

Commentary

A Publication of the Warren County Regional Chamber of Commerce

Volume 9, Issue 7 August 2010



Thursday, October 14, 2010
6:00 p.m.
Hawk Pointe Golf Club
294 State Route 31 S., Washington
\$50 per person

Nominations are being accepted for:

- Business Person of the Year
- County Service Award
- Reinvestment Initiative Award
- Entrepreneurial Success Award
 - Tourism Award
 - Agriculture Award



For information and reservations, contact the Chamber at rsvp@warrencountychamber.org.

The Warren County Regional Chamber of Commerce 11 Annual



August 9, 2010
Blair Academy Golf Course
2 Park Street, Blainstown

\$99.99 per person • Registration starts at 1:30 p.m.
72-person limit • So reserve NOW!

Openings available for players and sponsors

For more information, contact the Chamber at info@warrencountychamber.org



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Letter from the President

Looking to the Future

The Chamber, throughout the years, has been able to move and adapt to the ever changing economy, bring programs and services that have assisted our members during these challenging economic times. The key has been in keeping our organization relevant to the business community and those we serve.

Over the years we have:

- Opened an office in Phillipsburg
- Built a larger voice in advocacy for the business community
- Tripled the number of cost savings programs to our membership
- Built and expanded business educational programming through seminars and webinars to meet the needs of our diverse membership
- Take on and develop events across the county: Hallowfest Parade, Phillipsburg Main Street Motor Madness, Warren County Poker Run and other programs.
- Expanded and enhanced the LEADERSHIP WARREN Adult Program
- Expanded the LEADERSHIP WARREN Youth program to have participation of over 25 students representing all the public schools in Warren County
- Provide and raise money for schools to participate in the LEARN.DO.EARN programs to help inform and educate students about what life is like in the business world and how to prepare.
- Expanded services with the Warren County Economic Development Corporation
- Created and developed the Warren County Convention & Visitors Bureau



These are just a few of items that have occurred over the past five years that have led to our growth. The new economy brings with it new challenges and discoveries.

As many can attest, today's Chamber is not the same as it was 30, 20, 10 or even 5 years ago. Our organization needs to be continually looking at what businesses needs are today and in the future. So over the next few months, the Chamber is embarking on its new strategic plan and we are looking for your assistance.

We are looking for individuals to help us create a map for each of our divisions and the overall operations of the organization. Individuals that will bring their talents and ideas to the table to help us continue to build an organization that is relevant to our members' needs. We need your input through focus groups and surveys to help us better plan for tomorrow.

The Chamber is currently looking for individuals to actively participate on task forces. If you are interested, please contact me at bgoltz@warrencountychamber.org. I look forward to working with all our members on continuing the growth of the Chamber that began in 1979.

Sincerely,

Robert L. Goltz, IOM
President/CEO

2010 BOARD OF DIRECTORS

Chairperson of the Board

Nancy Ann Post, *Unity Bank*

Vice Chair

Jason Coe

Hackettstown Regional Medical Center

Second Chair

Monika Hamburger

ComForcare Senior Services

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Claudia Conway, *Skylands Community Bank*

Treasurer

John Sommer, *Centenary College*

Immediate Past Chair

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Dr. William Austin

Warren County Community College

Debra Bowlby, *Pinpoint Graphics*

Samir Elbassiouny

Warren County Community College Foundation

Jeffery K. Jewell

Jewell Computing Solutions

Sheila Lobel, *Good as Gold K9, LLC*

Betty Schultheis, *Impressions by Ron*

Susan Seger, *SASCO Insurance Services*

Doug Steinhardt

Florio, Perrucci, Steinhardt & Fader, LLC

Michael Tietjen

Cruise Planners of NWNJ, LLC

Glenn Tippy, *Gerrity Baker Williams*

Susan Zukoski

Abilities of Northwest Jersey, Inc.

CHAMBER STAFF

Robert L. Goltz, *President/CEO*

Stephanie Rummerfield, *Membership Manager*

Eileen Seiler, *Communication Director*

Ph: 908-835-9200 • Fax: 908-835-9296

Email: info@warrencountychamber.org

www.warrencountychamber.org

Robert L. Goltz, *Publisher*

Produced by Warren County Regional
Chamber of Commerce

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Chicago!

THREE DAILY NONSTOP FLIGHTS *from the Lehigh Valley*

Service begins June 10th.



