



Ocean Chamber News

Greater Ocean Township Chamber of Commerce

GOTCC EVENTS

Wednesday, February 16th 8:00 am

Nibbles, News & Networking Breakfast

Culinary Education Center in Asbury Park

Speaker: Gerri Burns "How to Prevent Identity Theft"

Cost \$13 members/\$15 non-members

Limited Space Reservations Required

Thursday, February 24th 5:30 - 7:30 pm

FREE Members-Only Event

Network with Members of 6 Area Chambers!

Old Mill in Spring Lake

Light Snacks and 1/2 Price Appetizers from the Bar Menu

\$5 Drink Specials during Happy Hour 4-7 pm

Pre-Registration Required 660.1888

Friday, March 4th 5:30 - 8:30 pm

Anti-Oxidants for Your Body & Your Business!

WINE & CHOCOLATE TASTING EVENT &

GOTCC NEW MEMBER DRIVE

Ocean Township Library

Sponsored by Wegmans

\$10 per person to be donated to

The Community Hope Fund

MORE: Music, Art & Photography too!

Reservations Preferred

Monday, March 28th 5:30 - 7:30 pm

NETWORKING IN THE ATRIUM

Asbury Park Press in Neptune

Speaker Hollis R. Towns, Executive Editor & VP News

Wednesday, April 13th 12 noon - 3:00 pm

2011 INSTALLATION & AWARDS LUNCHEON

The English Manor in Wanamassa

Wednesday, May 11th 8:00 - 9:30 am

NETWORK, NIBBLE & NEWS BREAKFAST

Branches in West Long Branch

Speaker Maria Valentino Sant

Continental Plus Buffet

Wednesday, May 25th 5:00 - 8:00 pm

23RD ANNUAL BUSINESS & RETAIL EXPO

Jumping Brook Country Club in Neptune

Sponsorship & Exhibitor Opportunities Available!

RESERVATIONS 732.660.1888

Details about our events 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
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
gotcc@optimum.net
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

Welcome New Members

APN Physical Therapy, Todd Salvo
American Cancer Society, Laura Kenny
Jumping Brook Country Club, Arlene Kessler
Prevention First, Mary Pat Angelini

PUBLICIZE!

Congratulations to GOTCC Board Member Marie Siciliano on achieving Realtor Emeritus Status with the New Jersey Association of Realtors in recognition of her 40 years as a realtor! Marie is a founding member of the GOTCC, has always served on our Board of Directors and is our resident historian. Reach Marie at msicil5004@aol.com or www.thegavinagency.com.

The Monmouth County Library is presenting a **FREE presentation** called **"Be Your Own Lobbyist: How to Give Your Small Business Big Clout with State and Local Government,"** on Sunday, February 27th at 2:00 pm at the Manalapan HQ on Symmes Dr. The presentation is being made by 13th Legislative District Assemblywoman Amy Handlin, who is also an associate marketing professor at Monmouth University, and authored a book by the same name. There will be a Q&A. Call **732.431.7242** for further information.

Monday, February 28th, John Lysko, Ocean Township Superintendent and Dr. Marion Conrad, Assistant Superintendent will be presenting a very important workshop at the High School - **What Every Parent and Teacher Needs to Know About Bullying. It will take place** in the Auditorium starting at 7:45pm. This presentation will provide information about the impact of bullying on students and the school community. Specific incidents of bullying will be reviewed with video commentary from both students and parents. The impact of cyber bullying will be explored. Participants will learn how schools create an atmosphere that prevents bullying and establishes a climate of tolerance. All parents and teacher/staff and community members of Ocean Township are invited!

Our best wishes to the family of Asbury Park Fire Fighter Jason Fazio, and Jason, who was critically injured during a recent fire. His family and friends are planning a fundraiser to help defray his medical expenses. The event will take place at Bar Anticipation in Lake Cuomo on Saturday, March 5th, from 2 - 7 pm. Cost \$40 per person includes unlimited Italian buffet and live entertainment. There will be a cash bar. For tickets: contact Kelly Terry at kellylynnterry@

msn.com or 732.861.9236 or Kasey Pickett at kpickett186@msn.com or 732.513.5822. If you would like to make a donation, please make your check payable to Asbury Park FF Local 382, care of Jason Fazio, and send it to FAZ-A-PALOOZA 1637 FINDERNE ST. OAKHURST NJ 07755. There is also a motorcycle poker run rally being planned.

