



Ocean Chamber News

Greater Ocean Township Chamber of Commerce

GOTCC EVENTS

AFTER HOURS JOINT BUSINESS CARD EXCHANGE

WITH THE ASBURY PARK CHAMBER OF COMMERCE AT THE AQUA LOUNGE

WEDNESDAY, AUGUST 24TH 6:30 - ? ON THE OCEAN IN ASBURY

\$10 MEMBERS/\$15 NON-MEMBERS

FOOD! DRINK SPECIALS! DETAILS ON PAGE 9

16TH ANNUAL GOLF OUTING

MONDAY, SEPTEMBER 12TH JUMPING BROOK COUNTY CLUB

PLAY OR JOIN US FOR NETWORKING AT OUR COCKTAIL RECEPTION & DINNER!

23RD SCHOLARSHIP FUNDRAISER COMEDY NIGHT & MINI-GIFT AUCTION

FRIDAY, 11-11-11

At BRANCHES CATERING

3 NAT'L. TOURING COMEDIANS!

DINNER, OPEN BAR & MORE - SEE AD PAGE 8

732.660.1888 • Get on our e-mail list!

GREATER OCEAN TOWNSHIP CHAMBER OF COMMERCE

EXECUTIVE BOARD

NICHOLAS BLANDA, PRESIDENT
Aurora Financial Group

TERI SCIAMARELLI, VP
Case Design & Remodeling

KATHERINE KING, SECRETARY
Central Jersey Bank, N.A.

LOIS WHITE, TREASURER
Piccola Italia

BOARD MEMBERS

DR. STUART CHAVIS, DMD
Ocean Twp Cosmetic & Family Dentistry

ROBERT COLLINS II
Food Circus Supermarkets

NICHOLAS GRADONE
Atlantic Kitchen & Bath

LAURA HUDERWITZ
The Provident Bank

BRANDI LANDGRAFF
Servpro Restoration Marlboro/Tinton Falls

MAYOR WILLIAM LARKIN
Township of Ocean

JACQUELINE LEIVA
FirstService Residential Realty

THOMAS 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

EXECUTIVE DIRECTOR

KIM HORN BLANDA

MEMBERSHIP, SPONSORSHIP & EVENT INFORMATION

732.660.1888 gotcc@optimum.net www.gotcc.org

GOTCC PO Box 656 2002 Bellmore Street Oakhurst, NJ 07755

WELCOME NEW MEMBERS

AQUA LOUNGE

Unique friendly, upscale tapas restaurant and lounge overlooking the Atlantic Ocean in Asbury Park.

Candace Bauman, General Manager • 732.455.8434 • www.aqualoungeap.com

CLEARVIEW CINEMA MIDDLEBROOK GALLERIA

Clearview Cinema is a 10 screen theater that offers first run and 3D movies, classic films, concerts on film, birthday parties and more.

Ramone Garcia, General Manager • 732.455.2277 • clearviewcinemas.com

EVOLVE SALES MANAGEMENT

Experienced sales professionals who generate sales for small businesses on a commission-only basis.

Ellen Bereza, Proprietor • www.evolvedsalesmgmt.com • 732.636.8000

KEPWEL SPRING WATER

Family owned natural spring water company delivers 3 and 5 gallon bottles for your business or your home.

Keelin Hutzley, Proprietor • www.kepwel.com • 732.922.1030

VISIT OUR MEMBER DIRECTORY AT WWW.GOTCC.ORG FOR GREATER DETAILS.

16th ANNUAL GOLF OUTING

JUMPING BROOK COUNTRY CLUB

MONDAY, SEPTEMBER 12TH

HOLE-IN-ONE PRIZES

2011 RANGE ROVER -LAND ROVER MONMOUTH
2011 CHEVROLET TRAVERSE - SEACOAST CHEVROLET

\$175/GOLFER

Greens Fees • Golf Cart • Locker
Practice Range • Buffet Luncheon
Golf • Refreshments • Cocktail Reception
Open Bar • Awards Dinner

12 pm Luncheon • 1:30 Shot Gun Start
5 pm Cocktail Reception • 6 pm Buffet Dinner

DON'T GOLF? JOIN US FOR NETWORKING!
\$65 OPEN BAR COCKTAIL RECEPTION & DINNER

RESERVE NOW! 732.660.1888

WRITING PRESS RELEASES

Did you ever wonder why your press releases were not being picked up by local newspapers? There could be several possible reasons; ask yourself these questions:

- Is my release something of interest to a newspaper editor?
- Something that readers would want to read about?
- Does it have a human element?
- Is it intended only to be a short announcement?
- Am I formatting it correctly?
- Am I sending it to the appropriate writers or editors?

