



# The Retail REVIEW

Pictured: Holiday shoppers filled the streets outside Boston's first department store, Jordan Marsh, in the 1920s, just after RAM was founded in 1918.



# 100 Years of the Retailers Association of Massachusetts

## The Retail Review

November/December 2018

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You can contact RAM at:  
18 Tremont Street  
Suite 810  
Boston, MA 02108  
Phone: (617) 523-1900  
Fax: (617) 523-4321  
[www.retailersma.org](http://www.retailersma.org)



Jon Hurst with special guest speaker Governor Charlie Baker at the RAM 100 Year Anniversary Celebration, November 15, 2018 at the Omni Parker House in Boston

Jon Chesto of the Boston Globe hosted a retail panel at the RAM 100 Year Anniversary Celebration. (Pictured left to right: Chesto; Malcolm Sherman; Rocco Falcone, Rocky's Ace Hardware; Wendy Hudson, Nantucket Bookworks and George Carey, Sea Level & Finz restaurants.

On November 15, RAM celebrated 100 Years as the Voice of Retailing at the Omni Parker House in Boston. The rooftop terrace ball room was filled with RAM members, state officials, retail industry partners and friends of RAM. The program began with three members of the current RAM Board of Directors and one former Director fielding questions from Boston Globe Editor, Jon Chesto about the history and future of retail in Massachusetts. Rocco Falcone, Rocky's Ace Hardware; Wendy Hudson, Nantucket Bookworks; George Carey, Sea Level and Finz restaurants and Malcolm Sherman, retired CEO discussed the state of retail in today's rapidly changing economy and what brick and mortar sellers need to do to adapt and to morph into more multichannel operators.

Jim Rooney, President of the Greater Boston Chamber also addressed the crowd to congratulate RAM and discuss how RAM's roots began in 1918 within the Boston Chamber as the Retail Trade Board of Boston.

Governor Charlie Baker addressed the crowd of hundreds and congratulated RAM and President Jon Hurst.

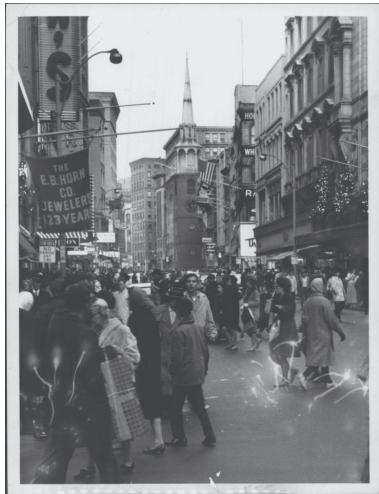
Our association has been around for 100 years, but our sector has been a part of the Massachusetts communities for 300 years. Merchants, planters, craftsmen, artists, tailors, eateries, taverns, have always been the backbone of our Main Street and communities here in the Commonwealth. As long as there are consumers, the retail sector will continue on the future to evolve and serve their customers the way they want to be served. And as long as those sellers are serving their customers, the Retailers Association of Massachusetts will be here to serve those employers.

Visit our website at [www.retailersma.org](http://www.retailersma.org) for video from the event.

## A Short History of the *100 Years* of the Retailers Association of Massachusetts

Merchants have always been the backbone of the local employer community throughout Massachusetts, New England and across the nation. From early shopkeepers, tradesmen and crafts sellers as early as the 1600's, to local department stores in the late 1800's, to regional stores and then national players over the last century, retailing has evolved and has continued to serve consumers, and served as important employers and leaders in the communities.

And with the growth and evolution of the retail sector, industry organizations were created to serve as the Voice of Retailing, to better serve and communicate with customers, opinion leaders and public policy officials.



As early as 1910, merchant members within the Boston Chamber of Commerce began meeting to talk common interests and objectives. In 1918, the Retail Trade Board of Boston formally established Bylaws and began to work in a more organized manner to better serve the industry and the consumers. Companies participating included Jordan Marsh, Filene's, R. H. White, E. B. Horn, and many others. In the early years dual memberships were required with the Boston Chamber of Commerce; a requirement that was eliminated in 1943 as the organization became more independent. The focus and membership was originally in the Boston area, rather than on a statewide basis. But as early as 1921, a statewide sister membership organization called the Massachusetts Retail Merchants Association was created and began working in tandem with the Retail Trade Board of Boston with joint memberships.

