

# Commentary

A Publication by the **Warren County Regional Chamber of Commerce**

Volume 5, Issue 8    October 2006



## Warren County Business Awards

### Business Person of the Year

Joseph Colalillo, Shoprite of Greenwich

### Entrepreneurial Success Award

Francesca Fazzolari, James Alexander Corp.

### Reinvestment Initiative

Truarc Company LLC  
Pandan Room Restaurant

### Special Recognition Award

Robert Pruznick, ARC of Warren County  
Elise Holck, Calico Country Flowers

### Tourism Award

Delaware River Railroad Excursions

### County Service Award

Kathy Halpin—Washington Celebrates America

### Agriculture Award

Food Shed Alliance

Sponsored by:



**October 26, 2006**

**Harker's Hollow Golf Club**

**950 Union Town Road, Phillipsburg, NJ**

**6:00 p.m. – 8:00 p.m.**

**Dinner & Reception: \$40.00**

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## 3RD ANNUAL SENIOR EXPO

LIFESTYLE EXPO FOR THE ACTIVE ADULT

October 21, 2006      10:00 a.m. – 3:00 p.m.

Warren County Tech School  
1500 Route 57 West, Washington, NJ

Call the Chamber to register (908) 835-9200

### Gold Sponsors:



Warren Hospital

### Silver Sponsors:



Mallinckrodt Baker

Warren County  
Division of Senior Services



### Bronze Sponsor:

Bach's Home Health Care    Comforcare Senior Services    Compassionate Care Hospice    Genesis Healthcare  
Phone-4-Help Medical Alarms    ShopRite of Hunterdon County    Dr. Howard J. Tzorfas    VITAS



Getting Connected

## NEW THIS YEAR

Senior Art Contest

Becks in the Basement



Question: Do you and your people feel that they are really using their strengths and feel great about the work they are doing?

Research done by Gallup asked this question: What percentage of your typical work day do you spend playing to your strengths? The findings were surprising that less than two out of ten of us get to play to our strengths. Yet for years we as leaders and man-

agers have been making statements that "our biggest assets are our employees." The findings show that we have not been utilizing the full potential of those you employee. Actually, most are only scraping the surface of the potential resource we have in our employees.

Buckingham discusses that most of the reasons we do not play to our strengths is because of the myths we believe and the real truths we need to realize:

Myth 1: As you grow you change.

Truth: As you grow you become more of who you already are.

Myth 2: You are going to grow the most in your area of weakness.

Truth: You are going to grow and develop the most in your areas of strength.

Myth 3: What the team needs from you is to put aside your strengths and do whatever it takes to help the team win.

Truth: What the team needs from you is not to chip in but to find out what your strengths are and volunteer them most of the time.

Becoming a part of the 20% is not to about changing jobs, changing bosses or the changing companies; it is about changing what you believe. If you begin by changing the above beliefs and put them into practice than you can start taking control of how you work.

If you are interested in learning more how you can put this into practice, contact the Chamber to go through the series or purchase one of Marcus Buckingham's books: *First, Break All the Rules and Now, Discover Your Strengths* or *The One Thing You Need to Know*.

Focused on the Businesses of Warren County,

Robert Goltz



### October 2006 Survey

Please take two minutes to answer nine questions regarding the Commentary and the Chamber Website.

<http://survey.usachamber.com/TakeSurvey.asp?SurveyID=32Im9313l9611>

Please submit all answers to the above link. This will assist the Chamber in better serving you are member.

### 2006 BOARD OF DIRECTORS

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Robert L. Goltz, Publisher  
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Chamber of Commerce

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# 2005 LEADERSHIP WARREN

## Class Chosen

WASHINGTON, NJ—The LEADERSHIP WARREN Board of Trustees has selected the third class for the Warren County Regional Chamber of Commerce’s LEADERSHIP WARREN program. The program is designed to develop a course of study for emerging community leaders that will effectively place attendees on a fast track to understanding issues in the Warren County region. Those issues will include education, environment, economic development, housing, politics, criminal justice, health care, media/communications, and government.

The goal of LEADERSHIP WARREN is to develop and implement a program that will be self-sustaining for future years and will result in the annual graduation of new community leaders to serve in various capacities within the region. These “new leaders” may serve on hospital boards, planning boards, civic organizations, Boards of Education, private sector boards, or lead initiatives within the region for the betterment of the area.

