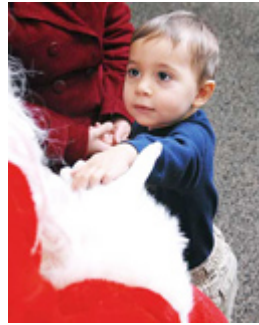


Northern Monmouth Chamber of Commerce

A personal greeting from Paul Morris, Executive Director:

"We're looking forward to a happy, prosperous New Year for all our Chamber members!"

Community and Chamber Events - A Recap of 2008



Breakfast With Santa at the Keyport IHOP!

[3 Chicks That Click Photography](#) concluded a successful "Breakfast With Santa" photo opportunity at the [Keyport IHOP](#) in December. 10% of the proceeds were donated to the FoodBank of Monmouth and Ocean Counties.



Photography by All Is Sharp

The Annual Holiday Gala at the Nauvoo Club in Fair Haven was a wonderful way to end the year.

Scudery Enterprises of Hazlet, NJ was a **Gold Bell Sponsor** and donated a 42" LG Flat Panel LCD TV, which was won by **Gerald Clericiuzio** of [International Planning Alliance](#) of Red Bank. Congratulations Gerald!

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Perkolator Breakfast



William O'Connor of the Bayshore Wellness Center on 12/19/08 with Paul Morris (right).



Debbie Wagner of Tom's Ford, Keyport

We're happy to recognize our new members every Friday morning from 8AM - 9:15AM at the [Keyport IHOP](#)



Crystal Beacon Awards 2008 - Honoring Special Companies and Individuals
Thank you to all those who made this year's event a huge success!

Photography by All Is Sharp

The Northern Monmouth Chamber of Commerce held its annual [Crystal Beacon Awards Dinner](#) on May 15, at the Oyster Point Hotel, in Red Bank. Nearly 300 area residents took part in the annual chamber event.

This year, the chamber awarded its Business Ambassador of the Year award to prominent Bayshore business owner Victor V. Scudieri, owner of Scudieri Enterprises, Hazlet. In addition, the chamber awarded its Public Servant of the Year award to U.S. Attorney Christopher J. Christie.

Learn more about what the Chamber [can do for your business](#).

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Photos by [3 Chicks That Click](#)

Please contact [Paul Morris](#) and schedule your 5 Minute Presentation now.

Fun Facts about NJ

NJ has the most diners in the world and is sometimes called "the diner capital of the world".

NJ is the home of Taylor Ham.

The Passaic River was the site of the first submarine ride by inventor John P. Holland.

The most stringent water testing along the coast line is in NJ.

NJ is the world leader in blueberry and cranberry production.

The first brewery in America opened in Hoboken in 1642.

The first phonograph records were produced in Camden.

NJ has the largest petroleum containment area outside the Middle East.

Do you have a fun fact you'd like to share?
[Email us today!](#)

Chamber Announcements

We are happy to welcome our [new Chamber members](#):



Michele Deroian of [Jersey Shore Premium Outlets](#) in Tinton Falls, 732-918-1700, **Michael Moyers** of **Moyers Insurance Agency** in Matawan, 732-583-8048, **Jennifer Lynch** of **Robert DeFalco Realty** in Colts Neck, 908-591-4979, **Richard Maio** of **Marpal Disposal** in Lincroft, 732-542-2348, **Debbie Wagner** of [Tom's Ford](#) in Keyport, 732-264-1600, **Bill Wilusz** of [Blued Steel Productions Videography](#) in South Amboy, 732-762-1633, **Nick Esposito** of **Equity Source Home Loans** in Freehold, 732-677-3650, and **Chris Fotache** of [Jersey Media Network](#) in Middletown, 732-495-0516.

We look forward to your success!

Order your banner ad on the Chamber site today. Take advantage of this exceptional opportunity to advertise your business on the NMCC web site. [Find out more here.](#)

January 6, 2009 - [The Middletown Planning Department](#) unveiled a vision for the Port of Belford based on noble objectives and an intensive market study Tuesday evening, Jan 6, at the Middletown Arts Center.

The presentation was well received and attended by various concerned community members, officiated by Jason Greenspan, Planning Director, and Township Administrator Tony Mercantante.

Attendees were treated to a speech and slide show of the Louis Berger Group, hired through the planning department, utilizing earmarked grant funds. A top-notch team addressed a bullet outline from our town: "Suggest the best for Belford". [Read the NMCC article here.](#)

Business Spotlight - For a Successful New Year

Consider the services of your fellow Chamber members for health and wellness as we kick off the New Year.

