



Ocean Chamber News

Greater Ocean Township Chamber of Commerce

GOTCC EVENTS

This Event is Part of the
GOTCC "Grow Your Business Series"
NIBBLE, NETWORK & NEWS

WEDNESDAY, MAY 11th 8:00 - 9:30 am
**CONTINENTAL PLUS BREAKFAST
BRANCHES IN WEST LONG BRANCH**

**GREATER OCEAN TOWNSHIP &
GREATER LONG BRANCH CHAMBERS**

Speaker:

MARIA VALENTINO SANT
RETIRED MENTORSHIP DIRECTOR
COMMUNICATIONS HIGH SCHOOL
**MENTORSHIPS: A BENEFICIAL
COLLABORATION FOR BOTH BUSINESS & STUDENTS**
ROUND-ROBIN INTRODUCTIONS

MEMBERS \$13/NON-MEMBERS \$15

ADVANCE RESERVATIONS & PAYMENT ARE REQUIRED

23RD ANNUAL BUSINESS & RETAIL EXPO

WEDNESDAY, MAY 25TH 5:00 - 8:00 PM
JUMPING BROOK COUNTRY CLUB IN NEPTUNE
SPONSOR! EXHIBIT! ATTEND!

**FREE ADMISSION!
OVER \$6000 IN DOOR PRIZES**

AFTER HOURS
BUSINESS CARD EXCHANGE

WEDNESDAY, JUNE 29TH 5:30 PM
CENTRAL JERSEY BANK
CORLIES AVE., ALLENHURST

OCEAN TOWNSHIP SHRIMP FESTIVAL!!

FRI - SUN, JULY 8TH-10TH
JOE PALAIA PARK

**CRAFTS! CRAFTERS! FOOD! RIDES!
ENTERTAINMENT! MUCH MORE!!!
VENDOR INFO: 732.660.1888**

23RD ANNUAL GOLF OUTING

MONDAY, SEPTEMBER 12TH
JUMPING BROOK COUNTRY CLUB

SPONSOR! PLAY! DINE!

**REGISTER & PAY ONLINE 24/7! VISA, MC, D & DEBIT!
732.660.1888 GOTCC@OPTIMUM.NET**

Event details will be emailed as they become available and posted on our Website
www.gotcc.org. Please email us at info@gotcc.org to be included on our email list.

Greater Ocean Township Chamber of Commerce

Executive Board

Nick Blanda, President
Aurora Financial Group

Teri Sciamarelli, Vice President
Case Design & Remodeling

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

Lois White, Treasurer
Piccola Italia

Acting Business Manager

Kim Horn Blanda

Board Members

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

Rob Collins
Food Circus Supermarkets

Nick Gradone
Atlantic Kitchen & Bath

Laura Huderwitz
The Provident Bank

Mayor William Larkin
Township of Ocean

Jacqueline Leiva
Keeping It All Together

Tom Madden, Esq.
Law Office of Timothy McGoughran

Michael Manna
Burke & Manna Real Estate

Marie Siciliano
The Gavin Agency

Michelle Smith-Tibbetts
Rumson-Fair Haven Bank

Kim Rise Somerville
Two River Community Bank

Maria Sporn
Insurance Office of America

Brandi Swift
Servpro Restoration of
Marlboro/Tinton Falls

Membership, Sponsorship & Event Information

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

(732) 660-1888

GOTCC@OPTIMUM.NET
WWW.GOTCC.ORG

Welcome New Members

Board of Fire Commissioners, David Hier

Fire District #1, Township of Ocean 72 Larkin Place, Oakhurst 732.229.8059 <http://oakhurstfd.com/>

Guiding Light Behavioral Health, Gwendolyn Lundy

Treatment of drug and alcohol related behavioral issues. hrc@rocketmail.com 732.531.2626

For a more detailed description and additional contact information, please visit
the Member Directory at our Website www.gotcc.org/memberdirectory.html.

PRESIDENTIAL PAUSE

As the nice weather starts to roll in, the excitement of spring and high school graduations are in the air. The Youth Committee has picked six worthy recipients for \$1000 scholarships and will be presenting them at our annual Installation & Awards Luncheon on April 13th, at the same time as we honor our very deserving award recipients - Hall of Fame past presidents Andrew M. Horn and Stephen P. Setrin, Chamber Service Millennium Radio Group NJ, Community Service J. David Hiers and Beautification Frank Natale for developing the Central Jersey Bank building. If you missed our FREE After Hours "News, Nibble & Network" event hosted by GOTCC member NJ Press Media Solutions at their Asbury Park Press building, you an incredible event! We invited our friends at the Asbury Park Chamber of Commerce, and were privileged to hear APP Executive Editor Hollis R. Towns speak about marketing strategies for getting your business press release published. It's good to see our business community out networking, handing out business cards, giving referrals, and seeing the benefits of becoming a Chamber Member. "It's out there, but you've got to go get it". Our thanks to NJPMS!

