

## Northern Monmouth Chamber of Commerce



Northern Monmouth  
Chamber of Commerce

### A personal greeting from Paul Morris, Executive Director:

"I would like to thank all our members for the excitement they bring to our Chamber. Their outreach to other business owners has accelerated our explosive growth! To find out more, [email me directly](#)"

## Community and Chamber Events

**This month, we would like to highlight Chamber member Debbie Wagner, Sales Professional at Tom's Ford in Keyport.**

Debbie recently combined business acumen with community outreach. In these challenging economic times, Debbie understands the customer doesn't always come to your business. She took the initiative, and brought her business to the customers.

Photography by [3 Chicks That Click](#)



### Debbie's success story:

"On April 4th, I participated in a vendor event in which [Tom's Ford](#) came together with the generous support of the Hazlet Home Depot for the benefit of the community. I had asked Home Depot if we could set up a vehicle display on a day when they had the highest volume of customers coming to their location. They were already planning a "Vendor Event Day", so the timing of my idea was perfect.

The opportunity allowed for several of our cars to be on display, including the Fusion, Escape, and F-150. It was a chance for the community to pick up literature on the vehicles, ask questions, explore the cars, and win a free oil change!

Having a positive attitude and being friendly goes a long way when interacting with the public. I feel that it was definitely worthwhile because customers were very interested in the Ford product. Not only did it allow people to associate a friendly and knowledgeable face with the car buying experience, but it also put the Tom's Ford name out in the community.

Ultimately, we all need to think outside the box when it comes to creating new sources of business during these trying times. When local businesses work together to help each other, we all win. This was an idea that I will continue to promote and hope that my experience will benefit the members of the Northern Monmouth Chamber Of Commerce.

If you have any questions about the event or a Ford vehicle, please don't hesitate to [email me](#) or call 732-264-1600, x 226 should you need advice

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### Perkolator Breakfast



Paul Morris with Arnie Schwartzman of the [Town Planner of Monmouth County](#)

Photography by [3 Chicks That Click](#)

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

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

### Fun Things To Do In NJ

#### Pottery Studios

Hot Sand in Asbury Park, Island Studio in Stone Harbor, Casa Picaso in Ocean Grove, Brushes and Bisque in Denville, and Color Me Mine in Summit.

about buying, selling or maintaining your vehicle. I always welcome the opportunity to earn your business."

Debbie's can-do attitude and positive outlook in business is a inspiration to other business owners. And many thanks to [Nancy Davis of Laser Renew](#) for bringing Debbie's event to our attention!

#### **Business Success & Empowerment Seminar on 4/29/09**

**Chris "The Coach" Ruisi** has had incredible feedback from his seminar about getting the most from your business and Chamber contacts. Chris provided a free clinic that was inspiring, motivational, and fun. Everyone who attended realized the need to wake up and do business differently in today's economic environment.

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#### **Please note these upcoming events!**

#### **Big Brothers & Big Sisters - every Tuesday in May at the Keyport IHOP**

Representatives of this rewarding organization will be at the [Keyport IHOP](#) all day every Tuesday in May, educating the community about their programs. The Keyport IHOP will be donating 10% of their sales on Tuesdays to the group.

#### **Women in Business Luncheon - Thursday, May 7 at 11:45am, at the Shore Cafe, 1104 Highway 36, Hazlet**

Our guest speaker will be Sue Walsh, Monmouth County Parks System, and the topic will be SHORE FUN! The Shore Cafe has prepared a wonderful luncheon for our members for just \$25.00 for all NMCC members and \$35.00 for Non-Members. Please call 732-203-0340 or [email Paul Morris to RSVP](#).

#### **NMCC Blood Drive - Friday, May 8 from 12PM - 4PM at the Chamber Office in Airport Plaza, 1340 Route 36, Hazlet**

Please join other NMCC members and sign up to be a Blood Donor. Call the Chamber office today to schedule your appointment at 732-203-0340. Your donation is greatly needed and appreciated.

#### **Our Premiere Event!**

#### **Aquariums and Fun Fish Attractions**

NJ Adventure Aquarium in Camden, Mammal Stranding Center in Brigantine, Pequest Trout Hatchery in Oxford, Seashell Museum in Ocean City, Jenkinsons Aquarium in Pt. Pleasant, and Ocean Institute, Sandy Hook.

#### **Water Parks**

Splash Zone, Wildwood, Sahara Sams, West Berlin, Mountain Creek, Vernon, Ocean Oasis, Wildwood, Pirates Cove, Hope, Breakwater Beach, Seaside Heights, Crystal Springs, East Brunswick, Thundering Surf Waterpark, Long Beach Island

#### **Kayak and Canoe Trips**

Captain Mike's Marina, Tuckerton, Pine Barrons Canoe, Chatsworth, Beaver Dam, Newport, Bay Cats, Ocean City, Bel Haven Canoe, Green Bank, and NJ Kayak, Barnegat

#### **Cool Day Trips**

NJ Rock Gym, West Fairfield, Lakota Wolf Preserve, Columbia, Insectropolis, Toms River, and Valley Shepherd Creamery, Long Valley

#### **NJ Zoos**

Bergen County Zoological Park, Cape May County Park Zoo, Popcorn Park Zoo, Lacey Township, Pequest Trout Hatchery, and Turtle Back Zoo, W. Orange

communities:

**Business Ambassador of the Year** - Marie Barbero, Valley National Bank

**Good Neighbor Award** - Guttenplan's Frozen Dough

**Non-Profit Organization of the Year** - The Keyport Ministerium Food Pantry

**Public Servant of the Year** - Gerald Scharfenberger, Deputy Mayor of Middletown

**President's Award** - Cliff Moore, Keyport-IHOP

Tickets are \$100 per person, which includes cocktail hour with open bar, and dinner. Reservations must be received on or before May 7, 2009, so please call 732-203-0340 or [email Paul Morris](mailto:Paul.Morris@nmcc.com).

