



# Ocean Chamber News

Greater Ocean Township Chamber of Commerce

## GOTCC EVENTS

This **FREE** Event is part of the GOTCC "Grow Your Business Series"

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

**NEWS, NIBBLE & NETWORK  
"IN THE ATRIUM"**

**GREATER OCEAN TOWNSHIP &  
ASBURY PARK CHAMBERS**

HOSTED BY

**NEW JERSEY PRESS MEDIA SOLUTIONS**

SPEAKERS:

**Hollis R. Towns**

**Executive Editor & VP News**

**Melissa Cooke & Andrea Thorne**

**Wine & Nibbles**

**Asbury Park Press Building, Neptune  
For details see ad on pg. 8**

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

**INSTALLATION &  
AWARDS LUNCHEON**

**Buffet Luncheon, Cash Bar**

**\$35.00 RESERVATIONS REQUIRED**

**The English Manor**

**1 English Lane, Wanamassa**

This Event is Part of the GOTCC "Grow Your Business Series"

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

**NEWS, NETWORK & NIBBLE  
CONTINENTAL PLUS BREAKFAST**

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

Speaker:

**Maria Valentino Sant**

**Branches in West Long Branch**

**Members \$13/Non-Members \$15  
RESERVATIONS ARE REQUIRED**

**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**

Event details will be emailed as they become available and posted on our Website [www.gotcc.org](http://www.gotcc.org). Please email us at [info@gotcc.org](mailto:info@gotcc.org) to be included on our email list.

## Greater Ocean Township Chamber of Commerce

### Executive Board

**Nick Blunda, 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

**Mayor William Larkin**  
Township of Ocean

**Jacqueline Letva**  
Keeping It All Together

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

**Marie Scilliano**  
The Gavin Agency

**Kim Rise Somerville**  
Two River Community Bank

**Maria Sporn**  
Insurance Office of America

### Membership, Sponsorship & Event Information

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

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

## The Greater Ocean Township Chamber of Commerce's 23RD ANNUAL BUSINESS & RETAIL EXPO

**Wednesday, May 25th 5 - 8 pm**  
**Jumping Brook Country Club**

Current Sponsors Include

### TD BANK

**Adult Care Advisors**  
**American Placemats**  
**Brenda Skinner, State Farm Agent**  
**Central Jersey Bank**  
**Circus Foodtown of Ocean Super Fresh**  
**David Lerner Associates**  
**Monmouth Medical Center**  
**New Jersey Natural Gas**  
**Seaview Orthopaedics & Medical Associates**  
**Soul Focus**  
**Two River Community Bank**

### 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? Join now & Save 50% on your 2011 membership fee! & get all the benefits of being a member thru 12/31 AND save \$125 on the exhibitor fee!

**732.660.1888 [info@gotcc.org](mailto:info@gotcc.org) [www.gotcc.org](http://www.gotcc.org)**

# PRESIDENTIAL PAUSE

*Exciting!!!Exciting!!!Exciting!!!*

That's how I describe what's happening at the GOTCC! Our Committees are working diligently to make our Chamber shine; and it's working. What's happening you ask?

Well, how about our latest breakfast at the Culinary Institute in Asbury Park? The food, cooked and served by the students was great. Our speaker, Geri Burns of IDT Secure, did a great job to educate us about identity theft from a personal and business view point, and what we all should know about the rules and regulations we are required to follow. I must say, we all walked away with a better understanding of what we all can do to protect our identity. I would like to thank her for her informative mini-seminar, and would encourage you to talk to her if you have any questions about identify theft.