The following individuals submitted applications and were ultimately chosen to be members of the 2006– 2007 LEADERSHIP WARREN class: **Carl Bannister**—Hackett-

stown Regional Chamber of Commerce, **Russ Brandt**—Warren County Community College, **William Faust**—Warren County Community College, **JanMarie McDyer**—Warren County Department of Human Services, **Valerie McGroory**—Hackettstown Regional Medical Center, **Melissa Smith**—Warren Hospital

The LEADERSHIP WARREN Board of Trustees is comprised of a cross-section of community, government and business leaders. Members of the Board of Trustees are as follows: Dr. Bryon Grigsby, (Chairperson), Centenary College; Monte S. Brooks, Masterfoods USA; Richard Cotton, Hawk Pointe Golf Club; Eric Kaiser, Counselor at Law; Karen Kubert, Warren County Department of Human Services; Glenn Lewis, Sprint; Richard Lowe, Abilities of Northwest Jersey; Inc.; Gene Milton, Hackettstown Community Hospital; DJ Pesaniello, First Union Bank; Michael Prettyman, Tri-Co Federal Credit Union; Robert Pruznick, The Arc of Warren County; Kathleen Shea, Warren Hospital; Sal Simonetti, Warren County Sheriff’s Office; Norman Worth, WRNJ Radio, Inc.; and Dr. Avi Yoskowitz, Heritage Management. The Board of Trustees, along with Leadership Warren Alumni welcomed

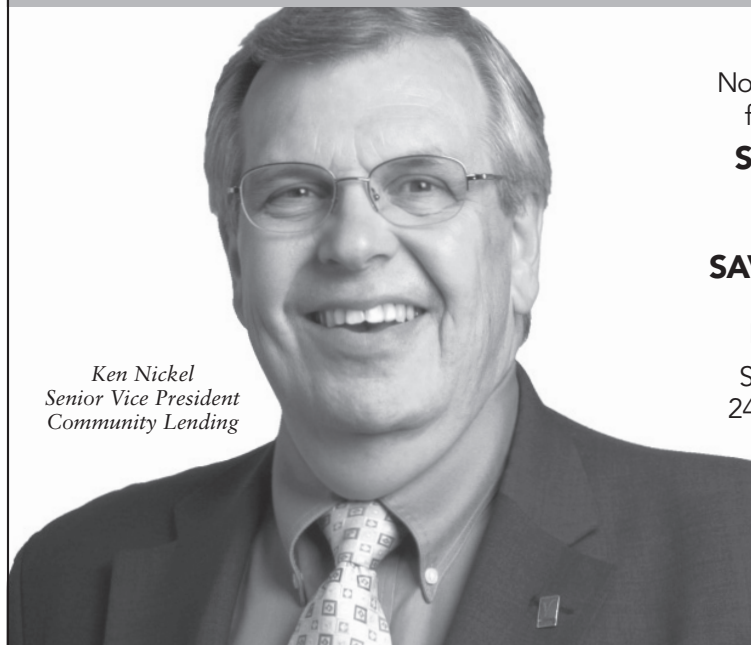


the newest LEADERSHIP WARREN class during a two-day retreat at YMCA Camp Bernie in Lebanon Township on September 21 and 22. Robert Goltz thanked and presented Glenn Lewis with Embarq a LEADERSHIP WARREN Shirt that designated Embarq as this year’s corporate sponsor.



The program will run for ten consecutive months in and about Warren County and the surrounding communities.

# business friendly



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## Red Cross Training

### Infant and Child CPR Course

Saturday, October 7th, 2006  
9:00 a.m. – 3:00 p.m.  
Cost \$50.00



This course teaches parents and caregivers to overcome their reluctance to act in emergency situations and to recognize and care for life-threatening respiratory or cardiac emergencies in infants and children. American Red Cross certification for Infant and Child CPR will be issued upon successful completion. Each participant will receive a textbook. Certification is good for one year.

## Third Thursday Business After Hours

### “Elected Official Meet and Greet”

Thursday, October 19, 2006  
5:00 p.m. – 7:00 p.m.  
Hawk Pointe Golf Club  
294 State Route 31 S. • Washington, NJ

November’s Third Thursday will be held November 16th at Mattar’s Restaurant in Allamuchy.

