GOTCC EVENTS

SHRIMP FEST OF OCEAN TOWNSHIP

JOE PALAIA PARK
FRIDAY, JULY 8TH 5-10 PM
SATURDAY, JULY 9TH 2-10 PM
SUNDAY, JULY 10TH 2-8 PM

- FOOD!
- SHRIMP!
- WINE & BEER!
- CRAFTERS!
- RIDES!
- INFLATABLES!
- FREE KIDS ACTIVITIES
- ENTERTAINMENT!

MOTORCYCLE SHOW FRIDAY 6-9 PM
CLASSIC CAR SHOW SUNDAY 2-5 PM

AFTER HOURS BUSINESS CARD EXCHANGE
LATE JULY
CENTRAL JERSEY BANK, CORLIES AVE. ALLENBURST

“REFLECTIONS”
AFTER HOURS EVENT
AUGUST - DETAILS TBA

16TH ANNUAL GOLF OUTING
MONDAY, SEPTEMBER 12TH
JUMPING BROOK COUNTY CLUB
SPONSORSHIP OPPORTUNITIES!!
PLAY! OR JUST DINE & NETWORK!
REGISTER & PAY ONLINE 24/7! VISA, MC, D & DEBIT! 732.660.1888 GOTCC@OPTIMUM.NET

Check for updates: gotcc.org
Get on our e-mail list gotcc@optimum.net

GREATER OCEAN TOWNSHIP CHAMBER OF COMMERCE

EXECUTIVE BOARD

NICHOLAS BLANDA, PRESIDENT
Aurora Financial Group

TERI SCAMARELLI, EVP
Case Design & Remodeling

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

LOIS WHITE, TREASURER
Piccola Italia

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KIM RISE SOMERVILLE
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MARIA SPORN
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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

golf... great opportunity to relax
great opportunity to network
golf outing... great opportunity to sponsor & get recognized by golfers AND in pre - event promotions!
gotcc golf outing play. sponsor. dine.
get details...

Due to circumstances beyond our control, the June 29th After Hours event has been rescheduled to
THREE KEYS TO LIMITING YOUR EXPOSURE

It’s always a good time to review some basic security practices that can help limit the exposure of your company to data loss or theft. Implementing some or all of the following steps can greatly enhance your company’s security and limit your exposure to unplanned costs and liabilities.

Staying Secure – While most people are aware of the need for strong passwords (passwords containing a mix of numbers, letters, and symbols), there are additional steps you can take to protect the information on your computer.

One of the simplest methods is to enable a BIOS password on your computer. The BIOS is the system that runs in the background of your computer, and allows Windows to talk to the hardware of your computer. The BIOS loads onto your computer first, before Windows, and by requiring a password you effectively stop Windows from loading until the password is supplied.

Another method to protect the data on your computer is to encrypt any files you wish to keep private with a personal key. You then share a public key with other users that you wish to have access to the file, allowing them to unlock the file and view its contents. This insures that if someone does gain unwanted access to your data, they cannot use it without your decryption key and can be used to protect sensitive financial data and intellectual property.

Control Access – While many companies allow access to the internet with little restriction, the risk of virus infection from malicious websites has been on a dramatic rise over the last few years, with virus creators becoming all the more sophisticated with their method of attack. These viruses are often costly to remove, if they can be removed at all and can result in permanent data loss. While modern anti-virus suites do a fair job of preventing and catching infection, the best layer of security is to prevent general access to the internet, and allow only the sites necessary for the business.

An additional threat to unlimited access is that many media publishers are pursuing legal action against those that download illegal copies of music, movies, and software. This could put your organization at risk if users are downloading from work.

Stay Managed – The common tendency of most people is to not think about their computer environment until there is a problem with it. However, many common computer issues can be prevented or minimized well in advance of an actual problem. A service like Trinity’s ActoSurveillance runs a small agent on every workstation and server in your organization, which reports back any errors in the hardware or alerts from the operating system, anti-virus, or back-ups.

About the Author: Joshua Slick is a Network Engineer with Trinity Worldwide Technologies providing technology information to small and medium size businesses via our e-newsletters, blogs, and websites.

