

# Commentary

A Publication of the Warren County Regional Chamber of Commerce

Volume 8, Issue 3 March 2009



## 6th Anniversary

March 6, 2009 • 7:15 a.m.- 8:30 a.m.  
Warren County Community College  
475 Route 57 West, Washington

The Chamber's biggest **"Power Networking"** opportunity  
Bring Business Cards • Bring a Colleague  
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With 50 + in attendance, winner receives a 2010 Chamber Membership  
With 25 + in attendance, winner receives a full page ad in Commentary

For reservations contact the Warren County Regional Chamber of Commerce  
at 908-835-9200 or [info@warrencountychamber.org](mailto:info@warrencountychamber.org)

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## Secrets of Success Luncheon

March 25, 2009 • 11:45 a.m. - 1:00 p.m.  
Charlie Brown's Steakhouse • 109 Grand Avenue, Hackettstown

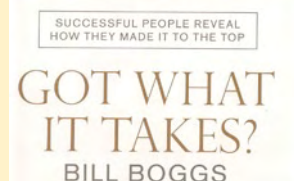
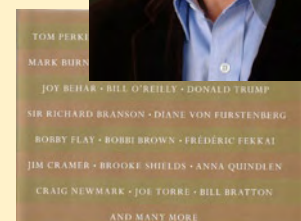
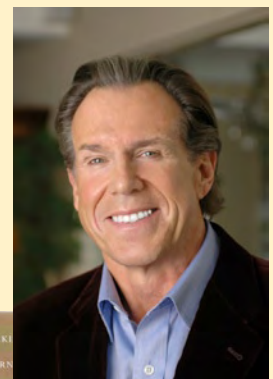
*Emmy Award winning talk show host  
and journalist Bill Boggs discusses his book*

**GOT WHAT IT TAKES?  
SUCCESSFUL PEOPLE REVEAL HOW THEY  
MADE IT TO THE TOP**



Members: \$30 Non-members: \$45

Contact the Chamber at 908-835-9200 for reservations.



# 2009 Annual Meeting



Warren County Regional Chamber of Commerce Board of Directors

The Warren County Regional Chamber of Commerce announced its 2009 goals (see page 7) at its Annual Meeting, February 25 at Hawk Pointe Golf Club in Washington. Chairperson of the Board, Ron Harding outlined the strategic areas of membership, economic development, tourism and legislative initiatives and encouraged the business community to keep the momentum going.

“We need your voice now,” said Harding. “We encourage you to be an activist in and for the Warren County Regional Chamber of Commerce.”

Chamber President and CEO Robert Goltz noted that despite a loss of funding, the Chamber has continued to increase its services, member resources and events and is seeking grants to fund future projects. He cited the wide range of opportunities the Chamber provides such as affinity and member-to-member programs, business equipment rentals and a speaker’s bureau.

“We are not longer just a networking organization,” said Goltz.

Goltz also said the Chamber will be stepping up its legislative agenda and currently is building a coalition with other chambers in the area. He noted that a large membership is key to making headway on important issues.

“We need to increase our membership so that when we go to Trenton, we have a larger voice,” Goltz said. He acknowledged the contributions of Warren County’s representative in government, but stressed the importance of local involvement.

“The people who are going to take care of your business in these hard times are in this room,” he said.

Former Assemblywoman Marcia Karrow (R-Hunterdon/Warren), who recently took over the state Senate seat vacated by Representative Leonard Lance, pledged her continued support and noted that her new position would provide an even “larger voice” in the state Senate. “I will be giving you the same hardline representation,” Karrow said.

Congressman Scott Garrett, in a letter to attendees read by Dana DiRisio, Constituent Services Officer, talked about the economic challenges ahead.

“As our economy has dipped into a recession, this has left businesses with difficult decisions to make regarding the size of their workforces, the generosity of their benefits, decisions about investment or planning for future expansion. In Congress, I am committed to addressing these problems...in such a way that businesses in New Jersey and Warren County can continue to thrive.”