## Secrets of Success Luncheon

### “5 Secrets for Exceptional Customer Service” presented by Vicki Lynne Morgan, President of Russmor Marketing Group

Wednesday, October 25, 2006  
11:45 a.m.– 1:00 p.m.  
Charlie Brown’s Steakhouse  
109 Grand Avenue • Hackettstown  
Member Cost \$20.00  
Non-Member Cost \$25.00

Success in business today is measured in terms of repeat and referral business. The ‘field of dreams’, the build-it-and-they-will-come concept, no longer works in our competitive economy. The key element you need to entice customers to buy over and over again is the Exceptional Customer Service your customers expect. This seminar explores 5 full-circle™ strategies you can easily develop to create your own customer service program. These include: relationship, customer, product, presentation, and after-the-sale strategies. Each strategy works in concert that help you generate new business opportunities and to exceed your customers’ expectations. You’ll earn the loyalty ‘for a lifetime’ you seek with rewarding customer relationships.

## AM BIZ

Friday, October 6, 2006  
7:15 a.m. – 8:30 a.m.  
Warren County Community College  
475 Route 57 West • Washington, NJ 07882

AM BIZ is a year-round power networking program. This is an excellent opportunity for attendees to grow their business in a unique, structured and timely format. The structure allows each attendee being given a specific, concise amount of time to give a thumbnail sketch of their company and plug any new features, specials or upcoming events they’d like others to know about.



# Economic Development

## New Jersey USDA Rural Development Community Programs Seminar ‘06

### Financial Assistance for Public Bodies, Non-Profits, & Community Organizations

Attend to learn how your community can join the many small towns and rural communities in New Jersey which received financial assistance from the USDA Rural Development.

The USDA Rural Development makes loans and grants to develop essential rural community facilities—facilities such as, hospitals, nursing homes, municipal buildings, police and fire stations, fire and rescue vehicles, child care centers and more.

Find out what programs are available and how to apply by attending a Community Program Seminar near you. Break out sessions will cover the application process for each program.

Wednesday, October 4, 2006  
Hunterdon County Library  
314 State Route 12, Bldg. #3  
Flemington, NJ 08822

All sessions run from 9:00 a.m.-12:30 pm. There is no charge to attend but pre-registration is requested. To pre-register, call 856-787-7750, E-mail to Loretta.Al-Uqdah@nj.usda.gov

# Get Off to a good start

## Centenary College Small Business Development Center and the Warren County Regional Chamber of Commerce Training Programs ..... Business Basics

### First Steps on Starting a Business

Owning business can be exciting as well as overwhelming to the new entrepreneur. Find out where to begin and understand what it takes to get your business off the ground. Start right by understanding the basics on registering, developing and financing a business. In addition to a new business checklist, attendees will receive a copy of the US Small Business Administration Resource Guide for "Starting and Expanding Businesses."

Date: Monday, October 23, 2006

6:30-9:30pm

Fee: \$35

Location: Warren County Regional Chamber of Commerce  
10 Brass Castle Rd, Washington, NJ

Instructor: Karen Katcher, Katcher Associates LLC

### The Basics of Selling on eBay for Beginners

Learn how to buy and sell like a pro! Founded in 1995, eBay provides a global trading platform where practically anyone can trade practically anything. This course offers an introduction to eBay, the most popular shopping destination on the internet. You'll learn how to become a registered 'eBayer', research the marketplace, create an eBay listing, and conduct successful transactions. You'll get 'tips' from a veteran, 'Education Specialist Trained by eBay' who will show you how easy and fun it is to buy and sell on eBay. (\$12 for textbook will be collected first night of workshop by instructor.)

Date: Mondays, November 6 & 13, 2006

6:30-9:30pm.

Fee: \$70 + \$12 for textbook

Location: Warren County Regional Chamber of Commerce  
10 Brass Castle Rd, Washington, NJ

\*needs laptop, internet and projector for instructor  
(we can help with)

Instructor: Vicki Lynne Morgan, Russmor Marketing Group

### Owning a Successful Business in the Pet Industry

The pet industry is a \$34 billion dollar business. Interested in exploring ways to tap into opportunities in the pet industry? If so, don't miss out on this highly informative workshop. Perfect for anyone who wants to launch a pet-related business, this workshop is ideal for inventors, pet care professionals, wholesalers, retailers, e-businesses, boarding kennels, groomers, and trainers, etc. You will learn the history, trends, and unique characteristics of the industry; how to develop and launch your own profitable business; how to identify and reach your target markets; how to avoid the common pitfalls; and much, much more. Get the "inside scoop" from an individual who has 30 years' experience in manufacturing, marketing, sales and distribution in the pet industry.

Date: Wednesday, October 2

6:30 p.m.-9:30 p.m.