On March 4th we enjoyed our first Wine & Chocolate Tasting and New Member Drive which was held at the beautiful Ocean Township Library meeting rooms. We would like to thank our event sponsor, Wegmans, who also provided an incredible cheese spread. The proceeds of the evening went to the Community Hope Fund. You can learn more about them at their Website [www.communityhopefund.org](http://www.communityhopefund.org). It was so successful; we are already planning to have our 2nd annual event next year. Coming March 28th, New Jersey Press Media Solutions will be hosted an After Hours News, Nibbles & Networking events at their offices in the Asbury Park Press building on Highway 66 in Neptune. We have invited the Asbury Park Chamber of Commerce to join us. We are looking forward to the speakers, Executive Editor of the Asbury Park Press Hollis R. Towns and NJ Press Media Solutions staff Melissa Cooke and Andrea Thorne., Of course, we will have our Round Robin introductions, and there will be wine and nibbles. This event is part of our "Helping Business Grow" series and is offered as a free-event, however Advance Registration is Required. This should prove to be a very productive event - don't miss it!

As we move forward April 13th will be our Annual Awards & Installation Luncheon at the English Manor. We will induct new Board Directors, present awards and college scholarships along with a delicious buffet luncheon.

May will be a busy month for the Chamber. We have a "News, Network & Nibble" breakfast on May 11th at Branches in conjunction with the Greater Long Branch Chamber. As if this expanded networking opportunity was not enough, we have another exciting speaker, Maria Valentino Sant. We encourage you to register early for this event! Maria is the recently retired Internship Coordinator for Monmouth County's esteemed Communications High School and will discuss the benefits to businesses and students who participate in the school's Intern/Mentorship program.

Next is our 23rd Annual Business & Retail Expo to be held this year at the beautiful Jumping Brook Country Club. This is where you can show the community what you do and why you are the best. We are currently accepting sponsorships and exhibitor registrations. See the ad in this issue or visit our Website [www.gotcc.org](http://www.gotcc.org) for details.

And all of these events come together because our members, who make up our committees, and our Business Manager work together to make our events better each time. Please call us to help on one of our committees; Membership, Expo, Planning, Ocean Shrimp Fest, Golf or Scholarship/Comedy.

Wishing you successful business.

Respectfully,

**Nicholas Blanda**  
President, GOTCC  
Licensed Mortgage Banker  
Aurora Financial Group  
[nblanda@aurorolending.com](mailto:nblanda@aurorolending.com)  
732.829.4294

## Welcome New Members

**Associated Fire Protection, Rick Miller**

Engineering, installation, inspection and repair of all types of fire protection systems.  
[www.associatedfire.com](http://www.associatedfire.com) 732.651.2777 ext. 178



**Carl Preston Handyman Service, Carl Preston**

Interior renovations and outdoor woodwork for yard and garden.  
732.272.3759



**Ellen Bass, Real Estate Sales Associate Gloria Nilson**

Real estate sales, short sales and foreclosures.  
732.673.0515



**Evans, Osborne & Krelzman, LLC, Harry Osborne, Esq.**

Commercial litigation, insurance & liability, tax & corporate law, estate planning.  
[www.evlaw.com](http://www.evlaw.com) 732.695.8100



**Laser Cosmetic Center, LLC, Dr. Lisa Zimmermann**

Laser Skin rejuvenation, hair removal and weight loss programs.  
[www.zimmermanncosmetic.com](http://www.zimmermanncosmetic.com) 732.660.0023



**Law Office of Anat Gordon, Anat Gordon, Esq.**

General civil, matrimonial, employment, wills & estates, foreclosure negotiations.  
800.660.2101



**Legal Link, LLC, Hally Roman Paralegal**

Legal Support Services.  
732.567.1968



**NJ Ortho Group, Dr. Nader Bakhos**

Orthopedic care, including total joint replacements, hip, knee and should  
replacements and arthroscopic surgery of the hip knee and shoulder.  
[www.nj-ortho.com](http://www.nj-ortho.com) 732.747.7110



**NJ Spine Group, Joanne Testa**

Unique institute focused solely on the care of spinal disorders, including spine  
surgery, chiropractic care, international pain management & spinal physical therapy.  
[www.nj-ortho.com](http://www.nj-ortho.com) 732.747.7110



**River's Edge Café, Bob & Christine Guido**

Breakfast & lunch restaurant in Towne Shopping Center. Home made soups & salads.  
[www.riversedgecafe.com](http://www.riversedgecafe.com) 732.531.4150