## Cancellation Notice Required for Chamber Events

The Warren County Regional Chamber of Commerce requires 24-hour cancellation notice for attendance at any of the chamber functions. Refunds will no longer be provided for cancellations that occur less than 24 hours before the event. Responses and cancellation messages can be sent to [rsvp@warrencountychamber.org](mailto:rsvp@warrencountychamber.org).

## 2009 BOARD OF DIRECTORS

### Chairperson of the Board

Ron Harding, *Mallinckrodt Baker*

### Vice Chair

Nancy Ann Post, *Team Capital Bank*

### Second Chair

Jason Coe  
*Hackettstown Regional Medical Center*

### Secretary

Susan Zukoski  
*Abilities of Northwest Jersey, Inc.*

### Treasurer

Claudia Conway, *Skylands Community Bank*

### Immediate Past Chair

Dr. William Austin  
*Warren County Community College*

## DIRECTORS

John Abromitis, *Courter, Kobert & Cohen*

Gregory Ackerson, *Blue Ridge Lumber*

Debra Bowlby, *Pinpoint Graphics*

Marian Bredin, *Good Impressions*

Samir Elbassiouny  
*Warren County Community College Foundation*

Monika Hamburger  
*ComForcare Senior Services*

Andrea Kirchuk, *Computer Images Web*

Sheila Lobel, *Good as Gold K9, LLC*

Hannah Massaquoi  
*Jersey Central Power & Light*

Donna Mugavero, *Warren Hospital*

Susan Seger, *SASCO Insurance*

John Sommer, *Centenary College*

Doug Steinhardt  
*Florio, Perrucci, Steinhardt & Fader, LLC*

Glenn Tippy, *GBW Insurance*

John Dodge, *Mars Snackfood, US*  
Ex Officio

## CHAMBER STAFF

Robert L. Goltz, *President/CEO*

Danielle Holland, *Service Coordinator*

Steve Kesely, *Customer Service, Phillipsburg*

Stephanie Rummerfield, *Membership Manager*

Eileen Seiler, *Communication Director*

Ph: 908-835-9200 • Fax: 908-835-9296

Email: [info@warrencountychamber.org](mailto:info@warrencountychamber.org)

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

Robert L. Goltz, Publisher  
Produced by Warren County Regional  
Chamber of Commerce

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## AM BIZ



**Warren**  
County Community College

March 6, 2009  
7:15 a.m. - 8:30 a.m.  
Warren County Community College  
475 Route 57 West, Washington

AM BIZ is a year-round power networking program. This is an excellent opportunity for attendees to increase awareness of their businesses in a unique, structured and timely format. Each attendee is given a specific, concise amount of time to provide a thumbnail sketch of his or her company and plug any new features, specials or upcoming events.

## Business over Breakfast

March 13, 2009  
7:45 a.m. - 9:00 a.m.  
Café Verada, South Main Street, Phillipsburg, NJ 08865

**Recession Proof Series:**  
Stop Looking For New Customers. Keep Those You Already Have.

Speaker: Brian Kathenes,  
Members: \$20 Non-Members: \$25

## Maximize Your Membership

March 11, 2009  
9:00 a.m. - 10:00 a.m.  
Warren County Regional Chamber of Commerce  
10 Brass Castle Road, Washington

March 12, 2009  
4:00 p.m. - 5:00 p.m.  
Warren County Regional Chamber of Commerce  
74 S. Main Street, Phillipsburg

Come and see what Chamber membership has to offer. This one-hour orientation covers the benefits, programs and advertising opportunities to assist your business. Make the most out of your membership by taking advantage of this opportunity to get the maximum exposure for your business. To register, contact the Chamber at 908-835-9200 or online at [infor@warrencountychamber.org](mailto:infor@warrencountychamber.org).

## Secrets of Success Luncheon

March 25, 2009  
11:45 a.m. - 1:00 p.m.  
Charlie Brown's Steakhouse, 109 Grand Ave., Hackettstown

**GOT WHAT IT TAKES?:**  
Successful People Reveal How They Made It to the Top

Speaker: Bill Boggs  
Members: \$30 Non-Members: \$45

## Workshops

### Business Exit Strategies aka the Business Exit Plan

The day you open the doors of your business is the day you should start your exit planning. This workshop exposes critical areas and reveals critical questions each business owner should answer while developing his/her Exit Strategy & Succession Plan.