Around 1950, the name of the statewide group was changed to the Massachusetts Council of Retail Merchants. In the early 60's, the name was changed yet again to Massachusetts Merchants, Inc., and in the mid-60's the Retail Trade Board of Boston arm of the industry group was phased out. In the mid-70's, the name of the association was changed for a final time to the Retailers Association of Massachusetts.

From the earliest efforts 100 years ago, through the 1980's the organization was led by many of the same department stores, jewelers, furniture, clothing, piano, books, food, lumber and hardware sellers, that were there from the beginning—a core of about 50 stores. As the years passed, growing national and regionally based chain companies also became leaders in the Association, including Sears, Woolworth, Zayre, Lechmere, Bradley's and others. Membership grew to approximately 200 in 1990, to 4000 today; representing all types and sizes of stores and restaurants in every one of the 351 cities and towns across the Commonwealth.

Many of the issues followed by RAM and the predecessor organizations have been similar over the decades. From labor mandates, to the sales tax, advertising regulations, revolving credit, to the Blue Laws, some issues always existed for RAM members; but the positions have evolved, and in many cases followed the purchasing habits of the consumer. The Blue Laws are a good example of one issue where the store owners saw their positions change over the years from opposing store openings on Sundays and holidays, to being more responsive to their customers and serving them as they wished to be served. The retail industry has always been unique among employer sectors in need to react to and evolve on issues due to the views and changing needs and habits of the customer. The entire retail sector in Massachusetts has consistently employed over half a million people over the decades, and has operated out of roughly 70,000 locations. With sales exceeding over \$100 Billion annually, the economic contributions also include state and local tax generation in the tens of billions of annual dollars from sales, property and income taxes.

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Today as the consumer marketplace and competition continues to dramatically evolve, the retail sector will continue to meet the customer where and how they want to shop. Selling and servicing will continue to be the backbone of our many Main Streets and regional shopping centers across the state, even as retailers reach their customers in other means beyond just their longstanding traditional ways of promotion through store visibility, advertisements in the local newspaper, and direct mail and catalogs.

The internet and smartphones are drivers of industry reinvention today just as in previous periods the retail sector evolved and saw changes brought on by national chains, malls, discounters, and big box stores. As the consumer changes, so the retailer changes; but surely as long as there are consumers, there always will be retailers in our communities, just as there has been in Massachusetts for 300 years.

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## Member News

### Judy Herrell inducted into Mass. Restaurant Hall of Fame



Judy Herrell of Herrell's Ice Cream was inducted into the Massachusetts Restaurant Association Hall of Fame. Bi-annually MRA recognizes individuals and companies who have a sustained record of excellence and results in the food and beverage community. Those chosen are leaders who have also demonstrated development of others and are great corporate citizens who give back to their communities and others in the industry. Judy is the owner/operator of the iconic Herrell's Ice Cream, in Northampton.

Herrell's revolutionized the ice cream industry many years ago by producing small batch, high quality ice cream along with "mix-in's" that are so prevalent today. In addition, Judy has advocated for our industry tirelessly and is well known in Western MA for leading those efforts. Founded in 1980, Herrell's boasts over 370 flavors of Made on the Premise, Unique Artisan Ice Cream, and No-Moo® frozen desserts made using only locally sourced rBGH hormone free dairy and other locally sourced premium ingredients. Additionally Herrell's regular and No-Moo® baked goods are made on the premise using the highest quality ingredients as our standard! Herrell's prides itself on its commitment to support sustainable farming practices and provides its customers with freshest ice cream and baked goods available. The proof of the pudding is in the eating.

[www.herrells.com](http://www.herrells.com)

# 100th Anniversary Celebration



Left to Right: Rich Flaherty, Cove Risk; Kelley Doyle, Cove Risk; Jerry Murphy, M. Steinert & Sons, and George Carey, Sea Level & Finz restaurants.



Left to Right: Bob Saquet, Egger's Furniture; Matt Benedetti, Home Depot and Ed Penta, McKinnon's Markets.