Fee: \$35

Location: Warren County Regional Chamber of Commerce  
10 Brass Castle Rd, Washington, NJ

Instructor: Vicki Lynne Morgan, Russmor Marketing Group Div. of  
Animal Brands

### Networking....A Professional and Personal Necessity

How important is networking? For everyone in every industry and career, networking is a mandatory fundamental for success. Networking is life skills and social skills combined with sales skills. This program explores the why, where, and how-to of networking. You learn what to do before, during and after each event that makes networking worth-while. You discover over 40 places to network and how to prepare yourself for success. A primary business activity for those who drive revenue, and even those that don't networking is a skill well worth developing.

Date: Monday, October 16, 2006

6:30 p.m.-9:30 p.m.

Fee: \$35

Location: Warren County Regional Chamber of Commerce  
10 Brass Castle Rd, Washington, NJ

Instructor: Vicki Lynne Morgan, Russmor Marketing Group Div. of  
Animal Brands

### Creating Retail "Appeal"

Increasingly, the pace of innovation differentiation, and reinvention becomes the norm in order to survive in today's hyper-competitive world of retail. Whether you're competing against "category business", discount dollar stores, or competitors across the street, success in retailing relies on developing skills in numerous areas: a destination experience; intimacy with customers; innovation in products, services and information; selling skills; store design; merchandising; promotions; and heightened cooperation between channel partners. By focusing on four retail "appeals", this program helps retailers to "think around corners" and to prepare strategies for implementation before the old methods become passé.

Date: Monday, November 27, 2006

6:30 p.m.-9:30 p.m.

Fee: \$35

Location: Warren County Regional Chamber of Commerce  
10 Brass Castle Rd, Washington, NJ

Instructor: Vicki Lynne Morgan, Russmor Marketing Group Div. of  
Animal Brands



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## Legislative & Governmental Affairs

### Legislation That Affects Business:

Act Now - Tell Legislators to Not Shift Property Tax Burden to Business  
Could be the final nail in the state's economic coffin

Legislators in Trenton have been meeting this summer to discuss ways to reduce property taxes for state residents. One of the options being considered by members of the legislature is to simply shift the tax burden from residents to our already overtaxed and hurting companies. That is not true reform – it is merely lowering one group's taxes and raising another's.

Before seriously contemplating shifting the property tax burden to business, the employers of New Jersey implore those legislators examining changes to instead look at the areas of pensions, consolidation of government and the reduction of spending as the target areas for change. That is in the best interest of the state and its residents in the long run.

The coming weeks will be a testament to the fortitude of those in power. We need our legislators to finally address the tough issues plaguing us so that New Jersey can get its fiscal house in order. That way we can all put this contentious issue behind us and we can instead focus on growing the economy, attracting high paying jobs and making the state a great place to live and work.

Please contact the members of the Joint Legislative Committee on Constitutional Reform and Citizens Property Tax Constitutional Convention and tell them to enact true reform and not to merely shift the property tax burden to business.

For more information on this or other legislative information contact the Chamber at 908-835-9200 or email at [info@warrencountychamber.org](mailto:info@warrencountychamber.org)

## Member Spotlight

### Cold Stone Creamery Opens in Mansfield

Washington, NJ – Cold Stone Creamery Dishes Out More Than Ice Cream to the Community!- The Warren County Regional Chamber of Commerce held the Official Ribbon Cutting and Grand Opening of the newest Cold Stone Creamery in Warren County on Saturday, September 16, 2006. Township of Manfield Mayor Joseph Waters, Robert Goltz, President of the Warren County Regional Chamber of Commerce and owner John Guarino as staff took part in cutting the official ribbon. This festive event brought guest scoopers dishing out deserts and conversation. Guest Scoopers included Dr. William Austin, President of the Warren County Community College, and Steve Maternick and Kim Foreman representing Hackettstown Regional Medical Center. A portion of all proceeds along with a Ice Cream Cake Fundraiser held at Hackettstown Regional Medical Center brought a donation totaling almost \$1800.00 for the Hospital. The Cold Stone Creamery is located at 1930 Route 57 in Mansfield.



## MEMBERSHIP REWARDS

### Flexible Spending Account/Employee Benefits Assistance

The Chamber has partnered with Aflac to offer members the opportunity to expand your benefit package at no direct cost to your business. Set up fees are waived for flexible spending accounts as part of a package of voluntary employee benefits and supplemental payroll deduction plans. Contact our endorsed partners directly at [bobfried@ptd.net](mailto:bobfried@ptd.net).