Look for our next breakfast event May 11th at 8am at Branches in West Long Branch. We have asked the Greater Long Branch Chamber of Commerce to join us and we have another excellent speaker. Do your best to be there - reservations are required and can be made online at www.gotcc.org.

Our Business EXPO May 25th is where you can either showcase your business or walk the floors and talk to businesses that may offer services that you need. If you plan to showcase your business, please call Kim at the Chamber Office ASAP to register; this will be a sold out event so REGISTER EARLY!

It's hard to believe the 1st Quarter of the year is now in the history books. We are working hard to make the 2nd Quarter even better. Keep an eye out for our 1st Ocean Township Shrimp festival to be held July 8th, 9th & 10th, at Palaia Park, this will be a major event and lots of fun!

I look forward to seeing you at all the events, networking and meeting new prospects.

Nicholas A. Blanda, CMB NMLS #227173
Senior Loan Officer & Reverse Mortgage Specialist
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nblanda@auroralending.com

GOTCC 16TH ANNUAL GOLF OUTING SPONSOR & PLAY! SPONSOR! PLAY! DINE!

MONDAY, SEPTEMBER 12, 2011



PLATINUM \$2,500
2 foursomes, 3 - 2"x41/2" ads in "Ocean Today*," event signage & Website homepage presence.

GOLD \$1,500
1 foursome, 1- 2"x41/2" ad in "Ocean Today*," event signage & Website homepage presence.

SILVER \$1,000
2 dinners, 1 ad (2"x41/2") in "Ocean Today*," event signage & Website homepage presence.

DINNER \$750
COCKTAIL HOUR \$500
LUNCHEON \$500
REFRESHMENT CART \$500
DRIVING RANGE \$250
PUTTING GREEN \$250
GOLF CARTS \$250**
GOLF TEES \$150



Sponsorships include event signage, Website & newsletter* presence and inclusion in program.* Mailed to 12,000 homes & all GOTCC members. ** 5 carts.

GOLF \$175 COCKTAILS & DINNER ONLY \$60

732.660.1888 GOTCC@OPTIMUM.NET WWW.GOTCC.ORG

Please Join Us
and the
Greater Long Branch Chamber of Commerce
"NIBBLE, NEWS & NETWORK"
CONTINENTAL PLUS BREAKFAST



WEDNESDAY, MAY 11th 8:00 am

A GOTCC "HELPING YOUR BUSINESS GROW" EVENT

featuring

MARIA VALENTINO SANT

"MENTORSHIPS: A BENEFICIAL COLLABORATION
FOR BUSINESS & STUDENTS"

ROUND-ROBIN INTRODUCTIONS & NETWORKING

\$13 MEMBERS/ \$15 NON MEMBERS

RESERVATIONS: 732.660.1888 or WWW.GOTCC.ORG

Thanks Asbury Park Press For a Great Event!



Part of the "Helping Your Business Grow" series, the goal of the GOTCC is to provide more events with content that addresses both new and better marketing and cost savings. Ways to increase business by exploring what's new is not the only agenda of this campaign; improving networking skills by using our mentoring program, round robin introductions and even by learning new networking

techniques - watch for an upcoming speaker on this topic, are all being covered.

Speaking of round-robin introductions, think about this... Even if you are ultra-comfortable networking in a crowd of strangers, if there were 50 people in that room, would you have time to speak with all of them? With a 30 second "commercial" about your business, you are able to let all 50 people know who you are instantly. If you sell something that someone in the room needs, that person will make it their business to speak with you.

So, if you are not terribly comfortable networking in a crowd, let us know, we are here to help! Special thanks to everybody at NJ Press Media Solutions and the Asbury Park Press for providing a wonderful and insightful evening!

Tell us what is wrong with this scenario - Wine & Nibbles, over 120 business people from two Chambers, round-robin introductions, two incredible speakers addressing important marketing issues that face the business community, great door prizes and the only requirement to attend - a business card... Well, if you haven't guessed, that's because nothing is wrong with it unless you weren't there!

That was the scenario on Monday, March 28th when GOTCC member NJ Press Media Solutions hosted the GOTCC and Asbury Park Chamber at their Asbury Park Press building in Neptune.