**Sit Back 'n' Relax, LLC, Ellen Bereza**

Event planning for all your business occasions.  
[www.sitbacknrelax.com](http://www.sitbacknrelax.com) 732.535.8000

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

## Join Us for Our Annual Installation & Awards Luncheon

Wednesday, April 13th @ 12 noon

The English Manor

1 English Lane, Wanamassa

Luncheon Buffet, \$35. Cash Bar

Reservations Required

732.660.1888 [info@gotcc.org](mailto:info@gotcc.org) [www.gotcc.org](http://www.gotcc.org)

# PUBLICIZE!

Our condolences to the family of Chamber member **Brian Finch** on his recent passing after a battle with a lung condition. Brian, a partner and the Environment Division Manager of **Insurance Restoration Specialists**, was a lifelong resident of Ocean Township. He was involved with various organizations and coaching his children's sports. He is survived by his wife Angela and two sons.

**Robert J. Collins** may sound like a familiar name to GOTCC members, since RJC II is a GOTCC Board Member, however, Rob's father was the Monmouth County Administrator for 18 years, and served as a Board Member of Brookdale Community College's Foundation from 2004-2008. In 2002, the **BCC Arena** was re-named the **Robert J. Collins Arena** in his honor. Though he has since passed, the college has completely renovated the arena, which now stands as part of the most comprehensive state-of-the-art athletic complex at any community college in the country. There will soon be a **Re-Dedication Ceremony** which will include the **Unveiling of a portrait of Mr. Collins**. Congratulations to Rob and his family on this prestigious honor.

**Takara Japanese Steakhouse** has a **Sunday Sushi Special**. All day and night half price maki rolls, hand rolls and sushi a la carte. They are located at 1610 Route 35 South in Oakhurst. Call or visit them at **732.663.1899** or [www.takarasteakhouseNJ.com](http://www.takarasteakhouseNJ.com).

The **LADACIN Network**, formerly Cerebral Palsy of Monmouth & Ocean, is seeking runners for the full and half marathon and team relay for **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**.

**1160 WOBM AM & Hosts Mom & Marianne** of "In the Morning," are seeking sponsors and exhibitors for their **Jersey Shore Spring Expo** at the **Ritacco Center** in Toms River on Sat. **April 2nd**. The event, which will run from 10 am - 3pm, will welcome thousands of baby boomers. There are multiple sponsorship and exhibitor opportunities which include promotional coverage on **Jersey 101.5 FM Radio, 105.7 Hawk, 94.3 The Point and 92.7 WOBM**. For more information, visit their Website or call **Michelle Hurley 732.897.8282** or [www.mrgnj.com](http://www.mrgnj.com).

The **Coaster** has two new promotions:

A **10 week promotion**, starting March 3rd, through May 5th, for **1/8 page ad for \$475**. Ads can be changed weekly, and the ad deadline is February 25th; and a special section called "2011 Progress Honor Roll" - designed to congratulate businesses for their ongoing success. Ads are available in two sizes - 1"x2" for \$35 and 2"x2" for \$70. For details, please call **Leah LaManna** at **732.606.3285**.

**Monmouth University's Visiting Writer Series** features **Andrei Codrescu**, Part of the South-Central-Eastern Europe: Legacies and Identities Project. "A Poet's Journey" Pollack Theatre, Tues. **March 22nd** 7pm. Readings from "The Poetry Lesson" **Wilson Hall Auditorium**, Wed. **Mar. 23rd** 4:30 pm. **Free and open to the public**. For more information call Michael Thomas at **732.263.5635**. Other entertainment includes **Frankenstein** - live theatre broadcast in HD from the National Theatre London on **March 24th; First Senior**

**Exhibition March 25th - April 1st** in the **800 and Ice House Galleries**; **Roger McGuinn concert April 2nd** in the **Pollack Theatre**; **Lucia Di Lammermoor** en-core opera broadcast in HD; **April 3rd, The Klezematics concert April 10th** in the **Pollack Theatre**; and the **Two Monuments concert April 15th** in the **Pollack Theatre**. For more information call or visit **732.263.6889** or [www.monmouth.edu/arts](http://www.monmouth.edu/arts).

