

C o m m e n t a r y

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

Volume 8, Issue 6 June/July 2009

Spirit of Americana **Fourth of July Celebration**

Saturday, July 4 2009 • 11: 00 a.m. to 5:00 p.m.
Footbridge Park, Blirstown

Annual Bake Off • Most Patriotic K9 Competition

Food • Contests • Amusements • Crafts

Sponsorships available

Contact the Warren County Regional Chamber of Commerce at 908-835-9200

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Women In Business Breakfast & Golf Event



July 7, 2009

The Warren County Regional Chamber
of Commerce presents
a day of business and golf
at

Hawk Pointe Golf Club
294 Route 31 • Washington

Breakfast: 7:30 a.m. to 9:00 a.m.

Speaker: JoAnn C. Dixon

Topic: How to Mix Golf and Business

Members: \$30 • Non-members: \$40

Golf Clinic: 9:15 a.m. to 10:00 a.m.

followed by 9 holes of Golf

Instructor: Karen Noble

Members: \$49 • Non-members: \$65

For information or reservations, call 908-835-9200

Letter from the President



The word again this year seems to be “Stay-cations.” We have just entered the tourism season and already we are hearing about the cost of gas projections for the summer, the economy still not bouncing back - the list continues. So I thought to myself this morning, jump on the bandwagon and add a twist.

Over the last five years, I have had the opportunity to view Warren County like very few have. Through the LEADERSHIP WARREN project and the various organizations we have partnered with over the years, I have been able to get what I would say is a full picture of the truly amazing county we live in. The culture, history, architecture, festivals, parks and many other attractions we seem to put aside when we think about vacationing, I have learned to appreciate and enjoy. Warren County is truly a great place to live, but furthermore it is a great place to vacation.

The dictionary defines vacation as: a period spent away from home or business in travel or recreation. You may be saying to yourself, a time away from home means I need to leave and go away to relax. For some of you, I absolutely agree. But did you realize you could leave your home without leaving the county and, at the same time, have an experience for which you didn't have to spend extra time and money? Warren County has some beautiful campgrounds, bed and breakfasts and hotels to stay in that may be in a part of the county that is not familiar to you.

Looking for some outdoor fun with the kids? There are biking and walking trails, the Land of Make Believe, train rides, strawberry or apple picking, outdoor events like kayaking and tubing down the Delaware River and more. For the adults you may want to go to a performance at one of our theatres or visit the wineries. Golfing, Car Shows, Festivals, History - the list goes on, and the best part is it's right here in your backyard.

This summer you can make a vacation happen any day, because you live in Warren County, Your Weekend Getaway Everyday!

Focused on Businesses in Warren County,

Robert Goltz, IOM

P.S. Stay-cations in Warren County also help to build a stronger local economy. Bring your dollars full circle to your business.

Are you “Linked In?”

Attention members of the Warren County Regional Chamber of Commerce! Here is your chance to find out more about what is happening at the Chamber, what state and local issues are affecting your businesses and what services and professionals are available to meet your business needs or what you can provide to other members.

LinkedIn is a network of professional contacts that enables you to connect with potential clients, subject matter experts, service providers and more. It fosters collaboration, information sharing and problem-solving as well as opening up business opportunities.

The Warren County Regional Chamber of Commerce LinkedIn site is growing daily. To join, go to www.linkedin.com and register. For more information, contact the Chamber office at 908-835-9200.

2009 BOARD OF DIRECTORS

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Hackettstown Regional Medical Center

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www.warrencountychamber.org

Robert L. Goltz, Publisher
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Chamber of Commerce

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WARREN COUNTY FARMERS MARKETS



WASHINGTON BOROUGH FARMERS' MARKET

Open Fridays from June 19 through October 2

Located on the corner of Routes 31 and 57 in the Methodist Church parking lot, this annual market features area fruits and vegetables, meats, eggs, baked goods, herbs and spices and more. Baking and cooking contests also are part of the festivities. The market is accessible by public transportation. For information contact the Washington Business Improvement District office at (908) 689-4800 or visit www.washingtonbid.org



BLAIRSTOWN AREA FARMERS' MARKET

Open Saturdays July 11 through October ~ 10 a.m. to 2 p.m.

The Foodshed Alliance project features agricultural products grown or raised within a 25-mile radius of Blairstown. It is located at the Givens-Belet Post Hall on Route 521, 5 miles north of Exit 12 off of Route 80 and 1/4 mile south of Route 94. For information, contact the Foodshed Alliance at (908) 362-7967, by email at info@foodshedalliance.org or visit www.foodshedalliance.org

HACKETTSTOWN FARMERS' MARKET

Open Saturday June 6 through October ~ 10 a.m. to 2 p.m.