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**Please welcome and support our New NMCC Members**



*From left, Kathleen Hamilton of Regal Pointe Senior Living, Kim Skidmore of Aflac, Stephen McGahran and Kimberly Barry of Merrill Lynch, and our fearless leader, Paul Morris!*

**Photography by [3 Chicks That Click](#)**

You're invited to our next NMCC Membership Committee Meeting on May 20, 2009, from 12:30pm - 1:30pm. We'll be announcing the location shortly. For more information or to RSVP, call Bernice Lopez at 908-566-6169

**Regal Pointe Senior Living at Middletown** - Kathleen Hamilton, Middletown, 732-957-0083

**Merrill Lynch** - Kimberly Barry, 732-530-3082, and Stephen McGahran, Red Bank, 732-219-5472

**Aflac**, Kim Skidmore, Hazlet, 732-217-3093 x107

We look forward to your success!

Learn more about what the Chamber can do for your business.

## Chamber Announcements

Photography by 3 Chicks That Click



**John Donnelly of e.d.design** created a new identity system for the Chamber. Check out the beautiful new logo at the top right of this newsletter.

An identify system comprises two parts: the logo, the symbol that represents the organization, functioning as its face and its brand, and the guidelines, the set of rules that governs how the logo is applied and the appearance of all materials the organization produces.

Visit [e.d.design studio](#) to learn more about branding your business.

The ever more popular Friday morning **Perkolator** breakfasts mean business for you. Show up, get involved, get referrals. As **Cliff Moore of the Keyport IHOP** says, "**People like to do business with people they know**" (**Cliff Quotes™**) . Make sure they know YOU! Every Friday morning at the **Keyport IHOP** from 8:00am - 9:15am. Only \$10 for a full breakfast including beverage, tax, and tip. Bring a guest free!

Kick start the economy in the new issue of the **Member To Member Directory** for 2009 - 2010. More information will follow.

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**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.](#)

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### **Business Spotlight - Grads and Dads!**

Consider the services of your fellow Chamber members for gifts, a good meal, and other services.

#### **Pizza Loolu | 732-769-2875 | Jason Gennusa | Middletown**

Treat Dad and the Grad to a great value buffet! \$5.99 all you can eat salad, pizza, pasta & dessert.

#### **Lakewood Blue Claws | 732-901-7000 | Jim McNamara, Lakewood**

Fun, affordable entertainment at the Jersey Shore.

#### **Gallco Sales & Leasing | 732-495-8988 | Art Gallagher, Belford**

Special programs are available for high and low mileage drivers.

#### **Jersey Shore Premium Outlets | 32-918-1700 | Michele Deroian, Tinton Falls**

Find impressive savings at a wide variety of stores and gifts for the whole family.

#### **Valley National Bank | 732-796-3980 | Allen Michero**

Valley National Bank places a high priority on customer service

## 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? Meet our current ambassadors.

**Hazlet** - Al Aloisi, AA Financial

**Aberdeen/Matawan**- Howard Sherman, RoyalGeeks.com

**Middletown** - Alan Michero, Valley National Bank

**Keyport** - Cliff Moore, Keyport IHOP

**Highlands** - Mike Dooley

**Holmdel** - Alexander Napoli

**Keansburg** - Dan Dunne of Valley National Bank

**Atlantic Highlands** - Sarita Bhalla of Valley National Bank

We're still looking for an ambassador for **Union Beach**.

The ambassador will be responsible, one per year, for providing an overview of newsworthy township information as it relates to the small business industry. 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..



### Printer Tips

As many of you know, there are some great printer buys out there right now, but I urge you to **USE CAUTION!** Make sure to check not only the toner cartridge price for use in the printer, but also the capacity of the cartridge.

All cartridges are rated by an industry standard of 5% page coverage - yes, that does mean if only 5% of the page is covered, it will last that many copies. So while one printer may cost \$200, the toner cartridge is only good for 2,000 pages at 5% page coverage.

A comparable model may cost \$249 - the cartridge for that printer may cost the same, but may be rated for 4,000 copies at 5% page coverage - **DOUBLE!**

Clearly, for an extra \$49, you'll use half the toner cartridges over the life of the printer - which will save you a whole lot more than \$49.

*Submitted by Nancy Davis, Laser Renew*

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**Newsletter Committee Members**

Cliff Moore - [IHOP](#) | Alyse Liebowitz - [3 Chicks That Click Photography](#)  
Jodi Richardelli - [Two River Bank](#) | Steve Bucci - [MoneyMailer.com](#)