In March, Hollis Towns, Executive Editor of the Asbury Park Press, hosted a networking event for the GOTCC at the lovely Press HQ, where he served as the keynote speaker. Even the most experienced business people in the room did not leave with some insightful information. His main point - add the human twist. For example, if you are a dentist who specializes in a non-traditional type of dentistry, include about a success story about one of your patients.

Since some releases crossover departments, if you are not sure which editor to send it to, call and ask.

If your intention is to write a business announcement, then keep it short and sent it to the Business Editor.

Most releases are now emailed; and most newspapers, magazines, Websites, cable and radio stations provide a staff directory and their emails addresses online. According to Dennis Carmody, Business and Coastal Monmouth Bureau Editor of the Asbury Park Press, you should keep your releases simple. Do not write in a flowery manner; it will be rewritten anyway. Keep it short and straight forward.

Follow this format when writing a press release.

- Write it on your business letterhead
- Include your working title centered and underlined
- Underneath on the left, include the desired date of printing (it can state "For Immediate Release")
- Opposite on the right, include your name, phone number and email address
- Make your margins two inches on each side, and double space between lines. This provides the editors room for making notes.
- At the end of your release, centered on the bottom of the page, write - END -
- If your release is on two pages, centered on the bottom of the first page write - MORE - and then begin the second page with "Page 2 - Smith's Sub Shop."

While you should always include who, what, when, where and why, remember that there could be more than one of each.

SAMPLE FORMAT

Miami Rotary Club
1234 Miami Blvd.
Miami, Florida 11111

Rotary Bake Sale for College Scholarships

For Release in July

Contact: Mimi Jones
555.555.6543
mj@miamirotoary.com

The Miami Rotary Club is holding a bake sale from 12 noon until 4 pm on Friday, May 23rd, 2018 at the Miami Post Office located at 1234 Main Street. The funds raised at the sale will benefit the Rotary college scholarship program. The Coast Guard Orchestra will be performing from noon until 2 pm. Last year the event raised \$4000 which provided four hard working Miami High School seniors with a \$1000 scholarship each. If you are interested in baking for the sale, please contact Mary Ames at 555.555.5555 by Monday, May 19. If you would like to volunteer to help out at the event, please call Mark Adams at 555.555.4321 as soon as possible. If you like sweets, stop by for a wide variety including homemade donuts, pastries, cheesecake, brownies, cookies, cupcakes, cakes, pies and tarts.

- END -

Contact Information

This list can be as vast as your research time allows. There are hundreds of news and event related Websites in addition to print and broadcast media. This is a list of some popular local newspaper contacts, and a few other miscellaneous media emails. Use the Internet for a more detailed list; Google "New Jersey newspapers" or "New Jersey magazines." Depending upon what you are "selling," you may want to greatly broaden your horizon; a manufacturer may want to go national.

Asbury Park Press: 732.922.6000

Business Editor - Dennis Carmody ext. 4036
dcarmody@njpressmedia.com
Entertainment Editor - Kathy Dzielak ext. 4265
kdzielak@njpressmedia.com
Local Editor - Sally Pakutka ext. 4250
spakutka@njpressmedia.com
State Editor - John Schoonejongen 609.292.5171
jschoonejongen@njpressmedia.com
Events Calendar - Ronna Weinberg ext. 4023
calendar@app.comwww.app.com/calendar
Freehold Bureau - Roya Rafei 732.308.7750
rrafei@njpressmedia.com
Coastal Monmouth Bureau - Dennis Carmody ext. 4036
dcarmody@njpressmedia.com
Toms River Bureau - Joseph Cacchioli 732.557.5730
jccacchioli@njpressmedia.com
Sunday Enterprise - Keith Newman ext. 4235
knewman@njpressmedia.com

The Atlanticville: Managing Editor Gloria Stravelli
732.358.5200, ext. 201 aville@gmnews.com
Covers - Eatontown, Long Branch, Monmouth Beach, West Long Branch and Ocean Township.