The Hackettstown Farmers' Market will feature fresh local produce and baked goods. It will be open to the public and all vendors are welcome. The market is located at 225 W. Stiger Street in the Livestock Auction parking lot. For more information, contact Greg Nunn at (908) 852-0444.

HACKETTSTOWN DOWNTOWN FARMERS' MARKET

Open Mondays June 1 through October ~ 10 a.m. to 2 p.m.

Located at Stella G's parking lot on Main Street, enjoy freshly grown vegetables, fruits, herbs, and other produce, along with delicious baked goods from our local providers. The farmers' market is not just a place to buy food, but a social affair, where visitors can talk with farmers about how the produce was grown and how it can be prepared. Questions call:

(908) 850-5004 or visit:
www.hackettstownbid.com



AM BIZ



Warren
County Community College

June 5 & July 3, 2009

7:15 a.m. - 8:30 a.m.

Warren County Regional Chamber of Commerce
10 Brass Castle Road, 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.

LEADERSHIP WARREN Program Makes Lasting Impression

As a member of the LEADERSHIP WARREN class of 2008/2009, Peggy Ashworth, Laboratory Manager at Hackettstown Regional Medical Center, experienced everything from canal mechanics and court procedures to home schooling and Hot Dog Johnny's. The 10-month program, which concludes this month, exposed participants to resources and initiatives in education, health care, business, the non-profit sector, media, government and tourism – the “who” and “what” to know in Warren County. It incorporated concepts of team building, community service, leadership and business networking.

“I enjoyed our time at the non-profits the best,” said Peggy Ashworth, “I found it very uplifting and inspiring to see such dedication in people to their particular cause.

“Visiting these places drove home the reality of the need in our own community for support of all types – emotional, financial, physical...,” she continued. “I personally think that it raised my awareness and I will try to be more supportive of these organizations in any way that I can.”

Ashworth said that she would definitely recommend the LEADERSHIP WARREN program to anyone who is community-oriented.

“I was never disappointed and found every event interesting,” she said. “I was very happy to have been able to participate.”

Applications are now being accepted for the 2009/2010 LEADERSHIP WARREN class that will begin in September. Please contact the Chamber at 908-835-9200 for information or an application.

Secrets of Success Luncheon

Wednesday, June 24, 2009

11:45 a.m. to 1:00 p.m.

Sports Scene Restaurant
234 Route 31 North, Washington

Speaker: Brian Kathenes

Members: \$25 Non-members: \$40

Recession-proof Negotiation Techniques: Secrets Every Entrepreneur Needs to Know

You are negotiating every day - with clients, customers, vendors, bosses, family, and employees. They want your time, your money, and your products and services for less. This is a hands-on, practical seminar that will provide you with five negotiating concepts that are paramount to business success. In addition, seven negotiating tips will be shared with participants. Armed with this new information, you can sell more, pay less, and instantly improve your professional and personal success, as well as your bottom line. Radio show host, television personality, published author, and business consultant Brian Kathenes will provide step-by-step direction to help you and your business stand out from the rest.

Women in Business Breakfast

Tuesday, July 7, 2009

7:30 a.m. to 9:00 a.m.

Hawk Pointe Golf Club
294 Route 31, Washington

Speaker: JoAnn C. Dixon

Members: \$30 Non-members: \$40

How to Mix Golf and Business

Millions of women are using golf for the business advantages that it offers. This seminar will help raise your level of comfort and provide techniques on incorporating golf into your business networking agenda. You will learn the following:

If You're Ready for Business Golf • Why You Need a Handicap • The Art of the Golf Invitation • How to Properly Prepare for the Day • What is Ready Golf? • How to Network at the 19th Hole • When Not to Use Golf as a Business Tool • The Reasons Some Women Don't Play Golf • Key Sales Aspects of Golf

Presenter JoAnn C. Dixon, principal consultant with MatchPlay, has 25+ years business experience in the fields of employee development, sales and marketing. She is Past-president of the Executive Women's Golf Association of Northern New Jersey.

After Breakfast, join us for a
Women's Golf Clinic from 9:15 am - 10:00 am
with Golf Pro Karen Noble
followed by 9 Holes of Golf
Members: \$49 Non-members: \$65

How to Really Network

at Chamber Events



After Hours: Prep your business cards with the date and the event on the back. Take 10 and make it your mission to exchange all of them for cards of people you don't know. Don't forget staff at the After Hours location. Hang out near the beverage center (in most cases, the bar), as there generally is a "social line" in place – a perfect occasion to start networking.

