



Ocean Chamber News

Greater Ocean Township Chamber of Commerce

2010 CALENDAR OF EVENTS

OCTOBER

Thursday, October 21st 8:00 a.m.

News & Network Breakfast

OCEAN CAFÉ

of Super Foodtown of Ocean

Speaker: Ocean Twp. Manager Andrew Brannen

Members \$5/ Non-Members \$10

[Free if you join the GOTCC that morning]

NOVEMBER

Tuesday, November 2nd 8:00 a.m.

Board meeting Chamber office

Friday, November 12th

22nd Annual Scholarship Fundraiser

Night of Comedy & Mini Gift Auction

Branches in West Long Branch

\$50 includes Hors d'oeuvres, Cocktails, Dinner and Show...See Ad for Full Details.

We are still planning more events for 2010. Advance registration/reservations are always appreciated.

Greater Ocean Township Chamber of Commerce

Executive Board

Nick Blanda
President

Teri Sciamarelli
Vice President

Kathy King
Secretary

Lois White
Treasurer

Board Members

Nick Blanda
Peter Calafiore
Stu Chavis

Rob Collins
Nick Gradone
Raj Gupta

Hortense Jatlow
Kathy King
William Larkin

Jacqueline Leiva
Tom Madden
Teri Sciamarelli

Marie Siciliano
Kim Rise Somerville
Maria Sporn

Luisa Vroman
Lois White

Membership and Event Information: (732) 660-1888 gotcc@optimum.net
2002 Bellmoore Street, PO Box 656, Oakhurst NJ 07755

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Welcome New GOTCC Members

Costco Wholesale Club, Gina Garcia

Widman, Cooney & Wilson, Douglas Widman, Esq.

PRESIDENTIAL PAUSE

As we enter the fall of 2010, some are tailoring their business and hoping for a strong finish, some are working towards Black Friday and some are already planning and setting goals for 2011.

We at the GOTCC are doing our part working toward a strong finish. Our Board of Directors is doing everything possible to ensure the business community that we are here for them by providing networking opportunities and marketing tools to help make their businesses grow. We encourage all the businesses in the GOTCC area who are not yet members to join our organization as we expand and grow, offer new ideas, programs and benefits for members.

I would like to officially welcome our board member Lois White, who has accepted the position of treasurer of our Executive Board. We know she will make a big impact on the Chamber and do a great job. From the entire Board of Directors ... Welcome Lois!

November 12th will be here soon, what is November 12th?

Our 22nd Annual Comedy Night & Gift Auction Scholarship Fundraiser!!

This is my 22nd year of chairing this event, and I am always delighted when we award scholarships to deserving local high school students who have given back to their community. This year we will bring you the best comedy has to offer with "a REALLY BIG SHOW." Okay, I stole that from Ed, but it is appropriate. The event will be at Branches and the headliners will be top national touring comedian, and New Jersey native, Mike Marino; and the comedian who warms up the Dr. OZ show each day, Richie Byrne. Our big surprise is that our emcee will be Lou Russo, host of 94.3 FM The Point's Lou & Liz Show!!! We are always seeking gift donations and service gift certificates for the auction, so please let us now if you have something to donate. Don't hesitate, don't wait, start dialing all your friends, neighbors and associates and make your reservations today by calling Kim at the Chamber Office (732) 660-1800.

I look forward to seeing you at our next event; News & Networking at The Ocean Café in Super Foodtown of Ocean on October 21st, where there will be a round robin introduction of all those present, and Ocean Township Manager Andrew Brannen will speak and answer questions.

Until then, be well...

Respectfully,
Nicholas A. Blanda
President, GOTCC • Senior Loan Officer
Licensed Mortgage Banker
C 732.829.4294 • F 866.248.6506
nblanda@auroralending.com

PUBLICIZE!

Lois White, marketing manager of Piccola Italia, Cobblestone Village, Ocean Township and Pi Café, Highway 34, Wall, has been named treasurer of the Greater Ocean Township Chamber of Commerce. Lois has been serving on the Chamber's board of directors since June.

William Golda, CPA of Paduano, DiTommaso & Golda, is starring in the Monmouth Players production of CA\$H ON DELIVERY. Show dates are October 9, 15, 16, 22 and 23 at 8:15 p.m. and October 10 and 17 at 2:00 p.m. For more information go to www.monmouthplayers.org.