Cablevision: bulletin@cablevision

The Coaster: Editor, Ellen Carroll - 732.775.6379 ellen.carroll@thecoaster.net Covers - Allenhurst, Asbury Park, Avon, Bradley Beach, Deal, Interlaken, Loch Arbour, Neptune, Neptune City, Ocean Township, and Tinton Falls.

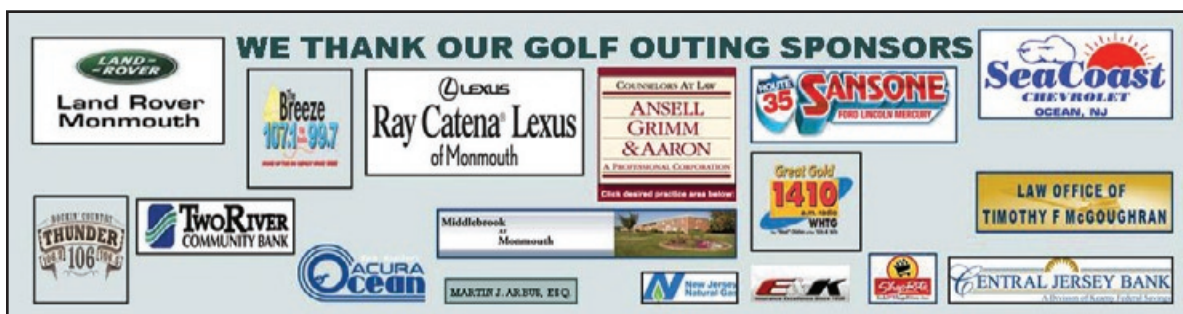
The Coast Star: Douglas Paviluk, 732.223.0076 Ext. 27
editoreditor@starnewsgroup.com Covers - Avon, Belmar, Bradley, Brielle, Lake Como, Manasquan, Sea Girt, Spring Lake, Spring Lake Heights and Wall.

The Link: 732.222.4300 editor@thelinknews.com Covers - Long Branch, W. Long Branch, Oceanport, Ocean Township, Eatontown, Sea Bright and Monmouth Beach.

Star Ledger:

Business Editor - Rick Everett 973.392.5856/4229
reverett@starledger.com
Arts & Entertainment Editor - Jennifer Braun 973.392.1714
jbraun@starledger.com
Features - Enrique Lavin 973.392.1745
elavin@starledger.com
Online Editor - Len Melisurgo 973.392.1762
lmelisurgo@starledger.com
Trenton Bureau - Tom Martelo 609.989.0059
trenton@starledger.com

Tri-City News: Executive Editor Steven Froias 732.897.9779
news@trinews.com Covers - Highlands to Belmar.



PRESIDENTIAL PAUSE

August is a working month for the Chamber of Commerce. We are now planning for our September 12th Golf Outing at Jumping Brook Country Club. We can always use a few more golfers; so if you enjoy the game and want to support the Chamber, please call Kim at 732.660.1888 – and bring along a few friends or co-workers. We are still also seeking sponsors for this big event, and if you are not a golfer and would like to network with some, join us for a relaxing dinner - and cocktails – at Jumping Brook!

We have also set a date for our Annual Scholarship Fundraiser/Comedy Night & Gift Auction – it will be held at Branches Catering on Friday, November 11th. We are looking forward to a night of fun, unwinding and good times. Hope you can make it. It is for a good cause, so please, tell all your friends!

As I said many times before, we welcome ALL businesses, new and old, no matter how large or small, to join us so we can help each other grow. And we encourage both our members and the community to use our online Membership Directory at www.gotcc.org, when in need of business or service providers. Please support those who support the community!

And finally, we are always seeking volunteers to help out with our business and community events. Getting involved is rewarding on many levels, including helping your business grow and giving back to our community! Call or email us (gotcc@optimum.net) if you are interested in getting involved.