From Chicago you can make connections to almost anywhere in the world. And the best part is you leave from convenient Lehigh Valley International Airport. Book your flight at www.aa.com or call your travel agent.

American Airlines®
American Eagle®

Lehigh Valley
International Airport
ABE
AMERICAN AIRLINES



Friday, August 6, 2010
 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 that offers 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.

Green Plus Informational Webinar for Interested Businesses/Non-profits

Thursday, August 19, 2010
 9 a.m. - 10:15 a.m.



This webinar is for small businesses and non-profits interested in learning more about the Green Plus program and the Institute for Sustainable Development. During this webinar, you will learn: how a business can improve its bottom line by focusing on the triple bottom line, what tools and expertise the program offers small businesses and nonprofits, and how to start on to the road to Green Plus Certification. Register at www.greenplusonline.com/index.php

Maximize Your Membership

Thursday, August 26, 2010
 9:00 a.m. - 10:30 a.m.

Warren County Regional Chamber of Commerce
 10 Brass Castle Rd., Washington

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 and take advantage of this opportunity to get the maximum exposure for your business.

Tapping in to the Power of Networking

Friday, August 27, 2010
 9:00 a.m. - 11:30 a.m.

Warren County Regional Chamber of Commerce
 74 South Main St., Phillipsburg

Learn how to use networking to move forward both personally and professionally. This seminar will offer tips on where and when to network and how to develop strong networking skills. Register at rsvp@warrencountychamber.org.

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

Social Media Leaps Webinars



Positioning Your Brand on Social Media

Friday, August 13, 2010
 11:00 a.m. - 12:00 p.m.

Led by: Leslie Carruthers, The Search Guru

Are you wondering which social networking sites are right for your business? The number of social networking sites and people using them has increased exponentially in the last few years. Not every site will be a good match for your business. This webinar will help participants decide which social networking sites will give them the best results for their time investment. To join the webinar, go to www.webdialogs.com/join/. Insert the conference ID number, your name and email address. Then click "Log in".

Voice Conferencing: 1-888-676-3315
 Conference ID: 74018

Social Media Etiquette

Friday, August 20, 2010
 11:00 a.m. - 12:00 p.m.

Led by: Jamie Ginsberg, Fair Media Group, LLC

Social media has changed the way that business people communicate with their clients, co-workers and even families but what are the rules regarding etiquette? Is it ok to message a potential client via Facebook or is LinkedIn better? What about Facebook chat? When using Twitter, should I send an @reply or a Direct Message? This webinar will deal with all of those issues and give participants some tips for good social media etiquette. To join the webinar, go to www.webdialogs.com/join/. Insert the conference ID number, your name and email address. Then click "Log in".

Voice Conferencing: 1-888-676-3315
 Conference ID: 74018

Social Media for B2B Marketing

Friday, August 27, 2010
 11:00 a.m. - 12:00 p.m.

Led by: David Toth, WorkSmart Integrated Marketing

If you're a B2B company, it may be hard to see how social media fits into your marketing plan. You're not alone in being reluctant but many businesses are using social media to establish themselves as thought leaders and keep clients informed on the latest industry trends. Register for this webinar to learn how to use Facebook, Twitter and LinkedIn for successful B2B marketing. To join the webinar, go to www.webdialogs.com/join/. Insert the conference ID number, your name and email address. Then click "Log in".

Voice Conferencing: 1-888-676-3315
 Conference ID: 74018

The cost for all Webinars for non-members is \$50



Summer Council Networking Lunches

The Warren County Regional Chamber of Commerce welcomes member and non-member businesses to our summer networking lunches. Come in and meet members from in and around the county. Find out the advantages of being a member of Warren County's premier business organization and have lunch on us.

North Warren Business Council

Wednesday, August 11, 2010

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

Hosted by:



136 State Route 94, Blairstown

Hackettstown Business Council

Wednesday, August 25, 2010

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

Hosted by:



**149 Main Street, Hackettstown,
(Use rear entrance by parking lot)**

Sponsored by:



**For information, contact the Chamber at
info@warrencountychamber.org**

Members in the News

Del Rosario named Director at Chelsea at Brookfield



Herminia Del Rosario, a registered nurse with experience in every aspect of health care, has been named Health Services Director of the Chelsea At Brookfield assisted living community on Brookfield Court in Belvidere.

Del Rosario supervises the day-to-day Health Program at the Chelsea, which includes residents' regular wellness checks, medication administration and infection control for residents and staff.

