



# Ocean Chamber News

*Greater Ocean Township Chamber of Commerce*

## *Welcome New Members*

**Andantex USA, Michael Munn**  
**The Brokers Network, Tim Henry**  
**Dr. Margaret Zakancycz, D.P.M.**  
**Dr. Richard Gindi, D.M.D.**  
**Homewell Senior Care, Tom Daugherty**  
**The Passion Group, Mike Hollemans**  
**Ray Catena Lexus, Tim Horn**  
**Trinity Worldwide Technologies, John Kalli**  
**Visiting Nurse Assoc., Kathy McKeever**

## *The Chamber Wishes to Thank*

**Steven Lane**  
**Photographer/Proprietor**  
**Linz Photography**

**For Photographing Our Proclamation Ceremony!**  
**732.267.2094 LynzPhoto@mac.com**

EXPLORE...

[www.gotcc.org](http://www.gotcc.org)

## *Greater Ocean Township Chamber of Commerce*

### *Executive Board*

**Nick Blanda**  
Aurora Financial Group  
President

**Teri Sciamarelli**  
Case Design & Remodeling  
Vice President

**Kathy King**  
Central Jersey Bank, N.A.  
Secretary

**Lois White**  
Piccola Italia  
Treasurer

### *Membership, Sponsorship & Event Information*

P.O. Box 656  
2002 Bellmore St.  
Oakhurst, NJ 07755

(732) 660-1888  
[info@gotcc.org](mailto:info@gotcc.org)  
[www.gotcc.org](http://www.gotcc.org)

### *Board Members*

**Dr. Stu Chavis, DMD**  
Ocean Township Cosmetic  
& Family Dentistry

**Rob Collins**  
Food Circus Supermarkets

**Nick Gradone**  
Atlantic Kitchen & Bath

**Dr. Raj Gupta, DC**  
Garden State Spine  
& Pain Institute

**Mayor William Larkin**  
Township of Ocean

**Jacqueline Leiva**  
Keeping It All Together

**Tom Madden, Esq.**  
Law Office of  
Timothy McGoughran, LLC

**Marie Siciliano**  
The Gavin Agency

**Kim Rise Somerville**  
Two River Community Bank

**Maria Sporn**  
Insurance Office of America

*Acting Business Manager*  
**Kim Horn Blanda**

### **HIGH SCHOOL SENIORS....**

If you live in Ocean Township, regardless of what high school you attend, or are the child of a member of the GOTCC, you are eligible to apply for a college scholarship! You may download the application from our Website, get it from the OTHS Guidance Department or stop by our office. We seek students with a strong commitment to community service and good academic scores.

For details call us at (732) 660.1888 or go to [www.gotcc.org](http://www.gotcc.org).

## PRESIDENTIAL PAUSE

Happy New Year! 2011 looks to be a year that will not be easy, but has potential. It is a year that needs discipline and structure. Hopefully, the goals you set in 2010 are now a way of life. The Chamber also has goals it is shooting for, and you being a member in 2011 is one of them. Please take advantage of the many events we will run this year, by getting involved and contributing your services to better the welfare of our business community.

Our new Website is almost fully functional now and we invite you to take a look. There you will also find our monthly newsletter, along with our "Publicize!" column that will be updated regularly. So please take advantage of this free promotional opportunity - send in your submissions to be included in our newsletter and on our Website! You will also find our searchable and categorical membership directory, a listing of events, photo gallery, links from this publication with more in-depth content, helpful links to local, county and state government, media and more. We will soon be offering the ability to pay for events and membership online using your Visa or MasterCard credit or debit card, or Discover card. Currently you can download our membership application and mail it in with a check, or submit your application online and call in with credit card information. Feel free to drop us a line with your suggestions for helpful Website content.

Next month is when our college scholarship applications become available. High school seniors who live in the Township of Ocean, regardless of which high school they attend, or the children of members of our organization are eligible to apply. Our scholarship criteria is based strongly on community service coupled with a good academic background. The applications will be available in the OTHS guidance office, at our office and are downloadable from our Website.

January is the month for our reorganization, and we are seeking new members on all of our committees. They include: Planning, Membership, Scholarship, EXPO and Golf. If you are interested, please call or email Kim in the office.

We look forward to seeing you at one of our many events. Check out our Website for updates and watch for our emails.

Wishing you a prosperous New Year!