I hope to see you at our next After Hours Networking event on Wednesday, August 24th, at the lovely Aqua Lounge over-looking the Atlantic from inside Convention Hall in Asbury Park. We will be joining the Asbury Park Chamber, and of course, we will have our traditional round-robin introductions, so do your best to be there for amazing food and networking, drink specials and fireworks with a view!

Here's to a prosperous and enjoyable summer's wrap....

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

**IT WILL ONLY HAPPEN
ONCE IN YOUR LIFETIME...
SO BE THERE!**

11-11-11

**THE GOTCC'S 23RD ANNUAL
SCHOLARSHIP FUNDRAISER
COMEDY NIGHT &
MINI GIFT AUCTION**



featuring
**CHEESE STATION
"HOUSE WINE & BEER" OPEN BAR
DELICIOUS BUFFET DINNER
DESSERT, COFFEE & TEA
3 NATIONAL TOURING COMEDIANS
OPTIONAL MINI GIFT AUCTION**

**BRING YOUR FRIENDS, ASSOCIATES, CLIENTS,
MOTHER-IN-LAW! BOOK A TABLE OF 10!**

**HELP US SELL OUT AGAIN THIS YEAR -
FOR A FUN NIGHT & TO HELP DESERVING COMMUNITY-
MINDED HS SENIORS PAY FOR COLLEGE!**

PLEASE TELL ALL YOUR FRIENDS!

**- ALL FOR ONLY -
\$50 PER PERSON PIF BY 11/4/11
\$60 AT DOOR OR PAID AFTER 11/4**

INFO: 732.660.1888 • GOTCC@OPTIMUM.NET • GOTCC.ORG

New Twists to Phishing Scams Threaten Mobile Users

With the popularity of mobile-enhanced shopping and banking sites on the rise, many people are storing more and more sensitive personal information on their mobile devices than ever before.

This immense volume of personal information has created a target that's hard to resist for thieves and unscrupulous hackers. As a result, they are constantly devising new ways to exploit these devices and their owners.

THE LATEST THREATS: SMISHING AND VISHING

Vishing removes a lot of the problems found in traditional phishing scams. There are no obviously misspelled words, fuzzy logos or other visual cues to indicate that something's wrong. Instead, you hear a confident, authoritative voice telling you about a problem that you must take immediate action to avoid. Here's how a vishing scam often unfolds:

You receive a voicemail message from your bank or creditor and are told that there is an urgent problem with your card and/or account. The voice sounds official, so why would you question it?

You are given a toll-free phone number to call that will connect you to a system that will ask you for your account number, PIN, and other personal information. Just as in a smishing attack, the thieves will then use your information to create duplicate credit cards, ATM cards, and other items that will allow them to drain your legitimate accounts and make your life miserable.

Sometimes you will be directed to log on to a web site. Once you do, the site will often download malware that could give thieves access to all the information stored on your phone, including your contact list, which gives them access to even more potential victims.

HOW TO PROTECT YOURSELF AGAINST SMISHERS AND VISHERS

Here are some tips to help you thwart criminals who may be targeting your mobile device:

- Don't respond to a text message or voicemail from blocked or unknown numbers. If you don't know who's on the other end of the line, there's a good chance you don't want to become acquainted.

- Don't download anything unless you are sure it comes from a trustworthy source. This is especially true of downloads and attachments from blocked or unknown numbers.

- Don't respond to unsolicited emails, texts or phone calls that request personal information.

- Never click on links or attachments contained within unsolicited emails.

- If you want to go to a merchant or financial institution's web site, type their URL directly into your browser's address bar.

- Check out apps before downloading them. Never download an app from a link sent in a text message.

- Some cell phone providers do allow users to forward questionable texts to them so that they can be investigated. Users will want to check with their provider if they have received texts that concern them.

Taken from ClubNorton www.us.norton.com/clubsymantec/library. Security apps are available for mobile phones. Check your app store for availability.

PUBLICIZE!