In her native Philippines, Del Rosario was a private nurse for the CEO of one of the nation's largest companies and worked at Makati Medical Center.

Upon immigrating to the United States, Del Rosario settled in New Jersey and worked as a registered nurse at several hospitals including Warren Hospital, St. Luke's Hospital and for long term care facilities including Lopatcong Care Center and Brakeley Park Center.

WBID Donates High Tech Goggles to Township PD



In its continuing effort to partner with community organizations, the Washington Business Improvement District recently presented Washington Township Police Chief Jim McDonald with a piece of high tech equipment that will help the police in their crime fighting efforts. Left is WBID Executive Director Sandi Cerami and on the right is president of the board, Monika Hamburger. The Washington Township police department oversees Washington Borough and Oxford.



**Congratulations to
Hawk Pointe
Golf & Country Club**

**for becoming the first business in New Jersey
to join the Green Plus Program!**

**Find out more information about Green Plus at
www.gogreenplus.org**

Member Spotlight

A Traveler's Best Friend

AAA is a Trusted Name On and Off the Road

Flat tire? Overheated engine? Keys on the inside - you on the outside? These are just some of the roadside predicaments that can be downsized from problematic to merely inconvenient if you are fortunate enough to carry a AAA membership card.

For more than a century, AAA has been providing roadside assistance such as towing, battery jumps and tire changes as well as trip planning services to motorists worldwide. Four levels of membership from Basic to Premiere are available, each with its own advantages. Over the years the company has expanded its offerings and incorporated new trends in technology and travel, but with the same friendly, reliable service.

"Our primary focus is emergency road service," said Carole Keck, CTA, Retail Office Manager for AAA Mid-Atlantic's Phillipsburg office. "The goal is to never have to need it. But it is there when you do."

Membership in today's AAA also includes financial services such as mortgages, loans and credit cards; access to a full service travel agency; and a line of auto, life and homeowners insurance. According to Keck, AAA has developed relationships that enable members to get discounts from local vendors and travel-related services such as hotels and car rentals.

"No matter who we partner with, we make sure they give our customers exceptional service," Keck said. "We maintain the image that our customers expect."



Carole Keck

While the Internet and GPS technology have put travel planning in the hands of the traveler, Keck said there are safeguards and perks that go along with using an experienced and reputable travel agent. She cites examples such as knowing when to use a passport vs. a passport card and the agent's ability to monitor changing costs and pass along savings prior to the travel date.

"There is a lot of knowledge that comes with a travel agent that you may not get on your own," she commented. "Doing travel over the Internet, you don't always know the drawbacks."

One of 52 Mid-Atlantic branches, the Phillipsburg-based AAA is an active member of the community, partnering with local businesses for expos and fairs and offering travel shows at their facility at 1205 US Highway 22. According to Keck, AAA agents also are available for on-site seminars.

New Members

Avon Products/Fetzer

348 West St., Bethlehem, PA 18018
Phone: (908) 319-4246
Email: kathryn.fetzer@avon.com
Kathryn Fetzer
Cosmetics

Birdsall Services Group

65 Jackson Dr., Cranford, NJ 07016
Phone: (732) 681-1165 Fax: (732) 681-5477
Email: pangarone@birdsall.com
Web: www.birdsall.com
Phil Angarone
Engineering/Planning

Jamieson Insurance & Financial Services, Inc.

691 Washington St.
Hackettstown, NJ 07840
Phone: (908) 852-4466 Fax: (908) 852-4852
Email: ptrusio@sciroccogroup.com
Web: www.sciroccogroup.com
Peter K. Trusio
Insurance Services

Neighborhood Health Services Corp.

427-429 S. Main St., Phillipsburg, NJ 08865
Phone: (908) 454-4600
Fax: (908) 753-6278
Email: PHussey@phcmednet.org
Web: www.phcmednet.org
Paulette Hussey
Health Care Facilities

Rocco's Pizza & Italian Restaurant

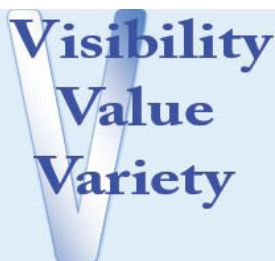
360 S. Main St., Phillipsburg, NJ 08865
Phone: (908) 454-1555 Fax: (908) 454-8179
Email: moussa@rcn.com
Web: www.roccosphillipsburg.com
Michael Moussa
Dining-Deli/Pizza/Fast Food