Oops…

You might have noticed something missing from last month’s “Tech Talk” column...it began “Recently, you may have noticed odd little black and white squares, like those above, all over the place...”, continuing "in case you are wondering, the three I put here are from left to right, a link to a Website with a barcode reader app, a link to my company’s homepage and my basic contact information.” Unfortunately, the QR codes above were omitted. To read this very informative article in its entirety, please go to www.gotcc.org and click on “Newsletter.”
The GOTCC’s 23rd Annual Business & Retail Expo was a big success! With 60 sponsors and exhibitors, we maxed out the grand ballroom and lounge at the elegant Jumping Brook Country Club.

We gave away over $6,000 worth of door prizes, including thousands in free radio and Internet advertising! Sampling of lobster bisque, the mashed potato bar and Pasta Aristotle, to name a few, served by local restaurants and catering facilities, were also among the highlights of the evening for many.

Working on the Expo Committee is a great way to make new business connections! If interested in joining the Expo 2012 Committee please call or email the office at 732.660.1888 or gotcc@optimum.net. If you would like to see a full list of sponsors and exhibitors, please go to www.gotcc.org and click on the Expo 2011 button.

As the summer of 2011 rolls in, we are busy recovering from our very successful Business Expo at the beautiful Jumping Brook Country Club on May 25th. Our sponsors and exhibitors were pleased with the contacts that they made at the event. They looked great and were ready to meet and greet. The food was fantastic and the visitors were made up of an attractive business crowd. Thanks to our EXPO Chairwoman, Kim Rise-Somerville of Two River Community Bank, her committee, our Executive Director Kim Horn Blanda and the strong support from our Board of Directors, the event went off without a hitch. With everyone working together we recruited 21 new members! A job well done!!

Our new challenge is the ShrimpFest of Ocean Township; to be held July 8, 9 & 10 at Joe Palaia Park. The event will benefit the Chamber, local business community and residential community via our Youth Committee and their affiliated charities and ventures, such as Adopt-a-Family and college scholarships. We will have Food, Crafters, Rides, Live Music, Friday night is a Motor Cycle show, Sunday afternoon is a Classic Auto show, and lots more. And don’t forget the SHRIMP!!

Simultaneously, our Golf Outing co-Chairs Nick Gradone of Atlantic Kitchen & Bath and Kathy King of Central Jersey Bank, are moving things along for our 16th Annual Golf Outing. This year, it will be held at Jumping Brook Country Club on Monday September 12th. They have already done an amazing job preparing this event, so if you can hold a golf club we hope you will join us. In fact, if you can’t hold a hold club, join us for cocktails, dinner and a little networking at the end of the outing.

In between and following our two major summer events will be a few networking events; so stay tuned…

Hard work is paying off for our Chamber; be part of it.

See you at Shrimp Fest!

Nicholas A. Blanda, CMB NMLS #227173
President, GOTCC
Aurora Financial Group
Senior Loan Officer & Reverse Mortgage Specialist

1) Scott Difilippo and Scott Maguire, proprietor of Janet Studios
2) Expo Sponsor Gold Coast Cadillac
3) Ron Podhirny and Arlene Kessler of Jumping Brook Country Club
4) Hally Roman of Legal Link, LLC and Christine Fisher of State Shorthand Reporting Service
5) Dr. Michael Ginsberg and Lynnette Jansen of Neptune Dental Care
6) Mike Hollemans and Rob of The Passion Group (Producers of ShrimpFest)
7) Soul Focus - Keeping everyone happy!
8) Carol Katz of Adult Care Advisors
9) Mayor William Larkin, a GOTCC Board member with Kim Horn Blanda, GOTCC Executive Director

Photo Credits for pictures 1 and 10: Nick Gradone, Atlantic Kitchen & Bath
Photo Credits for pictures 2 through 9: Scott Maguire, Janet Studios of Ocean
If you own a motorcycle or a classic automobile, contact the Chamber office to participate in the motorcycle rally on Friday evening, July 8th or our classic car rally on Sunday afternoon July 10th in conjunction with our Shrimp Fest of Ocean Township! Vendors and crafters are also being sought. Call 732.660.1888.

Congratulations to Brandi and John Landgraff who were married on June 11th!! Brandi, formerly Swift, is on the GOTCC Board of Directors and is the VP of Sales & Marketing for Servpro of Marlboro/Tinton Falls. The Landgraffs celebrated with their guests as Doolan’s in Spring Lake and will honeymoon in the Fall.

