



# Ocean Chamber News

Greater Ocean Township Chamber of Commerce

## 2010 CALENDAR OF EVENTS

We are still planning events for 2010, and will keep you updated.  
Your advance registration/reservation is requested and always appreciated.

### AUGUST

**Thursday, August 26th 5:30 – 7:30**  
Mister C's Beach Bistro  
Members \$20/Non-Members \$25  
Ocean View Networking & Nibbling  
Reservations Required

### SEPTEMBER

**Tuesday, September 14th, 8:00 a.m.**  
Board Meeting at Chamber office

**Monday, September 27th**  
15th Annual Golf Outing  
Location: Deal Golf & Country Club  
Cost: \$275 per Golfer/**\$250 if PIF by 8/16/10**  
\$85 Dinner Only

### OCTOBER

**Tuesday, October 5th 8:00 a.m.**  
Board of Directors Meeting

Event T.B.A.

### NOVEMBER

**Tuesday, November 3rd 8:00 a.m.**  
Board of Directors Meeting

**Friday, November 12th**  
23rd Annual Scholarship Fundraiser –  
Night of Comedy & Mini Gift Auction  
Branches in West Long Branch

## Greater Ocean Township Chamber of Commerce

### Executive Board

**Nick Blanda**  
President

**Teri Sciamarelli**  
Vice President

**Kathy King**  
Secretary

**Kathy King**  
**Teri Sciamarelli**  
Acting Co-Treasurers

### Board Members

Mike Beson  
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

Direct general Chamber questions and requests for applications to  
the office at 732-660-1888 or email [gotcc@optimum.net](mailto:gotcc@optimum.net)

### GOTCC

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

Tel.: (732) 660-1888 • Fax: (732) 660-1688

[www.gotcc.org](http://www.gotcc.org)

### Welcome New GOTCC Members

Mister C's Beach Bistro, Chico Perrotto  
West Park Eye Care, Harin Rajeev, D.D.

## "Tech Talk"

Most people think that when they delete their files and Recycle Bin, and reformat their hard drive to sell or trash their computer, that all of their confidential information is permanently gone. Not so. According to an article in PC World magazine, "Both processes really just remove the information that the hard drive needs to find the data - sort of like smoothing out a dog-eared corner that someone has folded down on the page of a book." The same is true of other gadgets, including iPods and smart phones. The only way to do this is by using software that erases the drive or scrambles the data. For the entire article and links to downloads go to [www.pcworld.com/article/195489/keep\\_your\\_personal\\_data\\_off\\_the\\_market.html](http://www.pcworld.com/article/195489/keep_your_personal_data_off_the_market.html).

# PRESIDENTIAL PAUSE

As we try to enjoy the summer of 2010, the great recession, with foreclosures on the rise and business and families struggling, we all know someday soon we will start hearing words of recovery; better markets for investing, increased property values, etc. I suppose you wonder how in the world will that happen? You!!! The answer is you!!

When you get involved in your local Chamber of Commerce, and hold events at your office, gym, church, synagogue, restaurant and bring in local business people to see what you have to offer, and get to know you, you also get to know us, and an increase in business begins. And those new customers tell two friends, and they tell two friends, and so on.

If you do not have a business that can physically host an event due to space limitations, distance issues, etc. consider co-sponsoring an event with a compatible business owner who can serve as host.

There are other ways that your membership in the Chamber can help you increase your business. Perhaps you can write an informational article for this very newsletter? Is there a topic of interest that you can speak about at a future Chamber function? Do you want to get the word out about change of address, new product line, an award you have won? You can include it in our new

“Publicize!” column in “Ocean Today,” and shortly on our new Website, which is currently being fine-tuned.

There are other types of opportunities for members to promote themselves. Imagine making new contacts by being on our membership committee and getting to call on businesses throughout the community. One of many committee possibilities. Our Annual Golf Outing is the perfect time to promote your business by sponsoring a tee for \$150, becoming a platinum sponsor or something in between. Exposure in the community! Of course you may want to also play in the outing, or, if you are not a golfer, join us for cocktails and dinner at the beautiful Deal Golf & Country Club.

I hope to see you at our next event at 5:30 on August 26th at Mister C's in the Allenhurst Beach Club. I will be the one holding a glass of wine, watching the dolphins jump in the ocean, and drumming up new Chamber members, sponsors and business for myself. Won't you join me?