Respectfully,

**Nicholas Blanda**

President, GOTCC

Licensed Mortgage Banker

Aurora Financial Group

[nblanda@aurorolending.com](mailto:nblanda@aurorolending.com)

732.829.4294

## PUBLICIZE!

Congratulations to **Teri Sciamarelli**, President of **Case Remodeling & Design** in Ocean, on winning Honorable Mention in Enterprising Women Magazine's 2011 Woman of the Year. Teri, Vice President of the GOTCC, will be honored with her fellow recipients at the Enterprising Women of the Year Awards Celebration in Boca Raton, Florida in March. Enterprising Women is an International Magazine. Visit Teri's Website at <http://monmouthcountycaseremodeling.com> or call her at **732.922.1700**.

**The LADACIN Network**, formerly Cerebral Palsy of Monmouth & Ocean, has announced their early-mid 2011 events: The Polar Bear Plunge on Saturday, January 15th at Leggett's Sand Bar & Restaurant in Manasquan; 30th Annual Rosebud Gala Dinner Dance, Saturday, March 12th at the Sheraton in Eatontown; Team LADACIN 2011 in the New Jersey Marathon, Sunday, May 1 in Long Branch (runners are needed for the full and half marathon and team relay!); Casino Night and Auction, Friday, June 10th at Eagle Oaks Golf & Country Club in Farmingdale. For details, please visit their Website at [www.LADACIN.org](http://www.LADACIN.org) or call **732.493.5900 ext. 263**.

**Atlantic Security & Fire** has moved to 44 Oceanport Avenue in West Long Branch. They can still be reached at **732.531.0000**.

**Chris and Rose Meyer of Shore Antique Center** is thrilled to have won the Reader's Choice "Best of the Best" awards for the Asbury Park Press. Now they are vying for the state-wide title in New Jersey Monthly Magazine's poll. You can vote for them at [www.njmonthly.com](http://www.njmonthly.com). They are also pleased to welcome Lori Zimmerman as a new dealer to their center. Lori will feature ephemera, old postcards, vintage advertising materials and historical NJ memorabilia, and is

open on Thursdays and Sundays. Visit Shore Antique Center at 413 Allen Avenue in Allenhurst or call them at **732.531.4466**.

**Branches Catering** is offering a Winter Wine School every Wednesday, beginning January 12th and through February 23rd. The wine series is a virtual global tour of the wine world...with irreverent, fun and interesting facts. Sessions will be led by Barbara Longue of Cotes de Longue Selections, Inc. The wines served will be with stationary hors d'oeuvres to help you develop your own palate for wines. Prices are \$25 each class or \$149 for all 7 (plus tax). Branches also announces their E. Guigal French Wine Dinner, featuring Stephanie Ferrier and Paul Gumeny from Monsieur Touton as they present these Rhone jewels, all rated between 89-92. Wines available for purchase the night of the dinner. Friday, January 14th 7pm, \$45 per person (plus tax). Please call for reservations. For more information visit [www.BranchesCatering.com](http://www.BranchesCatering.com) or call **732.542.7790**.

**Monmouth University's Center for the Distinction For The Arts** is pleased to announce the following events: February 1-April 30 Special Exhibit of Books and Artifacts in the Monmouth University Library, first level; Wednesday, February 9th 7:30 pm The Lives of Others - in the Pollack Theatre; Wednesday, February 16th Faculty Forum - Daughters of South Central Eastern Europe in Wilson Hall Auditorium. The Pollack Theatre Performing Arts Series: In The Mood, a 1940's Musical Revue, Sunday, March 27th at 7pm. For information visit [www.monmouth.edu/arts](http://www.monmouth.edu/arts) or call **732.263.6889**.

*Take advantage of Publicize! Please send your submissions to [info@gotcc.org](mailto:info@gotcc.org), and we will print them space permitting.*

# ID THEFT

**In the absence of a solid risk management plan for identity theft, the potential losses for companies are limitless. — Risk Management Magazine**

- Identity Theft is no longer a secret, every day we see the devastating effect of America's number one crime on TV, in newspapers, and on the internet.

- ID Theft is the #1 Crime in the USA and still gaining momentum 1 in 5 will experience ID Theft (Source: FTC Estimate '07).

- More than half of all identity theft takes place in the workplace and **employers are held liable**. If you experience a security breach, 20% of your affected customer base will no longer do business with you, 40% will consider ending the relationship and 5% will be hiring a lawyer (Source: CIO Magazine). It takes an average of 600 daytime man hours to resolve Identity Records. "When it comes to cleaning up this mess, companies on average spend 1,600 work hours per incident at a cost of \$40,000 to \$92,000 per victim" (Source: CIO Magazine.)