[The Training Rim](#) | 732-201-0252 | **Jon Rimmer**

Here at the Training Rim, we have the most educated and experienced trainers in the area, bar none. We collectively hold more degrees, certifications, and experience than any staff you'll find, making us THE ONLY choice for your personal training needs.

[Bayshore Fitness & Wellness Center](#) | 732-335-4200 | **Leslie Adelman**

At Bayshore Community Hospital, we provide a full range of inpatient and outpatient services, including specialized services like the [Bayshore Hearing Center](#), the [Bayshore Wound Care Center](#), the [Bayshore Breast Care Center](#), the [Vassar Eye Center](#) and comprehensive [Rehabilitation Services](#).

[Health South Rehabilitation Hospital Of Tinton Falls](#) | 732-460-5328 | **Jill Garaffa**

We look to provide our patients with the finest clinicians, technology, facilities and programs available. We do this in a safe environment, responding to the needs of our diverse patient population, always working to achieve superior outcomes for each patient in a professional, caring, and cooperative manner.

Don't neglect the health and fitness of your computers either!

RoyalGeeks.com | 877-797-4335 | Howard Sherman

Going beyond tech support, we can help you streamline your business operations, boost your sales, improve overall efficiency while reducing your operating costs.

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Town Focus - Ambassador Program

Are you an insider? Do you pay particularly close attention to your hometown, or the town where you do business? Why not volunteer to be a Township Ambassador for the Public Relations Group?

We are happy to welcome [Al Aloisi, AA Financial](#), as Town Ambassador of Hazlet, and [Howard Sherman, RoyalGeeks.com](#), as Town Ambassador of Aberdeen!

The ambassador will be responsible, one per year, for providing an overview of newsworthy township information as it relates to the small business industry. Special attention may be made for a particular business from that community. Does this sound like something you'd be interested in? If so, [please email us today](#).

Networking and Other Business Tips

What networking or business tips would you like to share with your fellow Chamber members? Has a particular advertising or marketing idea helped your business expand? Each month we'll be posting tips and ideas in this space, so [please tell us](#) what worked for you.



Members By Members - Invite a guest at no charge to the weekly Perkolator breakfast and select networking events. [Email for details](#).

News and Media

We all know the importance of advertising and marketing. What about publicity? Publicity will make you stand out. I recently engaged the services of a PR firm. Serbin Media believes that with advertising, you are paying to place your ad among all the other ads.

With publicity, the media is giving you attention. You're not paying them to do so, and the best part is, most people put their trust in what the media has to say. So if the media is talking about you, you must be really great and people are going to want to hire you. A good PR firm is a valuable asset.

Alyse Liebowitz, [3 Chicks That Click Photography](#).

Customer Relations Manager

While we are in very hard times with no light in sight as of late, we all have technology in the work place saving us time and money. For every one computer in the work place, we are actually employing 5 jobs without 5 physical employees. We all know what happens when we don't back up our stuff and a computer fails. YUK! How are you going to increase marketing exposure with a decreased or nonexistent budget? The answer is not decrease technology, but to step up using what you already have efficiently.

Tip #1

Adding more computers to your office, or for that matter, the latest widget, will not help you get more business. What will get you more with less is using what you

look at that! My MS Outlook was opened and as a techie I looked it over while troubleshooting an issue. Within minutes, I had built a scaled down version of a CRM.

A few steps later, I was sending out a personalized mail message to my VIP client base to make an announcement of a recent live desktop support service we had just launched. The best part is that I found two new clients right from my office easy chair that I might have missed.

How?

1. Organize your personal contact folder in Outlook.
2. Write your personal email message.
3. Send the message to all in your contact list using mail merge (I do 1000 at a time).

From that point, I did an online and offline survey that discovered few know how to set this simple CRM task up. If you need help with this concept, please let me know and I will be happy to assist you. Free set up for the first 5 chamber members that call. 732-996-8259 or visit us on the web at www.eswtech.com

Next Month's Tech Tip - Technology Social Nets and You. How to double your market exposure in a down market - FREE - and that is not a typo!

Bill Winkler, [ESW Enterprises Inc.](http://www.eswenterprises.com)

Newsletter Committee Members

Cliff Moore - [IHOP](http://www.ihop.com) | Alyse Liebowitz - [3 Chicks That Click Photography](http://www.3chicksthatclick.com) | [Carol Genco](http://www.carolgenco.com) - Two River Bank
[Mark MacDuffie](http://www.markmacduffie.com) - T-Mobile | Bill Winkler - [ESW Enterprises](http://www.eswenterprises.com) | Steve Bucci - [MoneyMailer.com](http://www.moneymailer.com)