Respectfully,

Nicholas A. Blanda  
President, GOTCC  
Senior Loan Officer  
C 732 829-4294 • Fax 866 248-6506  
nblanda@auroralending.com

## NIBBLE, NETWORK & WATCH THE DOLPHINS DIVE!

MISTER C'S BEACH BISTRO

ALLEN AVENUE & OCEANFRONT, ALLENHURST

THURSDAY AUGUST 26TH 5:30 PM

MEMBERS \$20/NON-MEMBERS \$25

RESERVATIONS ARE REQUIRED FOR THIS EVENT

732.660.1888 • GOTCC@OPTIMUM.NET

# PUBLICIZE!

Insurance Office of America, a privately held, full-service insurance agency founded in 1988, is pleased to announce that it has joined forces with The Norwood Agency and Smith Gatta Gelok to form IOA Northeast, with offices at 1451 Route 34, Suite 101, Farmingdale. They will offer an increased portfolio of insurance products and services. Chamber contact: Maria Sporn, Marketing Manager, 732.751.2900 ext. 142. maria.sporn@ioausqa.com. www.ioausa.com.

Attorney Martin J. Arbus has moved his office to 107 Main Street, Allenhurst. His new contact information: 732.531.9300. MJA44a@aol.com.

GOTCC Vice President Teri Sciamarelli, owner of Case Remodeling, was recently sworn in as president-elect of NAWBO (National Association of Women Business Owners), Central Jersey Chapter.

*Attention Chamber members ~ If you have news to share, please email us at [info@gotcc.org](mailto:info@gotcc.org). We are happy to include honorees, change of address, new product line/service, new employee, basic help wanted and other similar announcements that pertain to your business. Submissions for Publicize! will be included as space permits.*

Attention Business Owners – Brookdale is Offering

## Free Training

CALL NOW! The first classes begin Wednesday, July 21

Sign your employees up for scheduled classes, or form your own group of 12 or more.

- Word I & II
- Excel I & II
- Windows
- Outlook
- Basic Math
- Basic Measurement
- English as a Second Language I & II
- Communication (verbal, written, customer service)

### TO QUALIFY, YOUR EMPLOYEES MUST:

- Be employed at least 20 hours per week
- Be paid for class time
- Pre-register for courses

Participants may register for more than one course, but courses may not be repeated.

For dates and times and to register your employees, call Jim at 732-224-2186 or Tracy at 732-224-2754 or visit [www.brookdalecc.edu/bcd](http://www.brookdalecc.edu/bcd) and click on “Center for Business Services.”

AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION INSTITUTION



**BROOKDALE**  
NEW JERSEY'S #1 ASSOCIATE DEGREE COLLEGE

**Dear Chamber Members:**

July was a month filled with planning of our many events in the fall and winter months, final revisions to our new Website, new ways that our Chamber can help our members grow their businesses, and events that give back to our community.

The following is a brief synopsis of what has been going on in your Chamber.

We send out regular email blasts out to many individuals and businesses, whether members or not, to inform them about the events and opportunities currently being planned. If you would like to be included on our email list, please email our office at [gotcc@optimum.net](mailto:gotcc@optimum.net) with your name, business name, if any, and email address, and we will include you on that list.

You may have noticed two new columns this month. The first, "Publicize!" is located on page 7, and is another way we help our members promote their business to both our membership and the local community. Please feel free to email a short paragraph with news about your business, and space permitting, we will include it. While our deadline fluctuates, we would generally need it by the first of the month. The second, "Tech Talk," is located on page 6, and will feature technological tips and heads ups in plain English with links to detailed articles online.

We will be holding a Business Card Exchange on Thursday, August 26th at Mister C's Beach Bistro on the Ocean in Allenhurst. The cost is \$20 for members and \$25 for non-members, and will include hors d'oeuvres. There will be a cash bar that just happens to overlook the Atlantic Ocean! We hope to see

you there! And feel free to bring a friend!

Our Golf Committee is busy working on our 15th Annual Golf Outing. This year, the event is being held at Deal Golf & Country Club on September 27th. We are actively seeking both sponsors and players, and applications and information are available by calling or emailing our office. There is a \$25 discount per player for those who register with full payment by August 16th - so hurry!!

The Scholarship Committee is beginning to plan our 23rd Annual Scholarship Fundraiser, a night of comedy and mini-gift auction. Many a now famous comedian has crossed our stage over the years, and many members, residents and their friends have enjoyed a sore tress-busting evening out. Tickets make a great thank you gift for clients and customers, staff, staff incentives, birthday gifts, and men's or ladies night out! The event will be held on November 12th at Branches in West Long Branch, more details will follow in next month's issue and via email blast. Meanwhile, if you would like to help on the committee, or if you have a gift or gift certificate for a service that you would like to donate for the auction, please let us know!!

Thanks for taking the time to read the condensed minutes of your Chamber. We look forward to seeing you at many of our upcoming events, and always welcome your suggestions and participation.