APP Executive Editor and VP of News Hollis R. Towns, was witty and informative when he addressed how to get your media releases noticed by editors. Melissa Cooke, of NJMPS, spoke about how to reach your target audience, and discussed market demographics and alternate forms of advertising.

23rd Annual Business & Retail Expo Coming Soon



2011 Expo Chairwoman Kim Rise-Somerville, Two River Community Bank VP & Branch Manager West Long Branch right, with Renee Green, Tinton Falls Branch Manager

By now you have probably seen our ads and brochures for our 23rd Annual Business & Retail Expo, and you may wonder why you should take the plunge and exhibit or sponsor? Or even why you should attend?

With an economy that is making every business person work at a feverish pace, exposure is key! You want to get your name out there as much as possible; in the face of both the public and the business community.

For 22 years, the GOTCC Expo has provided that very exposure for those who have chosen to be a part of the event by sponsoring and exhibiting, and also for those who chose to attend. Here's why...

When you serve as a sponsor, your name, and logo if you are a premium sponsor, are included in this newsletter, on all pre-event press releases, posters, fliers and on our Website. That means that you are not only getting exposure at the Expo; but in advance of the Expo! Our newsletter alone is mailed to 12,000 homes and all Chamber members! That is exposure! Then, there is the actual evening of the Expo. Let's face it, if someone is there, they are looking to do business, looking to make new contacts, looking for new service providers, looking to provide a service. Whether they are there as business people or as the non-business public. That is exposure! Certainly, the advance promotion alone makes exhibiting or sponsorship worthwhile.

If you cannot commit to sponsoring or exhibiting, then attend our EXPO. You can still make plenty of business connections, so bring lots of business cards; you just cannot solicit by handing out promotional materials of any kind. Fair is fair, after all.

Not a businessperson? You should still at-

tend! Perhaps you need a new banker? A realtor? An insurance agent? Do you need information on how to care for your aging parents? Possibly your achy back needs the attention that only a chiropractor or massage could provide? We could go on...

Then, of course, everyone is eligible to win many great door prizes; but what businessperson would not want to win a \$2500 radio advertising package on either 95.9 The RAT or Magic 100.1 and a \$2500 digital advertising package on either www.943ThePoint.com or www.1059TheHawk.com? Of course, on the fun side, you can taste the culinary creations of local restaurateurs.

Expo, open to the general public and the surrounding business community, will be held on Wednesday, May 25th at the elegant Jumping Brook Country Club, located at 210 Jumping Brook Road in Neptune, just east of the Premium Outlets; and attracts hundreds of individuals and local business people.

Chairwoman, Kim Rise Somerville, VP & Branch Manager of Two River Community Bank, West Long Branch, has frozen traditional sponsorship and exhibitor fees and instituted some other firsts. Along with traditional sponsorships, this year there will be Gold and Silver Sponsors, who will reap the benefits of a greater presence in all areas – physical exhibitor location, Website homepage mention, material prominence, media releases and larger and more prominent ads in the Expo program. Gold sponsors will receive a full page color inside cover ad, and silver sponsors a full page centerfold black and white ad; both will receive premium exhibitor locations. Sponsorship rates are: Gold \$1000; Silver \$750 and Traditional \$350, with a \$25 discount if paid by April 25th. Also new, member exhibitors are now

able to increase their presence by upgrading their Expo program listing to a half page black and white ad for a cost of \$50.

Traditional sponsors will also receive an exhibitor booth, inclusion on the GOTCC Website, all printed materials and a full page black and white Expo program ad. The cost for traditional sponsors is \$350.

For businesses and professionals who wish to exhibit, and who have never been a Chamber member, there is an Expo special – join at the time of exhibitor registration and receive 50% off your 2011 dues AND take advantage of the lower member exhibitor rate. Based on the number of employees in a business, this can result in a savings of \$156 - \$195. This also affords the exhibitor all the benefits of membership through December 31st. The cost to exhibit for members is \$150 and \$275 for non-members, and there is a \$25 discount if paid by April 25th. For a complete list of GOTCC membership benefits, and to see our membership application, you can visit the Chamber's Website at www.gotcc.org "Member Benefits" and "Join the GOTCC." All exhibitors and sponsors will receive a skirted exhibitor table and chairs, a listing in the Expo program, space for a free-standing back drop. Electric and wall space is available on a first-come first-serve basis.