Ribbon Cutting/Grand Opening: Take a plant (one that will live), with your business card taped to the pot and a note of congratulations. Follow up a week later to see if there are any connections you can make for the owner to help out. The owner will need to put the plant in a well-lit location (usually in the front) and, so long as they water it, you've got some good visibility. Mostly board members and ambassadors club members attend these events, so you are likely to see the same faces. Make it interesting for yourself by inviting someone along to give you a reason to introduce them to everyone. Do it often enough and you'll start to get recognized as a "connector."

Have a goal in mind.

For instance:

- Collect 5 business cards of people who have good web sites (and might be willing to swap links).
- Look for someone who sends out a customer newsletter who might be willing to swap advertisements.
- Start a new relationship with a local media source.
- Connect with 3 community leader types and invite them to coffee.
- Find 3 people who have had recent successes and follow up with a congrats note.
- Find someone with a problem you can help solve.

Ask. Don't tell.

Instead of telling people what you do, ask them what they already know about your company. You'll find out more useful information.

Correct their misinformation and add on details.

Make high profile connections.

People who make great connections for your network include: Ambassadors, Political and Government Officials, Realtors, Ministers, Non Profit leaders, and Well-Known Community Volunteers (particularly hi viz organization fundraisers). Look for them and add them to your network.



Working The Room

Luncheons: Ask to work the front door of the event or the name tag table. You'll get to meet everyone coming in the door. Stake out your table in advance and pre-invite people you'd like to meet to sit with you. Ask the Membership Director for names of new members you can invite – those members will appreciate someone playing "host" for them. Again, prep your business cards in advance and don't leave the table without everyone getting one. If you have time, run out copies of a favorite quote or a copy of your latest newsletter to share with table mates.

Good Advice

Do not try to hard sell at a Chamber function. You'll get a bad rep. Asking someone you just met if they know of someone who wants to buy a house or if they have enough insurance in case of emergency is not cool. Build relationships first – the business will come.

Mary Kurek, Inc. Visibility Consulting www.marykurek.com



Member Spotlight

Experience and Integrity are Drivers for Success at Hackettstown Motor Imports

With his A&P (Airframe and Powerplant) license in hand, Ray McLaughlin was set to start his career in aircraft maintenance when an air traffic controllers' strike grounded his plans. He decided to take an alternate route and went into the automotive repair business.

Now, as owner of Hackettstown Motor Imports on Stiger Street in Hackettstown, McLaughlin can look back on – and forward to – continued success.

McLaughlin and his wife, Lisa, opened Hackettstown Motor Imports in 1988. Although, he recalled, it was not the best time to start a business, HMI has experienced consistent growth ever since

thanks to McLaughlin's fair practices and good service.

"We sell customers what they need when they need it," he explained. "We advise them on the best route to take and talk them out of big sales."

HMI is a full-service preventive maintenance and automotive repair center that services all makes and models of domestic and import vehicles. The staff of seven includes ASE-certified technicians as well as McLaughlin's son, Sean, a service writer who eventually will take over the business. The shop houses state-of-the-art diagnostic equipment and offers custom exhaust work.



Good business practices and honest evaluations are appreciated even more in a down economy as consumers carefully weigh their car-buying and repair options.

"We are finding that services are well past due," McLaughlin said. "People are stretching everything as far as they can."

HMI does have an Internet presence at www.hmirepair.com but is primarily sustained by word of mouth and referrals from its established client base. In fact, the repair shop gives a new meaning to customer loyalty. According to McLaughlin, they are still serving the second customer that walked through the door 21 years ago.

New Member

United Water Services

900 S. Main St., Phillipsburg, NJ 08865
Phone: (908) 454-9348
Fax: (908) 454-3189
Web: www.unitedwater.com
Contact: Tori Morgan
Environmental Service

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.

iShopWarrenCounty.com



Save Time,

Free
COUPONS!

Save Gas,

Save Money!

Dear iShopWarrenCounty.com member,

DO YOU WANT TO MAKE MORE MONEY?

The more consumers that visit your shop local website listing, the more potential you have for increasing your business – Yes!

Great - the way to get more visits to your listing is to offer coupons. You can list a coupon on this site for free and we will do the art work for you – FOR FREE!

If you have existing coupons then send one and we will upload it for – Yes – FREE!

Our goal is to get as many coupons on this site as possible, so it will create additional business for you. For next to nothing !!

Now that's smart business !!

DO NOT WAIT - click this link <http://www.ishoplocalnow.com/Businesscenter/index.htm> and get your coupon up on your listing. We have also included a list of special reasons for a coupon special – take a look - IT'S FREE!

PS. After you open the link save it in your favorites for future use. It's also FREE!!!