Sincerely,

Kathy  
*Katherine A. King, Secretary*  
*Greater Ocean Township Chamber of Commerce*



THE GREATER OCEAN TOWNSHIP CHAMBER OF COMMERCE'S

## 15TH ANNUAL GOLF OUTING

MONDAY, SEPTEMBER 27, 2010\*

DEAL GOLF & COUNTRY CLUB  
ROSELD AVENUE, DEAL, NJ

\$250 FOR REGISTRATION  
WITH PAYMENT BY 8/16

COST: \$275 PER GOLFER • \$85 PER PERSON DINNER ONLY

10:30 AM REGISTRATION – 12:30 PM SHOTGUN START

TO RESERVE YOUR SPOT

732.660.1888 OR [GOTCC@OPTIMUM.NET](mailto:GOTCC@OPTIMUM.NET).

\*RAIN DATE: MONDAY OCTOBER 4TH

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## GOLF OUTING SPONSORSHIPS

SPONSORSHIPS OFFER A COST EFFECTIVE WAY TO PROMOTE YOUR BUSINESS!

ALL SPONSORS WILL BE RECOGNIZED WITH SIGNAGE ON THE GOLF COURSE,  
AT THE AWARDS DINNER AND IN THE TOURNAMENT PROGRAM.

SPONSORSHIPS INCLUDE GOLF TEE, PUTTING GREEN, DRIVING RANGE,  
REFRESHMENT CART, LUNCHEON, COCKTAIL HOUR, GIFT SPONSOR,  
GOLD SPONSOR AND PLATINUM SPONSOR.

FOR COST INFORMATION AND TO BOOK A SPONSORSHIP, PLEASE CALL THE CHAMBER OFFICE  
AT 732-660-1888 OR EMAIL [GOTCC@OPTIMUM.NET](mailto:GOTCC@OPTIMUM.NET).

## Chamber Breakfast at Panera Bread a Success



Many local business people showed up at Panera Bread in Ocean Township the morning of July 15th, expecting aromatic coffees and teas, delicious breakfast treats baked on-premises and an early morning networking opportunity. And they got it all and then some, beginning with the smell of fresh baking breads, rolls, bagels and pastries, the friendly and helpful staff of Panera Bread, including general manager Adam Lookner, and the inviting wi-fi enabled atmosphere.

Everyone in attendance enjoyed the humorous delivery of seasoned travel pro Ted Friedli's presentation, and ventured off to work afterward with smiles on their faces and a lot of valuable information for their next vacation or business trip.

Ted has owned Excel Travel for 17 years and prides himself on taking excellent care of his clients, including always being available in the event of an emergency. He is fortunate to make a living helping people enjoy their travel experiences as much as he enjoys his own. He addressed dual topics; why travelers should use travel agents to book their trips; and how to save money while booking great vacations in tough economic times.

Ted shared a few past experiences. Two travelers were headed to a wedding in Athens. They were able to find airfare online that

was \$20 less per ticket online and decided to book it on their own. They flew on one airline to London, where they were supposed to change airlines for the flight to Athens. Their suitcases, filled with gifts, were way over the weight limit for the second airline, costing them thousands of dollars in additional expense. According to Ted, had they called him, he would have bumped them up to first class, at a cost of \$200 each, and saved them over \$3000! His second story was of a father who accidentally booked his family to Sydney, Canada instead of Sydney, Australia, because the price was cheaper than what he was quoted by the travel agent (who would have booked them to the right continent), and the lady who booked herself to Las Vegas, New Mexico, instead of Las Vegas, Nevada, and then called because she couldn't find the Bellagio.

He provided many other examples of things that travel agents can do to save money for their clients, and spare them problems while they are traveling. He also showed examples of how misleading travel brochures can be, and a variety of other things to avoid when planning a trip. The bottom line was that a good travel agent can save you a lot of time, money and adversity. For more, see sidebar.

Panera Bread is located at 1100 Route 35 south in Ocean at the Staples shopping center, corner of Sunset Avenue and Highway 35. General Manager Adam Lookner can be reached at 732-918-1000 and [ocean.nj@strangcorp.com](mailto:ocean.nj@strangcorp.com). Their Website is [www.panera.com](http://www.panera.com).



## EXCEL-LENT TRAVEL TIPS

Too often people believe they can get better prices online. Unfortunately, that is NOT the case. As a matter of fact, at Excel Travel, we offer \$100 to anybody who can find an independent survey that would confirm that online prices are less expensive, compared to the prices obtained from a old-fashioned, traditional, brick and mortar travel agency. On [www.exceltravel.com](http://www.exceltravel.com) there are links to a dozen UNBIASED surveys all proving that online prices are NOT less expensive. As a matter fact, we will pay for your cruise or vacation package IF you can find a better price on a travel Website.