Laura Huderwitz of Toms River has been promoted to vice president and area manager for The Provident Bank. In her new position, Huderwitz will manage the bank's Ocean Township and Ocean Grove branches, supervise business development, community relations activities and day to day branch

operations. Huderwitz has 17 years of experience in the banking industry. She joined The Provident Bank in 2002 as a teller

Special thanks to Marie Siciliano, Marion Legier and Robby Setrin for volunteering the day of our GOTCC Golf Outing.

Special thanks also to Ocean Township volunteer photographer Bob Bortolameotti for sharing his photographs with the GOTCC for our upcoming Website.

The Chamber has a wood desk, with a return, and two small wood cabinets available to anyone who would like to pick it up. Please call the Chamber office at 732.660.1888.

Take advantage of Publicize! Please send your submission to gotcc@optimum.net and space permitting, we will print it.

NEWS & NETWORKING BREAKFAST

OCEAN CAFE

Continental Breakfast, Speaker and Q&A:

Andrew Brannen, Ocean Twp. Manager

Thursday, October 21st 8:00 a.m.

Round Robin Introduction & Mentor Mingling

Let us introduce you to all those present!

Members \$5/Non-Members \$10

[Free with Membership that Morning]

**Located at Super Foodtown of Ocean
Middlebrook Plaza, Hwy. 35 & Deal Rd.**

HOW TO SUCCESSFULLY INTERVIEW POTENTIAL EMPLOYEES

Before you spend energy and money to locate someone for a specific job, take the time to prepare. Questions to ask yourself

- Do I have 15-20 hours to devote to hiring the right person?
- How much money can my company afford to spend to fill this position?
- What kind of track record do I have in locating, screening and hiring new people?
- Can I recruit from my competition?
- What are the costs involved in having this position go unfilled for 12-14 weeks?
- Do I have a full job description?
- Do I have “what if” job related questions?
- Do I have a list of interview questions other than “what if” questions?

How to find new employees

The most common sources are newspapers, trade journals, personal contacts, industry contacts, “Ol Boy” network, employee referrals, in-house posting, recruiting specialists, and online. There are advantages and disadvantages in all recruitment efforts.

Each source will produce people to study. There are plenty of people available, but a shortage of qualified people. Everyone doesn't have the skills and credentials you may require and unless you know how to interview correctly, you may miss that good one. Then the search continues, costing more and more as time goes on. Asking the right questions will reveal the information you want. You will know when that good one appears. This can be accomplished by writing in detail for yourself and your personnel department the complete job requirements. This job description will act as a guideline for you to follow and will give the personnel department exacting specification as to what you want.

The Resume

A piece of paper cannot possibly completely describe the applicant it represents. The resume is a one-dimensional sketch of a multi-dimensional individual. Yet, from this “paper person”, we often must make the key decision on whether or not to see this applicant. If we choose not to based on the resume, we may lose this prospect forever – perhaps the best possible

candidate. Before discarding an applicant's resume, ask yourself these questions:

1. Is my reason for rejection based on the subject's lack of qualification or lack of information on the resume?
2. If rejection is based on the types of jobs the applicant held, is it likely that the experience is there but not specified? (It may pay for you to call the applicant and obtain the missing information before making a decision.)
3. Is my reason for rejection due to a poorly written or presented resume? If the position calls for communicative skills, this is a valid reason for rejection. If not, this could be an unwise decision. (Eliminating the poorly written resume of a master mechanic may deprive the firm of a top potential employee.)

Rather than lose a person who may be highly qualified because of an unsatisfactory resume, call them and do a mini-telephone interview.

- Avoid interviewing using a resume; have them fill out an application.

The Interview

Using the job description, application, and “what if” questions that pertain to the job, start the interview. Strict job related questions are:

- Tell me something about yourself that I wouldn't know by reading your resume/application.
- What do you want out of your job?
- What would you like to accomplish that you were not able to accomplish at your other jobs?
- Give me an example of your determination.
- Tell me about a time you didn't perform to expectations.
- What do you wish to achieve/develop?

Use these and others to probe for usable information. Do not talk about the job or the company first. Go directly to gathering information that will help you to determine if you want them. If so, then discuss the job and your company. (There are 100 or more questions you can ask, these are a sample.)

SPECIAL THANKS TO OUR GOLF OUTING SPONSORS!!

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RAY CATENA LEXUS RT 9 FREEHOLD
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LAND ROVER OF MONMOUTH

SEACOAST CHEVROLET

SAKER SHOP RITES

MIDDLEBROOK AT MONMOUTH

ACURA OF OCEAN

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MARTIN J. ARBUS, ESQ.