Left to Right: Cassandra Abramson, ECI Stores, Paul DiGeronimo, Geronimo Properties and Neil Abramson, ECI Stores.



Left to Right: Rocco Falcone, Rocky's Ace Hardware; Wendy Hudson, Nantucket Bookworks and George Carey, Sea Level & Finz restaurants.



David London, Past RAM Chairman & Treasurer and Toby London.



Left to Right: Jerry Murphy, Harold Tubman, Circle Furniture and Commission Christopher Harding, MA Department of Revenue.



Jim Rooney, President, Greater Boston Chamber of Commerce.



Erin Calvo-Bacci, CB Stuffer and David Didriksen, past RAM Director.



Left to Right: Jan Hurst, Jon Hurst and Bill Delaney, Delaney Legislative Services.



Left to Right: Donna Falcone, Rocco Falcone, Malcolm Sherman and Wendy Hudson.

## Welcome 47 New Members

Abbott's Frozen Custard  
Lexington

Albie D's Second Generation Italian Bakery  
Haverhill

Amesbury Foreign Auto LLC  
Amesbury

Angels' 1376 Palmer Restaurant  
Palmer

Antonio Auto Repair II, Inc.  
Lawrence

Army Barracks  
Saugus

Bob's Bait Shack  
Winthrop

Bonapita  
West Roxbury

Burke Chevrolet  
Northampton

Cakes By Design Edible Arts LLC  
North Andover

Carpet Liquidators  
Danvers

Chatham Bakery  
Chatham

Cider Hill Farm  
Amesbury

Clear Flour Bread  
Brookline

Club Car  
Concord

Coast Maintenance Supply  
Peabody

Common Ground  
Arlington

Commonwealth Restaurant  
Cambridge

Donovan Sheet Metal, Inc.  
Middleton

Dunkin Donuts  
Holliston

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# Changes to Massachusetts Wage and Hour Law Effective January 1, 2019

The Grand Bargain legislation passed last spring includes a number of changes to the Massachusetts Wage and Hour Law which will become effective on January 1, 2019. The following table provides a summary of the key changes you should be aware of heading into the new year. Visit the RAM website at [www.retailersma.org](http://www.retailersma.org) to download RAM's 2019 Retail Holiday Schedule which reflects these changes.

Issue: Current Law	Effective January 1, 2019
<b>Minimum Wage:</b> Currently \$11.00 per hour	Increases to \$12.00 per hour
<b>Sunday/Holiday Premium Pay Requirement</b>  Currently time and one half (1.5 multiplier) pay required for most retail workers on Sundays and applicable holidays	Sundays - 1.4 multiplier  New Year's Day, Columbus Day, Veteran's Day- 1.5 multiplier (until further notice) *  Memorial Day, Independence Day, Labor Day- 1.4 multiplier
<b>Tipped Wage:</b> Currently \$3.75 per hour.  Tipped employee's hourly wage (\$3.75) plus average hourly tips received <u>for the week</u> must add up to the minimum wage or employer is required to pay additional compensation to make up the difference.	Increases to \$4.35 per hour.  Tipped employee's hourly wage (\$4.35) plus average hourly tips received <u>for each shift worked</u> must add up to the minimum wage or employer is required to pay additional compensation to make up the difference.

**\*For the holidays of New Year's Day, Veteran's Day and Columbus Day, the required premium pay will remain at time and a half (1.5) until further notice.** Due to a drafting error in the Grand Bargain legislation, provisions necessary to phase out the Retail Premium Pay requirement for these holidays were inadvertently omitted from the final law. RAM continues to work with the Legislature to secure the necessary changes prior to the upcoming New Year's Day 2019, but for now the Retail Premium Pay requirement remains unchanged for those three holidays.

RAM strongly urges members to contact their payroll company and/or legal representatives now to explore compliance options. In particular, the reduction of the premium pay requirement and the new tipped wage true up calculation will likely require adjustments to your employment and payroll policies.

For information regarding Grand Bargain changes coming in future years, including additional minimum and tipped wage increases and paid family and medical leave requirements, please visit the RAM website at [www.retailersma.org](http://www.retailersma.org) and click on the "Grand Bargain" link on the home page.