I guarantee to my clients that they get the absolute best price, but more importantly, that

they can call us 24/7 in case of any emergency (Volcano eruption, hurricane, snowstorm, etc.) AND we always send them to the right location on the right continent!

Keep in mind, if you plan your own vacation

and make a mistake, there is nobody else to blame. If a travel agency makes a mistake, you can hold them liable. So, why not shift the risk, save some money, and have a professional make sure your dream vacation will not turn into a nightmare?

Most people get excited when they find a lower price. Ted's suggestion is to find out why the price is lower, before getting too excited. Too often, there are hidden fees, or other reasons for a lower price. For example, Ryan Air is now charging to go to the bathroom. The good news is, coffee is still free - unlimited!

And if you do like to spend hours online to put your own vacation together, it still makes sense to call a travel agent for a second opinion! Many people don't realize that it doesn't cost anything to have a professional do all the work for them.

Travel agents know that an ocean view room doesn't guarantee that you are anywhere near the ocean, a direct flight is not a nonstop flight, and adjacent rooms don't have connecting doors. Too often what's online is advertising and it does not always give people the information they need to make an educated decision. "Old World Charm" could mean "never renovated," "Lovingly restored" could mean "cheaply renovated" and "Historic" could mean "dilapidated."

So think of your travel agent as a Human Travel-Related Search Engine, who will do all the work for you, guarantee the lowest price, be available 24/7, and all of this at NO COST TO YOU!

When people get frustrated, because they spent five hours online and are more confused than ever, my staff and I will gladly help out. No question is too crazy.

With that in mind, here are Ted's Top Five Craziest Travel Questions:

Q: Does the water go all the way around this island? A: No, not on Tuesdays

Q: At what time does the midnight buffet start? A: At 430 in the morning.

Q: Where is the best spot to watch the fireworks in London on the 4th of July?

Q: Does the ship's crew sleep onboard every night? A: No, they swim ashore.

Q: What do the do with the ice carvings after they melt?

*Excel Travel is located at 50 Atlantic Avenue in Long Branch. Ted and his staff can be reached at 800-392-3588 or [goaway@exceltravel.com](mailto:goaway@exceltravel.com). Their Website is [www.exceltravel.com](http://www.exceltravel.com).*

## What is your Value? Determine your Marketing Capabilities

Why should your customer buy from you and not your competition? This should be the first question any business owner asks himself. What do you bring to the table that the other guy doesn't?

Imagine for a moment that you sell copier machines. You have all the brands: Hewlett Packard, Minolta, Ricoh, and Xerox. You also have all of the support materials: catalogs, brochures and sell sheets for all the different models. You make an appointment with a prospective client to assess his needs and leave him three brochures so he can compare three different models. The next day your competitor has a meeting with the same businessman and he leaves him three brochures on the same three models that you did. The customer has both of your offers on his desk and realizes that you are both offer-

ing the same exact thing. What happens then? It comes down to pricing. Lower price wins and profits go out the window because no one wins in a price fight.

Now imagine the same scenario slightly differently. You give your client three brochures created by three manufacturers, but this time, you are prepared. You have already contracted with a professional marketing company and they've created a powerful brochure that tells your company story for you. This gives your client confidence that your company has a UVP (Unique Value Proposition). Your customized brochure describes the service that's unique to you: How you maintain the machine so it doesn't break down; how you have lease rates that take the bite out; or some other service that sets you apart. Sure, your proposal is a couple of bucks more, but now

you're not just selling a copier, you're selling your UVP and how it adds value. Your competition doesn't have anything that promotes his brand that influences the customer to want to buy from him. He's just selling copiers. Your value goes up, your profits go up, and the only person who is unhappy is your competitor because he doesn't know how you beat him.

So what is your UVP? What are the reasons that a customer should be writing you the check and not your competition? It isn't your personality. Five minutes after you leave, the buyer will forget you. Besides, your competitor is a great guy too. What will make the difference is something that stays with the customer: A professional brochure about your services is one of the tools you can use to help get more customers, and more impor-

tantly, more profits.

You may think, "I don't really have anything better than the competition." That's where the pros can help! At Proforma Action Marketing we help you define what it is that makes your company unique. And we'll figure out the best way to let your customers know your UVP. From business cards to multi media presentations and websites, we help you choose the right vehicles to market your business.

We have the tools; put us to work for you!

*Michael Gindi is the president of Proforma Action Marketing, a marketing, print & promo company. He can be reached at 732-571-5001 and [michal.gindi@proforma.com](mailto:michal.gindi@proforma.com). Visit their Website at [www.proformaactionmarketing.com](http://www.proformaactionmarketing.com).*