The Ocean Township American Cancer Society's "Relay for Life" will be held at Palaia Park on the weekend of May 21st. Relay is an event where teams raise money for the ACS; they camp out overnight, while taking turns walking the relay track. There are activities for everyone, especially children, and programs for cancer survivors. Teams, such as Bernice's Angels, run by Ocean Township Relay Chair Marcy Spiegelman, are **seeking donations and participants. New teams are welcome!** Donation checks can be made out to the American Cancer Society and mailed to Marcy Spiegelman, 32 Tanya Circle, Ocean, NJ 07712. For information about other Relay locations in the area contact ACS Special Event Coordinator Laura Kenny at 732.818.3517 or laura.kenny@cancer.org.

The GOTCC has just created a new page on our Website for the events of the Ocean Township Schools and PTAs. **Look for the School Logo button** on our homepage at www.gotcc.org.

Rose Meyer, co-owner of Shore Antique Center on Allen Avenue in Allenhurst, was recently published in the Asbury Park Press Business Section; **authoring an article about her business accomplishments. To see the article, go to www.gotcc.org** click on newsletter and Rose Meyer.

Attention Women Business Owners: The National Association of Women Business Owners - Central Jersey Chapter (NAWBO-CJ), is sponsoring their 4th Annual Women's Business Conference and S.E.E.D. (Business Plan) Competition on April 18th at the Hyatt Regency in New Brunswick. New Jersey based businesses that are less than two years old and at least 50% woman-owned are eligible to enter. Last year, each winner received a prize package worth \$15,000. If you would like to enter the competition,

the deadline is Friday, February 25th. The NAWBO-CJ is seeking sponsors who are seeking high visibility for this demographic. For information go to www.nawbocentraljersey.org/seed.html.

The Chamber's EXPO, Golf & Membership Committees are gearing up for the New Year, and now is a great time to join! Being on a committee not only helps the Chamber, but is a wonderful way to meet new people and network your business! Call 732.660.1888 or email info@gotcc.org for more information.

Mister C's Beach Bistro announces prix fixe Sunday Brunch beginning at 11:00 a.m. Cost \$15. For more information call 732.531.3665 or visit www.mistercsbeachbistro.com.

Adpro Imprints is offering a special through March 30th, **up to 500 free sticky pads with your scratch pad order.** For details go to www.adproimprints.com/freoffer.pdf or call **732.531.2133**.

Brookdale Community College is offering the following **Business & Community Development Seminars: Financing a Small Business** (also for expanding an existing business) is a one-day three-hour course available at varied times of the day and throughout the year. The cost is \$55 and the code is XBUSD 009SF; **Business Start-Up Workshop** covers legalities, bookkeeping, taxation, insurance, licensing and more. The 6-hour course is available in single or double sessions mornings and evenings throughout the year. The cost is \$91 Code XBUSD 001SF; **A Business Plan** is a 3 ½ hour course available afternoons and evenings throughout the year. Fee \$65 CODE XBUSD 008SF. For additional information call Bill Nunnally at **732.224.2315**. These events are sponsored by a partnership between BCC, the US SBA and NJ SBDC (Small Business Development Centers).

Teresa Beck, Chief Mission Officer and VP of Community Initiatives for the **Visiting Nurse Association of Central Jersey** was awarded the **Judith Stanley Coleman Award for Exceptional Service**. She has been with the association for 29 years and has played a critical role in their

program development and innovations. **William Stevens**, a practicing Reiki therapist and spiritual counselor with the VNACJ received the **NJ Hospice and Palliative Care Organization 2010 Hospice Award** for Reiki practices and hospice care. He uses natural energies to provide physical, emotional and spiritual relief to patients near the end of their life. www.vnacj.org

Our condolences to the family of Michael J. Cernigliaro, former GOTCC member and long-time community pillar, upon his recent passing. Mike will be missed by many. To send your wishes online, visit www.fiorefuneralthomes.com

105.7 The Hawk Classic Rock for the Jersey Shore announced their first **Springstock Concert, featuring 38 Special**, to be held on **Saturday, May 7th at FirstEnergy Park**, home of the Lakewood BlueClaws. **Local restaurants will participate in a King of the Wing contest**, attendees will vote for the winner, who will receive an interactive marketing campaign on 1057thehawk.com and the title "King of the Wing." There will also be a Hog Pit, Classic Car Show, freeloader tailgate party and children's play area. Tickets cost \$25 in advance and \$30 at the door, children under 9 are free with a paid adult admission. For additional details call **732.901.7000 #2** or visit www.millenniumradionj.com.