- This problem cost US businesses over \$50 billion dollars last year alone. What's worse is that over 89% of businesses surveyed lacked any comprehensive plan to deal with potential breaches or loss of productivity due to this insidious crime.

## **Here are some tips for your business:**

- Lock rooms and file cabinets where records are kept

- Do not share or openly post employee passwords

- Encrypt sensitive customer

information when it is transmitted electronically

- Dispose of customer information in a secure way

- Before outsourcing any of your business functions (i.e. payroll, Web hosting, etc.) investigate the company's data security practices

- Create a culture of security by implementing a regular schedule of employee trainings

- Make sure training includes employees at satellite offices, temporary help and seasonal workers

- Ask every employee to sign an agreement to follow your company's confidentiality and security standards for handling sensitive data

- Impose disciplinary measures for security policy violations

*Because it is vital to implement reasonable steps designed to prevent Identity Theft and mitigate when it occurs, Greater Ocean Township Chamber of Commerce member, Gerri Burns of IDT Secure, an identity theft specialist, tailors an information security program for each of her clients based on the business' size, complexity and nature of operation. Her vision is to educate companies and people globally on how to protect themselves from the 5 areas of identity theft, protect the non-public information of all customers, clients, patients, and employees and give the 80% of middle income family's access to 4700 law firms nationwide for identity theft and everyday life events. For more information you can contact Gerri at gerri@idtsecure.com or toll free 866-881-3553.*

# TECH TALK

## 6 YEARLY PC MAINTENANCE TIPS

A little simple maintenance now can help prevent many headaches throughout the year. Regular maintenance is the key to creating a safe, secure, productive environment, protecting your technology, and getting your greatest return on your investment. This is a customized list of tasks for monthly, quarterly, and yearly maintenance that everyone should minimally perform.

### • **Remove the Junk**

At a minimum, run Disk Cleanup: You'll find this utility on the Start Menu submenu: Start > (All) Programs > Accessories > System Tools. With less junk files on your computer you will gain back valuable disk space and your computer will run quicker as well.

### • **Patch And Update**

Start with Windows Update, and ensure that your operating system is fully up to date with all necessary patches, fixes, and updates. Do likewise for all your software, especially your antivirus, antispyware, and other security tools, visiting the vendor sites to download any and all updates and patches for your applications and utilities. Finally, check your hardware vendors' Web sites for driver and other updates for your video card, audio system, motherboard components, etc.

### • **Reorganize**

The end of the year is a great time to reorganize the files and folders on your hard drive. Some users like to organize first by topics, then by chronology; others do it the other way, first by year, then by topic. The organizing principle doesn't matter as long as you end up with an organized "tree" of data files that you can traverse with ease to locate whatever files you may later need. You want to avoid the too-common syndrome where every data file on the PC ends up in an undifferentiated mass in "My Documents" or in similar, uselessly cluttered, generic folders.

### • **Simplify**

While you're reorganizing your hard drive, keep an eye out for files and software that you no longer use or need. These can be moved to long-term storage (via backup; or perhaps by moving to an unused disk or partition) or you can simply delete/uninstall them from your system.

Removing unused files and software saves space, avoids clutter, and can actually improve system speed and responsiveness.

For example, keeping large numbers of unneeded files on the system can bog down searches and slow the indexing of the rest of the drive's contents. Carrying unneeded software clutters the Registry and may delay system startup and shut down as unnecessary components are loaded or unloaded.

### • **Reorder**

Once your hard drive is as organized, cleaned, and simplified as you can make it, reorder the files for fastest access, and to make most-efficient use of the disk space. This "defragmentation" of the system's files is best done on a regular basis, but at the very least should be done after a major cleanup. You'll find this utility on the Start Menu submenu: Start > (All) Programs > Accessories > System Tools.

### • **Backup**

Having come this far, you should backup your files in your newly organized file structure with an external USB hard drive such as the Seagate FreeAgent. You can also use the built-in backup program that comes with your operating system. This can be invoked through the menus, or by typing "backup" on the Run line.

Wouldn't it be great if you could somehow preserve your PC's current lean, clean, fully-updated and defragged setup so that, should you ever need to in the future, you can restore your PC to its current perfected state in just minutes? Try a disk cloning product such as Acronis Backup & Recovery.