Grande Financial Services, Inc./Raymond James Financial Services, Inc. is pleased to announce that John Grande, CPF® has been honored to grace the cover of the July 2011 issue of "Financial Planning Magazine." The magazine is the industry's most respected and read national publication, reaching over 183,000 investment professionals each month. This most auspicious acknowledgement is the direct result of a team effort between three family partners of Grande Financial Services, Inc., who have worked together on a committee. **John S. Grande, CFP® and Traudy Grande, CFP® have also been recognized for their national lecturing and writing.**

The Grandes believe they were chosen for this prestigious honor because they have worked with physicians for over 24 years, having lectured around the country to medical universities, hospitals and associations and are authoring a financial column called "Money Matters" which appears regularly in "Ophthalmology Times" (as well as other medical journals). The Grandes find it rewarding to be regarded industry-wide as specialists who assist physicians with their personal finances. Reach the **Grandes at www.grandefs.com, 732.531.4111 or john.s.grande@raymondjames.com.**

Legendary shore musician **Max Weinberg will perform at the Count Basie Theatre to benefit Prevention First and the Light of Day Foundation on Friday, September 9th at 8:00 pm.** Weinberg was the long-time drummer for Bruce Springsteen and the E Street Band, and will play with Grammy winning vocalist, songwriter and Hammond B3 player extraordinaire

Bill Champlin and saxophone sensation Mini Abair to create an evening of pop, funk and great rock and roll. Champlin is best known as the lead singer, keyboarder and songwriting mainstay of Chicago for 28 years. Mindi Abair has toured with Duran Duran, Keb Mo, Backstreet Boys, Josh Groban and Mandy Moore and recently appeared on American Idol. **Tickets range from \$35 to \$125 and are available at www.countbasietheatre.org, 732.842.9000 or at their box office at 99 Monmouth Street, Red Bank.**

The New Jersey Department of Labor and Workforce Development has launched a new Website, www.Jobs4Jersey.com. For job seekers there is an interactive job bank, information on career assessment, talent networks, training and One-Stop Career Centers. For employers, there is an interactive job bank, expert advice and information on grants incentive programs.

The **Mathnasium** tutoring center, located in Middlebrook Plaza, **offers programs to help your child succeed, including preparation for SATs, HA/SAT, Academy Exam Prep.** Some of the topics included in their classroom instruction: SAT Basics & Strategies; How to Approach the Writing; and Critical Reading and Math Sections. This is also excellent preparation for the PSAT exam. In addition, they provide productive tutoring in CurriculumPlus – solidify foundational math elements and provide classwork assistance; and TutoringPlus – tonight's homework, tomorrow's test and SAT/ACT math prep. For full details on these programs, please call **John Napoli at 732.493.6284** or visit their Website **www.mathnj.com**. The details are also available on the chamber Website at **www.gotcc.org/publicize**.

Waterfront College Planning has recently introduced new options to make their programs more affordable for more families. If you are time-challenged and concerned that you won't do your child justice pertaining to the myriad of work involved in researching, applying and paying for college, then contact Bob Feil at Waterfront. Their service includes a step-by-step plan to guide you all the way through, personal coaching, SAT/ACT prep, career assessment,

tailored college search, college application essay help, financial aid form completion and help in searching for private scholarships and grants. Waterfront now offers affordable monthly rates or a **25% discount when you pay every six months.** Contact Bob at **732.643.1005** or visit their site at **www.waterfrontcollegeplanning.com**. The new program and rate sheets are also available on the Chamber Website at **www.gotcc.org/publicize**.

JOIN THE GREATER OCEAN TOWNSHIP & ASBURY PARK CHAMBERS AT



**WEDNESDAY, AUGUST 24th 6:30 - ?
AQUA LOUNGE - 1300 Ocean Avenue
Convention Hall, Asbury Park**

**A Cool Summer Breeze...
Overlooking the Ocean...
Sampling Exciting Culinary Fare...
Enjoying Drink Specials...
Networking with 2 Chambers...
Round-Robin Introductions...**

**Roasted Red Pepper Spread with warm Pita
Southwestern Pasta Salad
Chicken Marsala**

& DRINK SPECIALS

Members \$10/Non-Members \$15

**Bring Friends for Great Networking
& and a Memorable Evening at AQUA!**

**Stay for "After the After Hours" ~
Veranda-View Fireworks**

Info: 732.660.1888