*Thursday, March 5, 2009 • 9:00 a.m. - 11:00 a.m.*

*Warren County Regional Chamber of Commerce*

*10 Brass Castle Road, Washington*

*Speaker: Harry Browne*

*Members: \$35 Non-members: \$45*

### Tourism Website Training

The Warren County Convention & Visitors Bureau (CVB), a division of the Warren County Regional Chamber of Commerce, invites all area tourism entities, businesses, and non-profit organizations to attend website training that focuses on how the CVB can help promote your businesses, attractions or services.

*Thursday, March 5, 2009 • 6:00 p.m.*

*Warren County Regional Chamber of Commerce*

*74 South Main Street, Phillipsburg*

*Speaker: Robert Goltz*

### How to Get Free Publicity For Your Business

Learn how to write a basic press release that will get people's (editors') attention. Find out how to have a better chance of getting the press release published or placed with newspapers, radio and Internet sites. Bring pencil and paper (or laptop).

*Wednesday, April 8, 2009 • 9:00 a.m. - 11:00 a.m.*

*Warren County Regional Chamber of Commerce,*

*10 Brass Castle Road, Washington*

*Speaker: Dan Hirshberg*

*Members: \$45 • Non-members: \$50*

### Boosting Website Traffic - Part II

The Skylands of New Jersey Tourism Council and the Warren County Regional Chamber of Commerce are offering part two of the e-SEO (economical Search Engine Optimization) workshop that can help you: understand the basic terminology; increase website traffic; learn the benefits of an "organic" search; and move up on search engine lists.

*Wednesday, March 4 • 9:00 a.m.*

*Warren County Regional Chamber of Commerce*

*10 Brass Castle Rd., Washington*

*Members: \$35 • Non-members: \$50*



# National Workforce Wellness Week

## Health Equals Wealth: A Hale and Hearty Workforce Puts Money in Everyone's Pockets

In an effort to keep their businesses up and running, employers across the nation are being urged to get their workforce up and running - literally. A resolution introduced in July of 2008 by Rep. Stephanie Herseth Sandlin (D-SD) and Rep. Charles Boustany (R-LA) designates the first week of April as National Workforce Wellness Week. This initiative is designed to encourage private and public businesses to "invest in the health of their employees," by implementing voluntary worksite health promotion programs that address physical fitness, nutrition, stress-reduction and more.

According to statistics, productivity losses related to personal and family health problems cost U.S. employers \$225.8 billion annually. The indirect costs of poor health can be up to three times the direct medical costs.

In contrast, studies of workplaces with health promotion programs show significant reductions in absenteeism, health care costs and workers' compensation and disability management claims.

According to research, cultivating a healthy workforce seems to benefit everyone involved. Businesses realize increased productivity and cost savings and employees, aside from simply feeling good, experience more job satisfaction and spend less on health care. In fact, the economy as a whole benefits from a strong and motivated workforce.

Support for the resolution has been widespread. Organizations such as the American Cancer Society Cancer Action Network, the American Stroke Association, Partnership for Prevention and the Hepatitis Foundation International have come on board. Likewise, in the business community, the U.S. Chamber of Commerce, the Society for Human Resource Management and The WorkCare Group, Inc. have pledged their support along with Dow Chemical, Pfizer, Fox Entertainment and Deere & Company. The healthcare and education arenas are represented by companies such as Aetna, Cigna, Blue Cross/Blue Shield and institutions like the American College of Preventive Medicine.

There are a number of resources locally and nationally for any businesses interested in implementing a workforce wellness program.

In Warren County, both Hackettstown Regional Medical Center and Warren Hospital offers screenings, workshops, support groups and wellness initiatives. Warren Hospital recently joined the ranks of healthier workplaces by instituting a smoke-free policy for all of its owned and rented properties.