## New Members

### Advantage Marketing Communications

1500 Route 517, Ste 212  
Hackettstown, NJ 07840  
Phone: (908) 850-8710  
Fax: (908) 850-5336  
E-mail: [jhennion@advantagead.net](mailto:jhennion@advantagead.net)  
Web: [www.advantagead.net](http://www.advantagead.net)  
*Jennifer Hennion*  
Advertising/Marketing/Public Relations

### AVON

2100 Ogletown Road  
Newark, DE 19711  
Phone: (908) 320-7134  
*Nancy Anderson*  
Cosmetics/Toiletries

### Cold Stone Creamery

1930 Route 57  
Hackettstown, NJ 07840  
Phone: (908) 850-9901  
Fax: (908) 366-7846  
E-mail: [cold.stone.creamery@comcast.net](mailto:cold.stone.creamery@comcast.net)  
Web: [www.coldstonecreamery.com](http://www.coldstonecreamery.com)  
*Marilyn Cruz*  
Dining-Coffee Shops/Cafes

### New York Life

Park 80 West Plaza One  
Saddlebrook, NJ 07663  
Phone: (908) 453-4277  
Fax: (908) 453-3810  
E-mail: [ablaine@ft.newyorklife.com](mailto:ablaine@ft.newyorklife.com)  
*Anne Blaine*  
Financial/Insurance Services

### North Jersey Sports Medicine & Orthopedic Center,

653 Willow Grove Street, Ste 2000  
Hackettstown, NJ 07840  
Phone: (908) 684-3005  
Fax: (908) 684-3301  
Web: [www.njsmsc.com](http://www.njsmsc.com)  
*Denise Hoffman*  
Health Care-Physicians

### Storage Bin

4 Lotus Blvd  
Hackettstown, NJ 07840  
Phone: (908) 850-8100  
Fax: (908) 850-9135  
E-mail: [rattlertmom@aol.com](mailto:rattlertmom@aol.com)  
Web: [www.storagebin.biz](http://www.storagebin.biz)  
*Debbie Bleibdrey*  
Storage

# Members in the News

## Centenary College Opens a New Learning Center at Phillipsburg High School

Centenary College is opening a new learning center in Phillipsburg, NJ with classes starting on October 15, 2006 at the Phillipsburg High School for the institution's Center of Adult and Professional Studies Program (CAPS) – an accelerated degree granting cohort-based curriculum for individuals interested in earning an associate in science in liberal arts, a bachelor of science in business administration or a master in business administration.

In addition, the Phillipsburg learning center will run the State Endorsed 30 College Credit Program, an accelerated curriculum, recommended by New Jersey Department of Labor, where students will have the opportunity to earn their High School Diploma, as well as 30 credits toward an Associate Degree. An ESL certification course will also be available at the Phillipsburg learning center. For further information, contact Tom Norton, Senior Business Development Specialist/Recruiter, at (862) 219-3351.

## 'Honorary Chairs' for DARCC's Culinary Carousel

The 12th Annual Culinary Carousel to benefit the Warren County Domestic Abuse and Rape Crisis Center (DARCC) is one of the "tastiest" – and most anticipated – events of the year. This year's "delicious" event features two very special Honorary Chairpersons – Edward and Patti Sue Rossi.

The fundraiser will be held on Monday Oct. 16 at Panther Valley Golf and Country Club in Allamuchy Township. The elegant club is a comfortable setting for the sampling of culinary delights from many of the area's most noted professional chefs.

"We were humbled when asked to be the chairpersons," said the Rossis. "We truly are looking forward to the event and doing what we can to make it a success."

The Rossis invite everyone to come and sample delicious food from some of the finest restaurants in North Jersey and partake in a Silent Auction that will feature an array of high end sports and entertainment items. In addition, the Warren County Quartet will be on hand to entertain attendees.

For ticket and sponsorship information, or to find out how you can support this organization in myriad ways, please phone the DARCC office, 908-453-4121.

## Medical Director of Cancer Center Serves as Honorary Chair of the Joan Knechel Memorial Walk

It would be very easy for Dr. Nancy Low, Medical Director of the Joan Knechel Cancer Center at Hackettstown Regional Medical Center, to pat a few people on the back and offer "good job" praise for their efforts on behalf of the Joan Knechel Memorial Walk (JKMW).

Dr. Low has demonstrated that she has a lot more to offer, though. For over a year, Dr. Low has put her feet to the pavement, if you will, as an active member of the JKMW committee. One of the first things that Dr. Low did after being hired as Medical Director of the Joan Knechel Cancer Center in July 2006 was to join the committee. "As a newcomer to the area, I wanted to integrate myself as quickly as I could," she said. "I wanted to participate fully with the Walk."