*"Tech Talk" is now being authored by Chamber member John Kalli, CEO of Trinity Worldwide Technologies, and will cover important technical topics that we believe can help our members/readers. Typical topics can range from alerts to possible threats, to learning how to get the most out of your system/network and new technologies, software and online offerings. More specifically, our goal is to provide you with the knowledge that can save you time, money and potential disaster. Trinity is a Microsoft Certified Partner, Microsoft Small Business Specialist and has vast experience in all realms of computer networking, security, installation and more. If you have a suggestion for a topic or would like to submit a question for possible inclusion in a future column, please contact John at JKalli@trinityww.com. To inquire about their services and to see if you qualify for a no cost, no obligation assessment of your business' technology, you can reach/visit them at 732-780-8615 or www.trinityww.com.*



1: Back row: William Garofalo, Lois White, Jacqueline Leiva, Christopher Siciliano, Donna Schepiga, Nick Gradone, Dr. Stuart Chavis, Teri Sciamarelli, Martin Arbus, Esq., Lynne Broza, CPA, Stephen Setrin, Robert Collins III, Ann Appleby Terwilliger, Dr. Raj Gupta, Thomas Madden, Esq. and Katheryn King. Front row: Nicholas Blanda, Marie Siciliano, Frank Felice, Mayor William Larkin, Dr. Philip Agrios and Andrew Horn.

2: Danny Aboudi of Speedpro Imaging with GOTCC Director Dr. Stuart Chavis of Ocean Township Cosmetic & Family Dentistry.

3: Dominick Malgieri of eMarketier with GOTCC VP Teri Sciamarelli of Case Design & Remodeling.

4: GOTCC Director Robert Collins III, Regional Catering Coordinator of Circus Foodtown, Charlene Corso, partner of Tommy's Coal Fired Pizza, GOTCC President Nicholas Blanda of Aurora Financial Group and GOTCC Director Jacqueline Leiva of Keeping It All Together.

## GOTCC Celebrates the Holidays & Receives Honors

The evening of December 6th began amidst the holiday splendor at Tommy's Coal Fired Pizza in Oakhurst, where the Chamber celebrated the holiday season with our Holiday Party. The well-attended event featured great food, including Tommy's specialty pizzas and wings, and good company - both members and guests, all of whom braved the frigid temperature outside to gather and spread holiday cheer.

It was like a family reunion, following Tommy's, when twenty plus directors and former presidents of the GOTCC descended upon the municipal meeting room of the Township of Ocean to take part in a ceremony thanking the Chamber for twenty-five plus years of service to the community.

Accepting the awards on behalf of the Chamber was current President Nicholas Blanda. Mayor Bill Larkin presented the award on behalf of the Township of Ocean Council, and Assemblywoman Mary Pat Angelini and Assemblyman David Rible presented proclamations from the NJ State Assembly and Senate (on behalf of Senator Sean Kean who could not be present). Mayor Larkin and Blanda both thanked Chamber Founder, Frank Felice, who got up and said a few words.

Among those present for the ceremony were: current GOTCC Executive Board members - President Nicholas Blanda of Aurora Financial Group, Vice President Teri Sciamarelli of Case Design and Remodeling, Secretary Kathy King of Central Jersey Bank and Treasurer Lois White of Piccola Italia; and Directors Dr. Stuart Chavis of Ocean Township Cosmetic & Family Dentistry, Robert Collins of Super Food Circus/Foodtown of Ocean, Nicholas Gradone of Atlantic Kitchen & Bath, Dr. Raj Gupta of Soul Focus/Garden State Spine & Pain Institute, Jacqueline Leiva of Keeping It All Together, Thomas Madden, Esq. of the Law Office of Timothy McGoughran, and Marie Siciliano of the Gavin Agency. Mayor Larkin is also a current and long-time Director. Past Presidents in attendance included Dr. Philip Agrios, Ann Appleby Terwilliger, Martin Arbus, Esq. (Council Attorney), Lynne Broza, CPA, Founder and First President Frank Felice, Andrew Horn and Stephen Setrin, CFP. Those unable to attend included John Calabrese, Robert Furlong (deceased), Christine Hanlon, Mark Horowitz, Michele Commodore and Caryn Rahill.

Steven Lane of Linz Photography took photos of the assemblage that will grace the Chamber's walls for years to come. We

thank Mayor Larkin, the Township Council including William Garofalo, J. David Hiers, Donna Schepiga and Christopher Siciliano, Township Manager Andrew Brannen, Assemblywoman Angelini, Assemblyman Rible and Senator Kean for bestowing this

honor upon us. We look forward to the continuance of our many existing events, and the implementation of many new and exciting programs to benefit both the business and residential community.



Council members William Garofalo, Christopher Siciliano, Donna Schepiga, GOTCC President Nicholas Blanda, Assemblyman David Rible, Assemblywoman Mary Pat Angelini and Mayor William Larkin