Businesswomen interested in writing about their career to appear in the Business Section of the Asbury Park Press may contact the APP Business Editor, Dennis P. Carmody at dcarmody@app.com.

Congratulations to Brandi Swift, Vice President of Sales & Marketing for **Servpro on her recent engagement** to John Landgraff of Universal Graphics. Brandi and her fiance are planning a June wedding. Reach Brandi at servpro9661@optimum.net.

Send your submissions to gotcc@optimum.net and we will print them in this publication and on our Website at www.gotcc.org "Publicize", space permitting.

YOUR WEBSITE: MAKING IT PRODUCTIVE & OWNER-FRIENDLY

Just a Website isn't enough anymore.

If you don't have a Website you are not in business! If you have a Website that can't be found through search engines by the product or service you sell, you have a business but your doors are closed! Sure this is a bit of an exaggeration, but you probably get the point.

There are many so called Website designers out there today, but don't be fooled. While a graphic artist could design an esthetically pleasing site, it probably won't be very functional. Websites are business centers. Think of your Website as a sales or customer service person that costs a lot less and works 24/7.

Information about your business changes frequently. Products, news, customer testimonials etc. are all very important pieces of information that your customers and prospects find valuable. You need a Website that YOU can update frequently and easily; without the hassle of having to wait for your Webmaster to get back to you and charge you to boot!

Here are some very important points you must consider before you have a new Website built or redesign your existing site.

CMS: Use a Content Management System that allows you to maintain ALL the content on your site without having any programming skills, including site promotion, ecommerce, targeted e-mail marketing, customer relationship management and Website statistics.

The most valuable element of your Website is **SEO** (Search Engine Optimization). By keeping your content fresh and making frequent submissions to search engines, your chance of being found on the first few pages are very good.

Targeted Email Marketing: Wouldn't you like to contact all of your customers personally to promote your business? Of course we know that this is impossible.

Have a Website that contains a CRM (Customer Relationship Management) will allow you to send e-mail to targeted groups of customers depending upon their particular interest.

Ecommerce is an essential part of your Web presence, regardless of whether or not you sell many products online. For example, you might just want to sell gift certificates or collect annual membership fees. A fully functional content management site will allow you to maintain products or services that you sell. In addition, find a Web company that does not charge a transaction fee for each purchase made online.

Redundancy is also very important. You want to be sure that your Web designer has your Website stored on another Web server so in the event of a disaster, your site does not go down. I also highly recommend that you maintain a copy of your most current Website on a DVD in a safe place in the event you decide to move your site to another host.

These are basic guidelines that will help you in saving money on Web design, and increasing your sales and overall Web presence. Be sure to discuss your business requirements with a Web professional that understands your business needs and is backed by a qualified Web development and technical support team.

DominickMalgieri'scompanyeMarketier.com offers the most comprehensive CMS Web-based marketing tool on the market, including the latest in social networking. His company also offers teams of very competent US-based designers and technical support people who are available six days a week. This complete solution offers small businesses a Website that looks like that belonging to a big company and the highest return on investment. Reach Dom at 732.768-4420, dmalgeri@emarketier.com or www.emarketier.com.

The Greater Ocean Township Chamber of Commerce's Anti-Oxidants for Your Body & Your Business! WINE & CHOCOLATE TASTING & NEW MEMBER DRIVE

Everyone Over 21 Years is Welcome
A benefit for the Community Hope Fund

Friday, March 4th 5:30 pm
Ocean Township Library Meeting Rooms 701 Deal Road

Sponsored by Wegmans



Join the GOTCC That Night - 25% Off 2011 Dues!

Join Us for an Evening of that will Tingle All Your Senses! Bring your spouse, friends and associates!

Wine
Homemade Chocolates
Cheese & Crackers
Live Music
Art Display by Frank Mainieri
Photography Exhibit
OT Student's Artwork Display

Wine provided by Cobblestone Wine & Spirits

732.660.1888

DOOR PRIZES!
WE NEED DOOR PRIZES!
IF YOU would like to have your business PUBLICIZED
at our GOTCC EVENTS
Why Don't You DONATE DOOR PRIZES?