American Heart Association  
National Start! Walking Day  
April 8, 2009  
Log on to  
[www.american.heart.org](http://www.american.heart.org)  
to get your  
National Start! Walking Day Toolkit

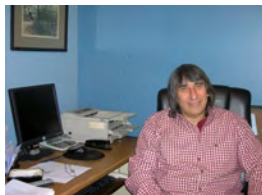
Partnership for Prevention  
Log on to  
[www.prevent.org](http://www.prevent.org)  
for facts, resources and the  
publication  
*Leading by Example: Leading  
Practices for Employee Health  
Management*

Health Promotion Tips  
Log on to  
[healthpromotiontips.com](http://healthpromotiontips.com)  
for guidelines and resources  
to start a  
Corporate Health Promotion  
Program

New Jersey Health Care  
Quality Institute  
Log on to  
[www.njhcqi.org](http://www.njhcqi.org)  
and take the  
*How's Your Health NJ?*  
survey

## Member Spotlight

### RPR – Cutting Out the Complications in Coupon Processing



In June of 1994, Ron Fischer walked away from his 14-year career with Unilever, confident that with his wealth of experience and knowledge of all aspects of his industry he could carve a niche in the complex business of coupon management.

As president of RPR (Redemption Processing Representatives, Inc.) in Blirstown, Fischer has indeed built a successful company that provides coupon deduction management as well as promotional and consulting services.

The average person who clips out a coupon and hands it over to the cashier probably is not aware of the processes that ensure not only that the consumer gets a discount, but also that the manufacturer, retailer and vendor are compensated appropriately.

“Coupons are the second largest form of monetary exchange,” Fischer said. “And the industry is governed only by voluntary recommended guidelines.”

There are three components to RPR. The coupon deduction management assists manufacturers in handling and collecting deductions from their product invoices for coupons from retailers not paid. Secondly, as retail customer service for SEA Enterprises, Inc. and Mandlik & Rhodes Information Systems, both of which are retail clearinghouses, RPR posts/reconciles payments from agents and/or manufacturers, disputes and collects payment denials, notifies retailers of counterfeit alerts and investigates problem coupons.

“There is a lot of fraud in the industry,” Fischer explained. “RPR is taking an ethical approach providing full disclosure and not passing on any additional costs to retailers.”

The third service that Fischer provides is consulting on electronic processing systems, start-ups, and trade and consumer promotional initiatives.

Though his clients hail from all parts of the country, Fischer said he benefits on a local level from being part of the Blirstown Business Association. Having previously rented several offices on Main Street over the past 15 years, he decided to purchase the building that houses RPR and he is anxious to be a part of the business community.

“Now that I am a property owner, I want to help out and stay involved with the BBA,” he said.

While most are feeling the pain of the economic downturn, Fischer said that the coupon industry actually fares better in a bad economy.

“Coupons are going up and retailers are going back to doubling and tripling,” he said. “It’s a little ‘bailout’ that everyone can take advantage of.”

## New Members

### First Hope Bank-Columbia

201 State Route 94, Columbia, NJ 07832  
Phone: 908-459-4121 Fax: 908-979-0004  
Web: [www.firsthope.com/blirstown.htm](http://www.firsthope.com/blirstown.htm)  
Contact: Cheryl Teke  
*Financial-Banks*

### First Hope Bank-Great Meadows

PO Box 177, 277 Route 46  
Phone: 908-459-4121  
Fax: 908-637-4672  
Web: [www.firsthope.com/greatmeadows.htm](http://www.firsthope.com/greatmeadows.htm)  
Contact: Dawn Barbera  
*Financial-Banks*

### First Hope Bank-Hope

1301 Hope-Bridgeville Rd. Hope, NJ 07844  
Phone: 908-459-4121 Fax: 908-637-1013  
Web: [www.firsthope.com/hopebranch.htm](http://www.firsthope.com/hopebranch.htm)  
Contact: Susan Hillyerd  
*Financial-Banks*

### Novocent Partners, Inc.

15 Commerce Blvd, Suite 310  
Succasunna, NJ 07876  
Phone: 973-927-7366 Fax: 973-927-7369  
E-mail: [info@novocentpartners.com](mailto:info@novocentpartners.com)  
Web: [www.novocentpartners.com](http://www.novocentpartners.com)  
Contact: Al Crisafulli  
*Advertising/Marketing/Public Relations*