Mathnasium Learning Center has opened in Ocean Township at Middlebrook Shopping Center. Mathnasium focuses solely on math education and building skills for students in 1st - 12th grades; and designs assessment-based individual learning plans specifically crafted to help students get ahead in math, regardless of their level. All work is completed in their center under the direction of a NJ State Certified Highly Qualified Math Teacher who teaches each child in a language they can understand, in a one-on-one setting. Mathnasium offers flexible summer programs. Call 732.493.6284 or visit their web site at www.MathNJ.com to find out how to position your child’s future. Visit www.gotcc.org’s “Newsletter” page for more details.

Save the date for the LADACIN Network’s Ryan Bell Memorial Walk and Wheel-A-Thon on Sunday, September 18th at 2:00 pm at Brookdale Community College in Lincroft. LADACIN was formerly known as Cerebral Palsy of Monmouth & Ocean Counties. For more information, call, e-mail or visit 732.493.5900, communityrelations@LADACIN.org or www.LADACIN.org.

Run On Love for Prevention First. Sign up now to participate in the Asbury Park Relay Marathon on Sunday, October 16th on the Asbury Park and Ocean Grove Boardwalks. Teams sign up and raise funds for Prevention First, a GOTCC member and non-profit organization that is committed to keeping children healthy, safe and drug-free. They have highly trained educators who teach classes focused on bullying, violence and substance abuse prevention. For more information, visit www.preventionfirst.net or www.facebook.com/preventionfirst.

If you would like to Publicize! your business, please e-mail Kim Horn Blanda at gotcc@optimum.net.

SCAM Alert! After contacting the police, a GOTCC member contacted our office about a scam that was attempted on her business. Beware of anyone contacting you asking to place an immediate order using Western Union as payment. A similar scam has been circulating on the Internet for years, in various forms. Err to the side of caution when in doubt, and go to www.snopes.com to check it out.

May 11th was the date. Branches in West Long Branch was the place. The Greater Ocean Township Chamber and Greater Long Branch Chamber were the providers. That set the stage for a successful joint Chamber morning of new connections, a delicious hot and cold spread by Branches and always successful Round-Robin introductions.

Afterwards, speaker Maria Valentino Sant, retired Mentorship Coordinator for the highly respected Communications High School, spoke about the benefits for both businesses and students of mentoring a CHS Senior Intern; as well as those from Monmouth County’s other prestigious vocational high schools, including High Tech High and BioTech High. Stay tuned to our Website for more on this topic shortly, including the video of her speaking.

New GOTCC Executive Director

Kim Horn Blanda was recently appointed Executive Director of the Greater Ocean Township Chamber of Commerce. A long-time volunteer of the GOTCC, she became involved with the Chamber when it was a business association 27 years ago. At that time, she was the Assistant Manager & Marketing Director of Seaview Square Mall, handling the mall’s advertising and promotions, and assisting with operations and property management for the 1 million GLA regional shopping mall. Later, she owned two retail businesses with her husband Nick; one at Seaview Square in Ocean and the other on Main Street in Belmar, where she became active in the Belmar Chamber of Commerce and founded the Belmar Retail Merchants Association. Prior to stepping in to help out at the Chamber last May, she worked for years as a freelance desktop publisher/material designer, event planner and vacation rental property manager.

Ironically, over the years, Kim has created and chaired several GOTCC events, and designed and edited the Chamber’s long-time newsletter “Business in m’Ocean.” She now runs the day-to-day activities of the Chamber, works with all committees on the development and implementation of events and programs, and designs and manages the Chamber’s new Website to provide valuable and up-to-date information for GOTCC members and the local community.

Kim’s goal is to work with the Board of Directors to take the Chamber to new heights by increasing membership, having bigger events with better networking opportunities, providing members with free marketing information and opportunities as often as possible, featuring event speakers on in-demand topics, including informative marketing and expense-savings articles in the GOTCC’s monthly newsletter in “Ocean Today” and on gotcc.org, seeking new ways to help GOTCC members grow their business and give back to the community.

Kim has two wonderful daughters, Jordan 17 and Camryn 11; and Maddi, a heavily-shedding but loveable Golden Retriever puppy.

PUBLICIZE!

If you would like to Publicize! your business, please e-mail Kim Horn Blanda at gotcc@optimum.net.

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Breakfast at Branches

1) President GOTCC, Nicholas Blanda, Aurora Financial Group; Robin Kampf, RJK Media; Susan Woolley, Assistant Director GLBCC; Director GLBCC Pauline Poyner, Coldwell Banker; and Richard Di Santo, Rumson-Fair Haven Bank. 2) Speaker, Maria Valentino Sant, retired Mentorship Coordinator Communications High School.

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