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NEW JERSEY NATURAL GAS

PADUANO, Di TOMMASO & GOLDA, CPAs

SEAVIEW ORTHOPAEDIC & MEDICAL ASSOCIATES

STEVE SETRIN/MORGAN STANLEY/SMITH BARNEY

SUNSET FARM & GARDEN CENTER

SUPER FOODTOWN OF OCEAN

TWO RIVER COMMUNITY BANK

In probing for weaknesses consider the following questions:

- What disappointments did you have in your previous job?
- In what areas did you need help or guidance from your boss?
- For what have your superiors complimented you? Criticized you?
- Of all the aspects of your last job, what did you like most? Least?

After any insufficient answer you can probe by asking specific questions:

Applicant: I was responsible for a salary administrative program.

Interviewer: Describe the program?

Applicant: It was an informal one.

Interviewer: Was it based on a point or factor comparison system?

Applicant: We developed it ourselves.

Interviewer: How did you classify jobs?

Applicant: The department head and I assigned grades to them.

To Examine Attitudes and Motivation

Equally as important as knowing what is in the applicant's head is knowing what is in their heart. You will want some insight into motivation, drive, stability, resourcefulness, ability to work with others, take direction, supervise and take responsibility. The following questions are examples of the type of inquiry to help.

Motivation

1. Why did you select this career?
2. What is it you seek in a job?
3. What are your long-term goals?
4. How do you plan to reach goals?
5. What position would you like to hold in five years? Ten years?
6. What would you want in this job that you are not getting now?

Identify Stability

1. Your reasons for leaving jobs?
2. Why are you seeking a job now?
3. Have your career goals changed?
4. What was your greatest disappointment thus far in your life?

To Find Out If They Are Resourceful

1. How did you change the scope of your previous job?
2. What were some of the more difficult problems you encountered on the job? How did you solve them?
3. To whom did you go for counsel when you couldn't handle a problem on the job? What type of problems did you bring them?

To Check If They Have The Ability To Work Under Direction Or With Others

1. Describe your supervisor's supervisory methods. Evaluate them.
2. On what committees have you served?
3. In your previous jobs, how much of your work was done on your own? As part of a team?
4. Which aspect did you enjoy most and why?

Executive Questions

1. What was an innovative idea you introduced in your company? How did you persuade management to accept it?
2. Describe your technique of getting a job done.

Evaluation

Your chief tools are the written job specification, your personal knowledge of the position and the written facts obtained from the candidate. Don't be RIGID. Rigid interpretation of these specs may keep you from ever filling the position. Quality people are snapped up quickly. Remember: evaluate the whole person.

The difference between an astute interviewer and a personnel clerk is the ability to understand the real requirements of a job and to look at a candidate as a whole person rather than a series of individual components.

Avoid loss of good candidates and extra work. Finalize your last interview thoughts with the following questions:

- Can/will this candidate do the work?
- Do they fit in?
- Are they decision makers?
- Will they accept responsibility?
- Are they problem solvers?

If anything in the article prompts a question, call me. I will be happy to share more details on how to hire and the over 100 questions that can be utilized to hire the right person.

Once satisfied, you can make a logical "go" or "no go" decision, close the interview. If there's a serious interest in the applicant and you can't make an offer or reject immediately, tell the applicant that you're interested. Explain that there are tests, further interviews, or whatever else, so you can mentally take them off the market. Don't lose them and don't be afraid to discuss this important part of the interview process.

Job evaluation, resume screening and effective interviewing are fundamental techniques which, if used and perfected, will give you added power. Always strive to reach beyond your limits. Push your comfort zone, make yourself better today than yesterday. The search for that elusive employee can be an intriguing and highly worthwhile quest.

Bill I. Saloukas, CPC, CTS, owns and manages Broad Waverly Staffing, LLC, a personnel placement and recruiting firm since 1972, 200 Broad Street, Red Bank, 732-741-1010. Their email address is staffing@broadwaverly.com

The Greater Ocean Township Chamber of Commerce's
22nd Annual Scholarship Fundraiser

**COMEDY NIGHT
& GIFT AUCTION**

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HEADLINER: MIKE MARINO &
DR. OZ'S WARM UP MAN RICHIE BYRNE**

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"LOU & LIZ SHOW"
LOU RUSSO!!**

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OPEN BAR FOR DOMESTIC BEER,
WINE & HOUSE BRANDS
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\$50/PERSON**

Cash Bar Available for Imported Beer and Call Brands.

**BOOK A TABLE!
BRING CLIENTS, STAFF & FRIENDS!!!**

**DINNER & AUCTION PREVIEW 6:00 - 8:00 P.M.
SHOW 8:00 PM**

Tickets: 732.660.1888