### The Phillipsburg Inn

1315 Rte. 22 W., Phillipsburg, NJ 08865  
Phone: 908-454-6461 Fax: 908-454-3034  
E-mail: [gm@phillipsburginn.com](mailto:gm@phillipsburginn.com)  
Web: [www.phillipsburginn.com](http://www.phillipsburginn.com)  
*Hotels & Lodging*

### Prickly Pear Restaurant

80 Main St., Suite 30,  
Hackettstown, NJ 07840  
Phone: 908-979-0003 Fax: 908-362-6512  
E-mail: [linda@ifeelprickly.com](mailto:linda@ifeelprickly.com)  
Web: [www.ifeelprickly.com](http://www.ifeelprickly.com)  
Contact: Linda Andes  
*Dining-Restaurants*

### Sports Scene Restaurant

234 Route 31 North, PO Box 207  
Washington, NJ 07882  
Phone: 908-689-0310 Fax: 908-689-8434  
E-mail: [oakwoodlanes@verizon.net](mailto:oakwoodlanes@verizon.net)  
Web: [www.oakwoodlanes.com](http://www.oakwoodlanes.com)  
Contact: Rob Plenge  
*Dining-Restaurants*

### Victorian Belvidere

405 Front Street (Second Floor), PO Box 134  
Belvidere, NJ 07823  
Phone: 908-475-4124 Fax: 908-475-2963  
E-mail: [daysvictorian@aol.com](mailto:daysvictorian@aol.com)  
Web: [www.victorianbelvidere.com](http://www.victorianbelvidere.com)  
Contact: Marianne Meyer-Garcia  
*Nonprofit Organizations*

**ishopWarrenCounty.com**



Save Time,  
**Free COUPONS!**  
Save Gas,  
Save Money!

## Warren County Regional Chamber of Commerce

### 2009 Proposed Initiatives

- Submit Foundation Package for 501C3 Designation
- Form a Board of Directors for the Foundation.
- Strengthen/Expand Chamber presence in Blairstown, Hackettstown and Phillipsburg markets
- Achieve LEADERSHIP WARREN participation of 12 individuals in 2009-2010 Class

### Three to Five Years Initiatives

- Begin the purchase of a building for the Chamber of Commerce
- Develop a \$500- \$750K Budget
- Achieve LEADERSHIP WARREN participation of 20 individuals per/year
- Develop and Implement Affinity programs that are driving growth in membership and retention at better than national average

### Economic Development: Three - Five Year Initiatives

- Design a loan and/or grant program for business that is on-going and recurring
  - Hire a full-time staff person for Economic Development
  - Develop a comprehensive database and communication tool to promote property availability and labor market information
- Develop an effective "Buy Local" program

### Business Climate: Three - Five Year Initiatives

- Ensure that the Chamber is recognized and listened to in Trenton regarding business issues
- Have a Lobbyist on retainer for the Chamber
- Designate the Chamber as the resource for information/activism on county, state and federal legislative issues

### Tourism: Three - Five Year Initiatives

- Warren County Convention & Visitors Bureau recognized as an aggressive marketer of tourism
- Bring up the occupancy rate of hotels.
- Develop a program to assist attractions throughout the county in their effort to be well publicized
- Establish tourism offices in all areas of the county

## The Math Path

Students who complete:	Have this chance of earning a college degree:
Algebra	8%
Geometry	23%
Algebra II	40%
Trigonometry	62%
Pre-Calculus	74%
Calculus	80%

Math builds brain power and brain power builds businesses. Check out [www.LearnDoEarn.org](http://www.LearnDoEarn.org) to find out how you can have a positive impact on the students of today – your future workforce.