RAM members with questions or concerns regarding these upcoming changes may contact the RAM office at 617-523-1900.

Hundreds of RAM members are saving on their health insurance premiums and taking advantage of additional money saving benefits by enrolling in coverage through the RAM Health Insurance Cooperative (RAMHIC).

RAMHIC offers a variety of plan options from Fallon Health and Blue Cross Blue Shield of MA (BCBSMA). All plans offered come with a 1% upfront premium discount and cooperative membership provides members with access to additional cost saving options not available in the open market.

To start taking advantage of these cost saving options members may contact their broker or our providers directly to request a quote.

RAM also works with Met Life for Dental and Vision. For more information, please call Ann Dickey at 800-456-8715.



For more information regarding these offerings as well as additional ancillary benefits please visit our webpage at [www.retailersma.org/RAMHIC](http://www.retailersma.org/RAMHIC)

or contact RAM's Insurance & Human Resources Director, Larry Mulrey, at (617) 523-1900 ext. 180.



**\$200 credit for RAM Members only - when you sign up by January 1.**

Call or email Matt Venuto and get Connected:  
(781) 941-6107  
[mvenuto@ConnectPayUSA.com](mailto:mvenuto@ConnectPayUSA.com)

[www.ConnectPayUSA.com](http://www.ConnectPayUSA.com)



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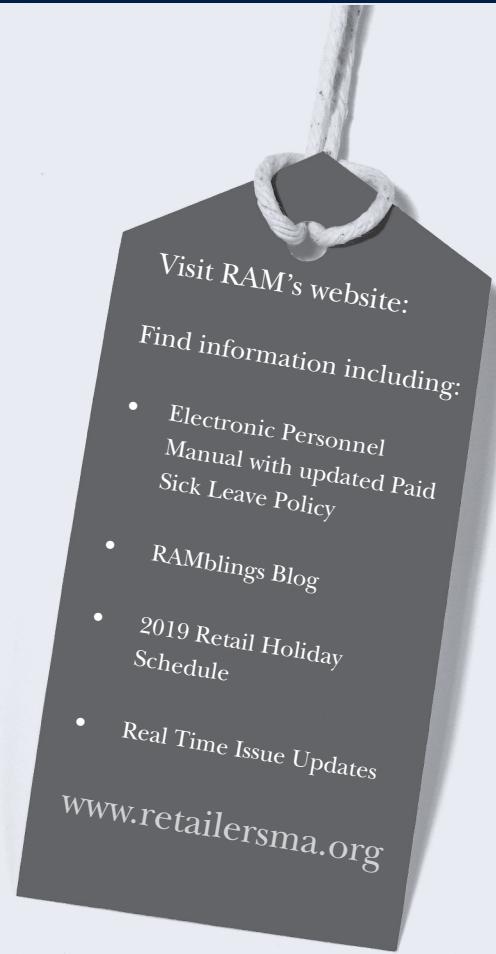


18 Tremont St.  
Suite 810  
Boston MA 02108

## New Members

*Continued from page 5*

Farm Road Enterprises, Inc. Marlboro	Michael's Bakery and Sweets Methuen	Scantron Technology Solutions Omaha, NE
Four Seasons Trattoria Hyannis	Mida Restaurant Boston	Shore Leave & No Relation Boston
Georgetown Mobil Georgetown	Nancy Chang Restaurant Worcester	Simon Pure Publick House Lunenberg
Honey Dew South Dennis	New City Brewery LLC Easthampton	St. George Street Garage Duxbury
Import AutoWerks LLC Braintree	Pancho's Cantina Wilmington	Subway Methuen
Jumbo Donuts Whitinsville	Pate's Restaurant Chatham	The Fan Club, Inc. East Wareham
Lou's Custom Exhaust Worcester	Prime Time Sports, Inc. Lawrence	The Handmaiden Decor Sturbridge
Leandro's Italian Restaurant & Tavern Easton	PSMJ Resources, Inc. Newton	Thuan Loi, Co. Inc. South Yarmouth
Medway Jewelers, Inc. Medway	Rapscallion Boxford	Wachusett Wine and Spirits, Inc. West Boylston



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