Any day, new GOTCC members **Bob and Christine Guido** will be opening their **River's Edge Café** in the **Towne Center** in **Oakhurst**. After spending 20 years in Red Bank, the Guidos look forward to growing their **breakfast, lunch and catering restaurant** in the heart of GOTCC country. They will feature homemade soups and sauces, salads, fresh home ground burgers, omelets, pancakes and gourmet sandwiches. Stop by and visit them at the corner of **Hwy 35 and West Park Avenue 7 days a week**. They will be open Monday - Friday 7 am- 3pm, Saturday and Sunday 8 am - 3pm. Contact them at **732.531.4150** or [riversedge35@aol.com](mailto:riversedge35@aol.com). Visit their site

at [www.riversedgecare.com](http://www.riversedgecare.com).

**Millennium Radio Group NJ** announces their **Shore Sports Network 2011 Baseball Program** in conjunction with **The Lakewood BlueClaws**. The program includes **three distinct advertising opportunities** which offers high reach, brand association and brand positioning on **WOMB-AM 1160 & 1310**. For more information, contact **Michelle Hurley** at **732.897.8282** or [www.mrgnj.com](http://www.mrgnj.com).

**Branches** announces our new **Willow Package**, full of Branches amenities and outstanding cuisine PLUS the ability to **design your own wedding features and pricing**. Log on to [www.BranchesCatering.com](http://www.BranchesCatering.com) and view the full package. Branches is rated an amazing 4.9 out of 5 by brides by **WeddingWire.com**. Call now toll free **1-877-316-1753** to make an **appointment**.

**Branches Catering** presents **Summers Estate Wines**; one of California's most highly-rated wineries. Tuesday, **March 22**, 2011- 7:00 p.m. A walk-around tasting with substantial appetizers and short plates, led by **Barbara Longué**. Visit their Website at [www.BranchesCatering.com](http://www.BranchesCatering.com) or call **732-542-7790** for more information.

**Chris and Rose Myer of Shore Antique Center** are sponsoring their **2nd Annual British Classic Car Rally** through downtown **Allenhurst** on Sunday, April 17th from 12 noon - 3 pm. The event will feature all things British. The **Allenhurst Fire Department** will offer British ale and true grilling a la tailgating. For more information call them at **732.531.4466** or visit the **Shore Antique Center** at **413 Allen Avenue in Allenhurst**.

The **Culinary Education Center**, a collaboration between **Brookdale Community College** and the **Monmouth County Vocational School District**, has announced their **dining room schedule for the spring semester**. Breakfast service for private parties, arranged in advance, are available from 8:30 am to 10 am from January 4 to June 8. Lunch seating times are 11:30 am to 12:30 pm from January 4th to June 8th, and are open to the public. Dinner seating times are 5:15 pm to 6:15 pm from February 9 to May 10th. Dinner is served Monday thru Thursday. Four course dinners are priced from \$20 to \$26 and reservations are required. The Center also has a bakery that is open from January 4th thru June 8th from 9 am to 10 am and 11:15 am to 1:15 pm. For special meeting, breakfast, lunch or dinner reservations, please call **732.988.3299**.

**Circus Super Foodtown of Ocean** has been selected **Grand Marshal of the 2011 Ocean Township Memorial Day parade**. Store manager **Richard Kay** will be representing Foodtown at the parade. Congratulations!

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**23RD ANNUAL BUSINESS & RETAIL EXPO**  
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 American Placemats  
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 Circus Foodtown of Ocean Super Fresh  
 The Coaster  
 David Lerner Associates  
 Monmouth Medical Center  
 New Jersey Natural Gas  
 Seaview Orthopaedics & Medical Assoc.  
 Soul Focus  
 Two River Community Bank




**MAGIC 98.3**

**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**  
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 Never Been a GOTCC Member? Join now & Save 50% on your 2011 membership fee! & get all the benefits of being a member thru 12/31 AND save \$125 on the exhibitor fee!