Questions? JWilkie@bigcoach.com

Members in the News

Stowaway Installs Solar Panels



Stowaway Self-Storage, with facilities on Route 22 in Phillipsburg, has now installed Solar-Integrated panels onto the roofs of five New Jersey storage sites to power the lighting systems of its facilities. The solar panels will produce nearly 6.5 million kilowatts over the next 25 years and will use the sun's rays to meet the electrical needs of Stowaway's large scale storage facilities. This positive effect on the environment is similar to eliminating the emissions of 1000 cars or reducing the importing of 10,000 barrels of oil over the life of the system. The solar paneling system is part of a company wide project to reduce pollution and utilize natural, clean energy. Power generation and kilowatt production is monitored by in-house software. The system also keeps track of the credits Stowaway is earning in the New Jersey Solar Renewable Energy Certificate program (SREC). New Jersey's

power companies purchase SREC's from clean power generators that are connected to the grid because they are contributing to the state's production of clean power. For more information, visit www.stowawayselfstorage.com.

Golf Event to Raise Money for Big Brothers Big Sisters Programs

The 1st Annual Fore Kids' Sake golf outing to benefit Big Brothers Big Sisters of Warren County will be held June 15, 2009 at The Architects Golf Club on Strykers Road in Lopatcong. Funds will go toward Big Brother Big Sister program expansion. Registration is \$150 per golfer and includes golf, cart, lunch and a ticket to the dinner banquet honoring Senator Marcia Karrow for her support of the organization. The event will feature course competitions, a silent auction and prizes. Registration begins at noon and there will be a 1 p.m. shotgun start. Corporate sponsorships are available beginning at \$50. Pre-registration by June 5 is appreciated. Banquet tickets only are available for \$50. For more information, contact Katherine Brandt at kbrandt@thearchitectsclub.com or by phone at 908-213-3080 x119.

Casino Night Event to Benefit Arc Children's Services



Guests enjoy the games during the 2008 Casino Night event as Richard Cotton of Hawk Pointe Golf Club, right, serves as Celebrity Dealer.

The Arc of Warren County's 5th annual Casino Night fundraiser will be held June 13, 2009, 6 p.m. to 11 p.m. at Hawk Pointe Golf Club, 294 Rt.31 South in Washington. Local celebrity dealers will operate Vegas-themes games with licensed professional dealers on hand to oversee the activity. The rhythm band, Cairo, will perform reggae-infused and classic rock favorites. A Silent Auction will feature sports and Broadway memorabilia and tickets, and a basket raffle will offer top-quality gifts and prizes donated by local merchants and businesses. Gifts include a weekday membership to The Architects Golf Club and other golf play, restaurant gift certificates, jewelry, and more. Tickets are \$65 per person and include casino "cash", superb cuisine, entertainment, and more. Guests must be age 21 and over, and there will be a cash bar. Formal attire is encouraged. For tickets and more information, please contact Arc Development Director Kevin Guyette at 908-689-7525 x212 or visit: arcwarren.org

Save the Date

The Warren County Regional Chamber of Commerce
10th Annual

Golf Thing

August 10, 2009

Apple Mountain Golf & Country Club
Route 624, Belvidere

\$99.99 per golfer

Sponsorships available

For information, call 908-835-9200
or visit www.warrencountychamber.org.

Dr. Charles Wiedemann Honored

Hackettstown dentist, Dr. Charles L. Wiedemann, has been selected for inclusion in the upcoming 2009-2010 edition of Who's Who in Medicine and Health Care. This book chronicles the most accomplished healthcare and medical professionals from around the world. Located on Route 46 in Hackettstown, near the 5-Corners intersection, Dr. Wiedemann's Practice of Dentistry has been serving the local community for more than 20 years and offers the latest advances in dental technology in a comfortable setting.



Spring 2009 Fest

The 2009 Spring Festival was a great success welcoming approximately 20,000 visitors over three days to its new location on Mountain Avenue in Hackettstown. Festival-goers enjoyed food, rides, games and more. And, Saturday, May 2, proved to be a record-making day in carnival ticket sales.



June/July 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	July 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	

- 6/5/2009 **AM BIZ**
7:15 a.m. Warren County Regional Chamber of Commerce, Washington
- 6/5/2009 **Energy Lunch/Glacial Energy**
12 noon Warren County Regional Chamber of Commerce, Washington
- 6/24/2009 **Secrets of Success Luncheon**
11:45 a.m. Sports Scene Restaurant
Washington
- 7/3/2009 **AM BIZ**
7:15 a.m. Warren County Regional Chamber of Commerce, Washington
- 7/4/2009 **Spirit of Americana Festival**
11:00 a.m. Footbridge Park, Blairstown
- 7/7/2009 **Women in Business Breakfast**
7:30 a.m. Hawk Pointe Golf Club, Washington