We Happily Accept Products,
Gift Cards for Products & Services and
Items Purchased and Donated by Members.

Please call or email 660.1888 info@gotcc.org

TECH TALK

3 WAYS TO ACCESS YOUR NETWORK REMOTELY AND SECURELY

Sofar this year, the northeast was hit with 7 major snow storms that closed many businesses, and kept many customers home. If you lost one business day from each storm that equals a whole week you lost. With all the technology out there, there is no reason to lose any business during these times. There are many different ways of accessing your server files, and even your own desktop from a remote location, including your home. There is no reason not to have this access when you need it most.

In this article I will talk about three different ways you can connect to your network remotely, and securely.

- Virtual Private Network (VPN) – A VPN is a secure “tunnel” to your internal network. In layman-terms, a VPN is a way to access your company files from a remote location. You might think of it as a long cable that reaches from your home desktop to your office network. There are many great uses for a VPN, including the ability to access files, email, even databases such as QuickBooks or ACT! Accessing this information does require some configuration up front, but once that is done, the VPN connection is as simple as entering a username and password and clicking connect. Once you are connected to the VPN, you are able to access your data the same way you would if you were in the office, sacrificing just a little speed.

- Remote Desktop Protocol (RDP) – Imagine being able to connect to your computer from anywhere. From home, a library, even an airport! With RDP, it is as simple as opening Internet Explorer and going to a website. After logging in, just choose your computer and before you know it, you are using your computer at work, as if you were sitting at your desk. This does require

Windows 7 and Server 2008 R2, but with that, this is a great solution.

- Third-Party Applications (i.e. Go to my PC) – There are many third-party applications that allow you to connect to your network. Two of the most popular are Go To My PC and LogMeIn. They both allow you to log in to their service and connect to your computer at work. There is a monthly fee associated with this service, and it does require extra software, but is a great way to connect.

All of these methods of remote access are secure. They do require some configuration before they can be used, but once the setup is completed, you can have secure, remote access to your network at any time, from anywhere. You will no longer have to lose business because of the weather. You, and your employees, can work from home and your business can continue seamlessly.

“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.

WINE TASTING & NEW MEMBER DRIVE

Whether you are a local resident or a member of the local business community, we would like to invite you to attend a promising event for anyone over the age of 21 ~ our Wine & Chocolate Tasting sponsored by Wegmans of Ocean, on Friday, March 4th in the meeting rooms of the Ocean Township Library at 701 Deal Road.

The event, being Chaired by GOTCC Board Director Dr. Stuart Chavis, is both a fun networking mixer and a new member drive. “We are pleased that the proceeds from the event will be donated to the Ocean Township Community Hope Fund, who serves the community in times of need,” said Dr. Chavis. “We hope everyone will pass the word, tell their friends and associates and come out to support a good cause” he added.

In addition to the main event - talented local artist Frank Mainieri will display his lovely watercolors of the Jersey Shore, there will be live music, a photography exhibit by a local artist and prize-winning artwork from students from the Ocean Township Schools.

Anyone who has never been a member and joins the GOTCC that night will receive 25% off their membership fee for 2011; so if you have an interest in joining a long-established organization that provides many valuable benefits for its members, bring your check or credit card!

Cheese and crackers provided by Wegmans. The wine is being provided by Cobblestone Wine & Spirits. Admission is \$10 per person. For information call 732.660.1888.

The Greater Ocean Township Chamber of Commerce's
23RD ANNUAL BUSINESS & RETAIL EXPO
Wednesday, May 25th 5 - 8 pm
Jumping Brook Country Club
Neptune - Just Before Premium Outlets

Seeking Sponsors & Exhibitors

GOLD \$1000

Premium Placement Exhibitor Booth, Full Page Color Inside Cover Ad Expo Program, Premium Inclusion on all Printed Materials, Website and Media Releases.

SILVER \$750

Premium Placement Exhibitor Booth and Centerfold Full Page B&W Ad in Expo Program, Premium Inclusion on all Printed Materials, Website and Media Releases.

Traditional \$350

Exhibitor Booth, Inclusion on all Printed Materials and Media Releases and a Full Page B&W Ad in Program. Register by April 24th \$325.

EXHIBITOR

**Members \$150 Non-Members \$275* Register by 4/25 & Save \$25!
Never Been a GOTCC Member? Call for EXPO Membership Rates & SAVE!!**

732.660.1888

info@gotcc.org www.gotcc.org