**732.660.1888 info@gotcc.org www.gotcc.org**



## Wine & Chocolate Tasting Event

It is always nice when everything just seems to go right, and it did on the evening of March 4th when a large crowd gathered at the Township of Ocean library to attend the GOTCC event sponsored by Wegmans. They were there to support the Community Hope Fund. They were there to make business contacts. They were there to sample a variety of interesting wines and tantalizing homemade chocolates. They were there to see the works of talented local artist Frank Mainieri. They were there to see the art of creative OTHS students. Some came to join the GOTCC. No matter what the reason, everyone enjoyed the evening in the lovely meeting rooms of the library amidst piano music and laughter of old connections and new connections.

We welcome our new members, who joined that night: Associated Fire Protection; Carl Preston Handyman Service; Ellen Bass, Sales Associate, Gloria Nilson; Laser Cosmetic Center, LLC; Law Office of Anat Gordon; Legal Link, LLC; NJ Ortho Group; NJ Spine Group; River's Edge Café; and Sit Back 'n' Relax.

Community Hope Fund is a non-profit organization that promotes youth development and supports the charitable needs of the Township of Ocean and surrounding communities.

The Chamber wishes to thank everyone involved in making the event a success, including Wegmans and their wonderful staff; Dr. Richard Ponton, Diane, Jessie and the staff at Ocean Township Human Services; Cobblestone Wine & Spirits; The Caramel Shop; Barbara Hay; Sooo Soooo Sweet - A Little Taste of Heaven chocolatiers Panos and Flo Mazarakis; Speedpro Imaging; and our amazing event committee led by Dr. Stuart Chavis, and including Michelle Smith Tibetts of Rumson Fair Haven Bank, Marie Siciliano of the Gavin Agency, Kim Rise Somerville of Two River Community Bank, Teri Sciamarelli of Case Design & Remodeling, Kathy King of Central Jersey Bank, Nick Blanda of Aurora Financial and Membership Chair Laura Huderwitz of Provident Bank.



# TECH TALK

## What is Cloud Computing and how can it help my business?

I have always hated the term "small-business". According to the SBA, they are businesses with less than 100 employees. These businesses have the same computing needs as the much larger companies. The problem is that the cost to acquire and maintain the same type of computing environment is very costly. That being said, there are some alternatives such as Microsoft Windows Small Business Server. [A network server is a computer designed to process requests and deliver data to other (client) computers over a local network or the Internet.] For those businesses that do not want to have a server on their premises, or do not want to spend the money on software, electricity, maintenance costs, etc., for a server, there is a good alternative called Cloud Computing.

The term Cloud Computing refers to using a server or group of servers hosted at an offsite location. There are many different functions that you can have hosted, and many of you probably already participate in a version of cloud computing - Web hosting. You may have an outside Web host that holds your Website, such as Network Solutions or GoDaddy.

So if you host your Website, why not host your other services on the Web? You can have an Exchange server (Email), SharePoint server (Intranet), even a File server all hosted on the Internet. Why would you want to do that? First, it reduces your up-front costs by removing the need to pay for hardware, software licensing, ongoing maintenance, and electricity. These costs are buried in the reoccurring monthly fee. Secondly, the hosting company takes care of the backups and they make sure your servers are up nearly 100% of the time, which can be very expensive to do at your location. The other advantage is that you will have secure access to your services anywhere

you have a reliable and reasonably fast Internet connection.

The downside is that your company's data is not at your location. That could be a problem if security or compliance is an issue. Also, if your Internet is down, your business is down. A redundant Internet connection (such as FIOS and Cable) and a router with automatic failover are usually recommended since the chance of both Internet connections being down at once is unlikely. Other shortcomings are that if at some point you decide to bring your hosted service on site, you would have to get the data back from the hosting company. This could take days depending on the amount of data hosted. In addition, you might then be responsible for new licensing fees and other costs.

Keep in mind that Cloud Computing is not for everyone but it may be a good fit for your business.

*"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.*