To date, sponsors include; Gold: TD Bank, Media: Millennium Radio Group NJ - 943 The Point WJLK FM, 1057 The Hawk and New Jersey 101.5 FM; Greater Media Radio - 95.9 The RAT and Magic 100.1; NJ Press Media Solutions; Traditional: Adult Care Advisors; American Placemats; Brenda Skinner State Farm Agent; Central Jersey Bank; Circus Foodtown Of Ocean Super Fresh; The Coaster; David Lerner Associates; New Jersey Natural Gas; Seaview Orthopaedic & Medical Associates; Soul Focus and Two River Community Bank.

Businesses are encouraged to sign up early to ensure being included on all printed materials, signage, general event press releases and obtain electric or wall space.

The Expo will be open from 5:00 – 8:00 p.m., with set up time from 3:00 – 4:30 p.m. The deadline for exhibitor applications is May 16th; however signing up that late will not guarantee inclusion on all materials. Applications and payment will be available online at the Chamber's Website, www.gotcc.org, or by contacting the office at 732.660.1888. For more information email gotcc@optimum.net. Payment may be made using checks, Visa, MasterCard, Discover or Visa/MasterCard debit card.

Rethink, Rebrand, Restick

Rethink the way you communicate with your target audience. Over the past decade, the rise of e-mail, the Internet, PDAs, Blackberries, iPhones and other electronic media has prompted a seismic shift in the way people research their purchasing decisions.

In 2011, the trends are based on a consumer's ability to access information when, where and how they want it. Smartphones were the fastest growing technology of 2010, and 2011 promises to not disappoint. The Android and iPhone are battling it out for first place among the mobile-device using public. With the introduction of a number of new Android apps this year and the iPhone adding its new carrier, Verizon Wireless, this battle certainly is not over.

So marketers are banking on the popularity of mobility. More and more businesses, large and small, will need to develop mobile websites, partake in mobile advertising and perhaps even create an app for whatever "that" may be. The need to rethink and reassess a company's current campaign creativity becomes necessary, as mobile viewing is a more concise and attention-grabbing marketing tool than traditional digital advertising.

Most importantly, and ironically, 2011 will see a simplification and consolida-

tion of technologies. As noted previously, when where and how easily today's techies can access information, the better; therefore today's most popular and useful gadgets include multiple tech tools. The iPhone, for example includes Internet access, email, GPS, music player, camera, a seemingly endless variety of apps and of all things, a phone that allow a user to perform any task from the palm of their hand.

The rapid expansion of technology does not mean we can text our friends while the car drives itself or teleport to grandma's house for the holidays. In 2011, we will however have the opportunity to receive and give out information at any time or any place with the growing development of mobility.

Stephen and Heather Foster are the proprietors of Studio F Design. They consider themselves more than just a marketing and advertising agency. "We're here to help you reach your goals with a regimen of stronger ads, harder-working interactive, more-moving events, and innovative communications that surprise and revitalize." For more information, call or email Stephen and Heather at 732.539.8106 or info@studiofdesign.com, or visit them online at studiofdesign.com.

PUBLICIZE!

New Chamber member, Hally Roman has just launched Legal Link, LLC; providing legal support services in all areas of law, with a special focus on family-law. Legal Link's motto is "Your Personal LINK to Reliable Legal Support Services." Hally is a paralegal who has 24 years' experience working for local law firms and sole practitioners. Legal Link, LLC provides emergent/overflow, short-term coverage and all legal support needs. Contact Hally at 732.567.1968 or LegalLinkLLC@gmail.com.

Jumping Brook Country Club is hosting an Easter Brunch Buffet on Sunday, April 24th from 11 am – 2 pm, with seating on the half hour. There will be a salad station, lavish bread display, breakfast station, chef manned omelet station, chafing dishes, chef manned carving station and dessert station. The Easter Bunny will make an appearance. For more details, visit www.jumpingbrookcc.com. For reservations call 732.922.8200 x 39.

There will be another multi-chamber event on Tuesday, April 26th from 5:30 - 7:30 at The Mill in Spring Lake, and GOTCC members are invited. There is no charge for admission. Please RSVP to Amanda Anton at 449-1800 x 124.

The Taste of Asbury is back... Saturday, April 30th from 11 am- 7pm. Sample food from 16 Asbury restaurants for \$3 to \$5 each. Activities for children, beer and wine and more. Admission \$5. For applications or general information email mikeh@thepassiongroup.com.

Kick Cancer Overboard is a non-profit organization that raises money to give away free cruises to people whose lives have been affected by cancer, on a cruise ship filled with cancer survivors and fighters, their family and friends all celebrating life. They are one of 25 organizations supported by the May 1st NJ Marathon, and need 60 volunteers to work water stations for four hours to help 4 more people cruise free! Contact Ted Friedli at 800.392.3588 or at kickit@kickcanceroverboard.org.