### You can make a difference right now in Warren County

There currently is an initiative by the Phillipsburg Business Council to implement the LearnDoEarn program in the Phillipsburg school system in the fall of 2009. Fundraising Chairperson is Valerie Fagan, owner/operator of Rita's Italian Ice in Stewartsville. For more information contact the Warren County Regional Chamber of Commerce, 10 Brass Castle Road, Washington NJ 07882 at 908-835-9200 or by email at [info@warrencountychamber.org](mailto:info@warrencountychamber.org).

**Learn.Do.Earn.**  
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Online Banking • Personal and Business  
Banking Solutions**

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*In Phillipsburg*

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908 - 235 - 4700**

**98 South Main Street (Agency Office)  
908 - 234 - 4704**

[teamcapitalbank.com](http://teamcapitalbank.com)

Member FDIC



# Members in the News

## Local CAREGiver Honored for Commitment and Service to Seniors

Donna Schofield has been selected CAREGiver of the Year by the Home Instead Senior Care Franchise office in Warren/Hunterdon counties.

Schofield was nominated by the Home Instead Staff for her dedication and her willingness to “go the extra mile.”

“Caregivers like Donna are the core of our business,” said Tracy Fazzolari, owner of Home Instead. “Without dedicated caregivers, we wouldn’t be able to provide the superior quality of service to seniors that sets our company apart from others.”

Home Instead Senior Care is located at 127 Belvidere Avenue in Washington. For information, call 908-835-1400 or visit [www.homeinstead.com/325](http://www.homeinstead.com/325).

## Ascenza Wellness Center Holds Open House

Ascenza Wellness Center in Blairstown will be hosting an Open House on March 1, 2009 from noon to 3:00 p.m. Two one-month trial memberships will be given away. The center also will be running a contest on WNNJ 103.7 FM for listeners to win a one-year membership. For information, call 908-362-8767 or visit [www.ascenzawellness.com](http://www.ascenzawellness.com)

## Borealis Compounds Inc. and Employees Support MWA

On January 20, 2009, Borealis Compounds Inc. presented the Musconetcong Watershed Association with a check for \$500 to help the association’s River Resource Center achieve LEED (Leadership in Energy & Environmental Design) Platinum Certification from the U.S. Green Building Council.

This certification provides the center a standing amongst buildings operating at the highest level of environmental sensitivity and energy efficiency in the country. Currently, there is only one other Platinum project in New Jersey.



*Musconetcong Watershed Association Executive Director Beth Styler Barry (center) receives a check from Borealis’ Communications Manager Jeryl Turner, (left) and Gary Gerlach, HSE Coordinator.*

## Hance Offers Tips for Tough Times

Hance Construction offers the following advice to weather the current slowdown in construction due to the economy:

- **Begin the process** of securing approvals for a future project. Engineering backlogs are at record lows and most Municipal Land Use boards are seeing fewer applications. This means shorter approval time frames and lower fees. As an added bonus, when the economy starts to rebound your project will be ready to go on-line.

- **Timing is everything** and while the economy may still be sluggish, the opportunity to get a head start on a project and to keep people working makes for ideal timing for those looking to get their project ducks in order. Competitive bids are available from engineers, architects, and construction companies who want to keep moving ahead in anticipation of a turnaround.

- **Take advantage of low interest rates.**

- While you may not have the finances for new construction, **don’t defer important maintenance** on your existing buildings just to save a few dollars. In the long run it will cost you. And, consider that labor and material prices in the current market are showing moderation.

## MARCH 2009 Schedule of Events

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6 ★	7
8	9	10	11 ★	12 ★	13 ★	14
15	16	17	18	19	20	21
22	23	24	25 ★	26	27	28
29	30	31				

- 03/06/2009 **AM BIZ**  
7:15 a.m. WCCC, Washington
- 03/11/2009 **Maximize your Membership**  
9:00 a.m. Warren County Regional Chamber of Commerce, Washington
- 03/12/2009 **Maximize your Membership**  
4:00 p.m. Warren County Regional Chamber of Commerce, Phillipsburg
- 03/13/2009 **Business over Breakfast**  
7:45 a.m. Café Verada, Phillipsburg
- 03/25/2009 **Secrets of Success Luncheon**  
11:45 a.m. Charlie Brown’s Steakhouse Hackettstown