The 4th annual Joan Knechel Memorial Walk to benefit the Joan Knechel Cancer Center will take place on Sunday, October 15th at Mountain Lake in Liberty Township, Warren County.

Hundreds of people – young and old – annually take part in the Walk, which officially steps off at 12 noon. Individuals and groups are invited to take a 2.5 or 5-mile scenic walk around the lake to help raise money for the Joan Knechel Cancer Center, which opened last summer. In the first three years, the JKMW has raised over \$150,000.

Registration begins at 10:30 a.m. at the Mountain Lake Firehouse, and the Mountain Lake Fire Company will offer breakfast for purchase from 8 to 11 a.m. that morning as well.

In addition to the exercise that's a natural benefit of a walk like this, participants will enjoy entertainment, free food and a chance to win great prizes. For more information about the Joan Knechel Memorial Walk and to register, call (908) 850-6836.

## Hackettstown-based Centenary College Will Host The Small Business Development Center for Warren, Morris And Sussex Counties

The Small Business Development Center that serves Warren, Morris and Sussex Counties is now being sponsored by Centenary College, which is the fastest growing higher education institution in the State of New Jersey. Now known as the Centenary College Small Business Development Center (CCSBDC), new offices are opening in the Brotherton Building at Centenary in Hackettstown during the week of September 4, 2006 and projects

engaging faculty and students in economic development are being developed. "Bringing the SBDC to the Centenary campus will greatly benefit the economic growth of the three counties the SBDC serves," says Dr. Bryon Lee Grigsby, Centenary College's Provost and Chief Operating Officer. "Centenary is making a substantial investment in both operations and infrastructure so that this organization can continue to serve the economic development of this region. Hackettstown and Centenary are perfect places for this type of organization." This program is a cooperative effort of the public and private sectors and the educational community. It enhances economic development by providing small businesses with management consulting and training. NJSBDC leadership lauded the new relationship with Centenary. "This is the first time we have had a private institution host one of our regional centers," said NJSBDC State Director Brenda B. Hopper. "It is a wonderful relationship and one that leverages our state and federal funding in a way that will surely benefit the Skylands region."

"Small business owners and prospective entrepreneurs can reach the new office at 908-852-1400 after September 4th and find more detailed information about NJSBDC consulting services online at [www.njsbdc.com](http://www.njsbdc.com).

## WCCC boasts huge leap in enrollment

The number of full-time students registered for fall classes at Warren County Community College (WCCC) has grown more than 10% over last year, according to Laurel Attanasio, WCCC Director of Enrollment Management.

Dr. Robert A. Sintich, Provost and Dean of Academic and Student Services at WCCC, attributes this growth to a significant rise in traditional aged students. Community colleges throughout New Jersey have gained momentum over the last several months with the realization of the New Jersey STARS program, which provides free college tuition for those graduating in the top 20% of their high school class.

WCCC has changed in other ways this fall. A few of the changes made at the college include new faculty members, new distance learning technology and classes, and even a renovated Internet café. Dr. Sintich pointed out that the enrollment increases continue to reflect the college's flexibility and the "personal care" being received by the student population. He says that new students are counseled immediately and are able to take placement tests and register for classes in one trip, making the process very effective.

For more information, please call (908) 835-9222 or visit [www.warren.edu](http://www.warren.edu)



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**Warren County Regional  
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 Washington, NJ 07882  
 Phone: 908.835.9200  
 Fax: 908.835.9296  
 Email: info@warrencountychamber.org

**WE'RE ON THE WEB**  
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*Focused on the Future of Warren County Businesses*

**OCTOBER 2006 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				

- 10/04/06 **Maximize Your Membership**  
4:00 p.m. Chamber Office, Washington
- 10/06/06 **AM BIZ**  
7:15 a.m. Warren County Community College, Washington
- 10/07/06 **Infant and Child CPR Course**  
9:00 a.m. Chamber Office, Washington
- 10/19/06 **Third Thursday Elected Officials Meet & Greet**  
5:00 p.m. Hawk Pointe Golf Club, Washington
- 10/21/06 **3rd Annual Senior Expo**  
10:00 a.m. Warren County Technical School, Washington
- 10/25/06 **Secrets of Success Luncheon**  
11:45 a.m. Charlie Brown's Steakhouse, Hackettstown
- 10/26/06 **Warren County Business Awards**  
6:00 p.m. Harkers Hollow Golf Club, Phillipsburg