 our Chamber developed a new guide called the New York City Financial Literacy Guide for Girls and Women to provide resources to enable girls and women to become more financially savvy. Printed and distributed by both MCC and NYWA, it was also posted on both websites.

NYC Part-time Job Web Site

In 2007, the Chamber created New York City’s first website focused exclusively on part-time job opportunities. The site, www.nycpart-timejobs.org, sponsored by the MCC Foundation, a 501c(3) affiliate of MCC, enables employers to post jobs – for free – and prospective employees to search the site for potential jobs in their field of expertise.

Welcome to the NYC Part-Time Job website.

Sponsored by the Manhattan Chamber of Commerce, this site has been created to help businesses find part-time workers and to help students, retirees, independent contractors, moms/ dads, actors/actresses all find part-time work. In today’s world, flexibility is key to job satisfaction and we hope that by creating this site, we help both employers and employees connect and develop solid working relationships. Posting is free!
“I’ve been involved with MCC for many years. The Chamber’s main role is to help promote business activities in NYC and Time Warner Cable NYC is a part of that framework. The Chamber is doing a great job of getting benefits to small businesses and helping us meet the needs of those businesses.”

– Howard Szarfarc, President, Time Warner Cable of New York and New Jersey

“I presently serve on two committees for the Manhattan Chamber of Commerce, the Technology Committee and the GLBT committee. As the Director of Sales for an IT Recruiting Company, The Drayer Search Group, the Technology Committee allows me to gain further understanding of my clients business needs. As an openly gay man in the business world, I offer the GLBT committee my expertise in solving issues that face gay owned or gay friendly businesses. I have met some wonderful Business Owners and Key Executives with whom I have had the opportunity to network with. The Manhattan Chamber of Commerce allows me an opportunity to build future business relationships.”

– Gary Kiss, Director Sales & Marketing, Drayer Search Group

“MCC offers on-going networking opportunities and valuable member resources that have helped nurture the growth of my small business. By becoming a member of the MCC Business Referral Group and the MCC Green Committee, AKA Construction Consulting, LLC has been provided with the proper outreach necessary for a growing business.”

– Andrew Daquesian, President, AKA Construction Consulting, LLC

“The Manhattan Chamber of Commerce has been and continues to be a valuable positive resource for our company. What struck me in particular was how quickly members of our team were able to make use of these resources through the inclusive and welcoming approach of the MCC’s leadership. If you conduct business in Manhattan – you belong in the Chamber of Commerce.”

– Ronald S. Bergamini, CEO of Action Carting Environmental Services, Inc.
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We believe that business does well by doing good.

Manhattan Chamber of Commerce philanthropy is conducted under the auspices of 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, in turn, benefits the business community.

Street Fairs and Raffle Programs

The Chamber runs two of the oldest and largest street fairs in New York City, the 2nd and 3rd Avenue Community Benefit Festivals. 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 $2,300,000 back to the community through the CBF. In 2008, 37 non-profits received $57,500 in grants and 18 non-profits garnered an additional $67,500 from raffle ticket contributions, including organizations such as the Children’s Advocacy Center, The Doe Fund, Lenox Hill Neighborhood House and Robert Kennedy School PTA.

Our CBF also provides $10,000 annually to the Eleanor Roosevelt High School on Manhattan’s Upper East Side to help them maintain their college preparatory office and support programs for their senior students.

Time Bank

MCC is proud to work with local businesses and other nonprofits to drive volunteers to Time Bank, a well-respected international volunteer program serving underserved communities in almost two dozen countries on six continents. Facilitated by the Visiting Nurse Services of New York here in NYC, the Time Bank has centers in Washington Heights, the Lower East Side and Chinatown in Manhattan. More information is available at www.timebanks.org

“Siemens is very happy to be a Silver Level sponsor of MCC this year. It is our first year supporting MCC across all our divisions. We find the outreach into the community invaluable. It is wonderful to interact with so many vibrant individuals across so many different industries that all have the same goal of succeeding in the city.”

– Karen Kalina, Director, Strategic Business Development & Sustainability, Siemens One