94.3 The Point is launching a Mother's Day Makeover program and is seeking businesses that fit into "makeover" categories, like spas, salons, massage therapists, diet specialists, tanning salons, dentists and

more to participate in the program! Lou & Liz are promoting it. For more information, contact Michelle Hurley at 732.897.8282 or mhurley@mrgnj.com.

River's Edge Café, a long-time Red Bank staple, has opened in Ocean's Towne Shopping Center and is serving breakfast and lunch 7 days a week. Owners Bob and Christine Guido make homemade soups, salad dressings, freshly ground burgers and much more. They are open weekdays 7 am – 3 pm and weekends 8 am to 3 pm. www.riversedgecafe.com. 732.531.4150.

Garden State Spine & Pain Institute welcomes Mike Fattizzi as their new marketing manager. Watch for news about the Grand Opening of their new location.

LADACIN Network is holding their annual Casino Night Auction at Eagle Oaks Golf & Country Club in Farmingdale on Friday, June 10th at 6:30 pm. For more information 732.493.5900 or visit www.ladacin.org.

NJ Natural Gas, in partnership with the Asbury Park Press, is sponsoring Ocean Fun Days 2011 on Saturday, May 21st at Island Beach State Park and Sunday, May 22nd at Sandy Hook from 11 am – 3 pm – rain or shine. The events will include dozens of exhibitors with hands-on exhibits, classes, nature tours and more. For more information email oceanfunday@njng.com.

Fight back against cancer with your friends and family! Relay for Life of Ocean Township on May 21-22 from 12 pm until 6 am at Joe Palaia Park. Please contact Laura Kenny at laura.kenny@cancer.org or 732.818.3517 x2304 to participate or volunteer.

On May 29th, the Shore Antique Center will have the 2nd annual Allenhurst Outdoor Antiques Market in the clock tower park opposite the train station. There will be many antique and food vendors. If you are interested in participating as a vendor, please email Rose Myer at art1960@aol.com

If you re-employ workers you may be eligible for grant money! For details of this program, contact Lawrence Sternbach at 732.683.8850 x3711 or Lawrence.sternbach@dol.state.nj.us.

TECH TALK

P@55w0rd5 @nd Y0u

Think of a password as the combination to protect your valuable data files and personal information. Many small businesses neglect to enforce rules to make and keep them secure. Here are five tips to share with your colleagues that should go hand-in-hand with other security measures you already have put into place:

- Don't be obvious. Never use personal information such as names of family members, pets, relatives, dates of birth, etc. to create a username, login, or password. Identity theft experts have become savvy at using the Web to reveal these details (think about your Facebook, Linked In, Twitter, company or personal website page.) It is vital to choose usernames and passwords that are disassociated from your personal history.

- Different is good. Avoid using the same login and password across multiple sites and/or cards and accounts. If a thief gains access to one, it will enable them to quickly wreak havoc across your entire financial portfolio.

- Don't be short! Studies have consistently shown that a large fraction of all user-chosen passwords are easily guessed automatically. Shorter passwords are more susceptible to commercially available password recovery tools. Such software is capable of testing millions of passwords/second. To improve the "strength" of your password, longer passwords are better. Include a minimum of eight characters, using both upper and lower case letters and a mix of letters, numerals, and symbols.

- Clever is better! Don't even think about using an overly simplified password such as "12345678," "111111," or "abcdefg." Avoid sequential passwords or using passwords derived from adjacent letters on your keyboard. Also avoid using only look-alike substitutions of numbers or symbols. Malicious users who know enough to attempt to crack your password

will not be fooled by common look-alike replacements, such as replacing an 'I' with a '1' or an 'a' with '@' as in "P@55w0rd5." But these substitutions can be effective when combined with other measures--such as length, misspellings, or variations in case--to improve the strength of your password. You may also want to consider using the first letter of each word in a phrase and then using the substitutions.

- Use a Password Manager. There are many good applications on the Internet that will safeguard your passwords. Avoid using the one built-in to your browser since these have been exposed for their security flaws. Instead use a password manager that memorizes, encrypts, and protects each username and password that you enter on a Web site. Whenever you return to that site, the software should also automatically complete your login information. An excellent one that I have been using for years is RoboForm (www.roboform.com). For a nominal yearly fee, it not only keeps all of your passwords safe on your PC, but makes them available to other devices you may have such as a Smartphone or iPad.

"Tech Talk" is a GOTCC column authored by member John Kalli, CEO of Trinity Worldwide Technologies, and will cover important simplified technical topics that we believe can help our members/readers by providing the knowledge that can save 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.