Royal Gourmet Foods

6092 Sullivan Trail, Nazareth, PA 18064
Phone: (610) 759-8080 Fax: (610) 759-9697
Email: theporkguy@hotmail.com
Web: www.royalgourmetfoods.com
Stewart D. Kessler
Catering/Banquet

Vintner's Circle

40E Route 46 W., Hackettstown, NJ 07840
Phone: (908) 979-0700 Fax: (866) 653-2045
Web: www.VintnersCircle.com
David Schmeltzle
Wine Making



Get the most out of your money by advertising in
Commentary
The news source for Chamber events and information

For rates and information, please contact the Chamber at
908-835-9200 or by email at info@warrencountychamber.org.



Sampling the Past

Millbrook Village Brings History to Our Senses

Spread across a table is a variety of implements. You can't use them to text or tweet, program or download. But they were just as vital to life in the 19th century as our electronics are to us today and it's fun to try and guess their uses.

Welcome to Millbrook Village, a recreation of a 19th century substance farming community where craftsman, historians, preservationists and community members come together to enable us all to see, hear and touch understand the past.

"We like to bring things typical of that era to the village that people can touch and handle," said Will Bullivant, President of the Millbrook Village Society.

Located on Old Mine Road in the Delaware Water Gap National Recreation Area, Millbrook Village is a restored circa 1850s town that grew up around a grist mill and thrived until the effects of the industrial revolution reached Northwest New Jersey.

"The National Park Service saw Millbrook Village in the 1960s and decided it had enough significance to be restored and preserved," Bullivant said.

Thanks to careful planning, smart investments and a dedicated



group of volunteers, the village includes restorations and recreations such as a blacksmith shop, general store, grist mill, cider press, wagon shop, sugar shack, hotel and church. Currently in the works is a full size, fully functional covered bridge.

Millbrook Village is open daily year-round. There is no admission price and all activities are free. On weekends between Memorial Day and Labor Day, visitors can enjoy demonstrations of crafts and activities representing daily life at the

turn of the century. Special events throughout the year include Maple Sugaring in March, Village at Play in May, Old Fashioned Independence Day in July, Activities in October and Victorian Christmas in December. The main event is Millbrook Days in early October, which takes place over two days and attracts more than 5000 visitors. Some of the highlights include demonstrations in blacksmithing, spinning, weaving, and sauerkraut making.

Under the supervision of the National Park Service, Millbrook Village is self-sustaining through donations, Millbrook Village Society Membership dues and a wisely invested endowment. The Village employs one full-time person and several interns, but relies mainly on volunteers, some of which have been there for up to 20 years and are now passing along their craftsmanship skills to the next generation.

Fall CVB Tourism Events

Warren County Classic Car Show

Sunday,
September 25, 2010

All makes, models and years of cars, trucks and specialty vehicles.

County Cup with a \$250 cash prize and People's Choice Award.

Free T-shirts for first 100 entries

October 16, 2010



Sponsorships are now available for the annual



November 7, 2010
Downtown
Phillipsburg and Easton

For information on sponsorships, registration and volunteer opportunities at any of these events, contact the Warren County Convention & Visitors Bureau at info@warrencountychamber.org

LEGISLATIVE UPDATE



Assemblyman John DiMaio Shares Views on Legislative Issues

What do you see as the key legislative issue impacting the Warren County business community?

The first six months of this new legislative session has seen a great deal of activity and I believe has shown the level of commitment by the Governor and the Legislature to take what some might call drastic action to get the state back on track to financial stability.

Anything we can do to help the residents of the state will in turn help the businesses. If people can't afford to pay their property taxes, they are not going to be shopping or using local services. The 2% local property tax cap is a solid start in reining in the cost of living and doing business in New Jersey. The initiatives contained in the Governor's "tool kit" give the governing bodies the flexibility to meet that cap. I look forward to the legislature taking action on those bills in the coming months.

I believe we must continue to look at regulations and mandates that the state has imposed upon both governments and businesses, and evaluate what is working and what is adding costs without serving a worthwhile purpose.

Are there challenges that are unique to District 23 and how are they being addressed?

The biggest challenge we face in our district is that our neighbors across the Delaware River have made it much easier for businesses to do business. It's not a big leap for certain businesses to move to Pennsylvania, or for residents to go over the bridge to do business.

You constantly hear about Warren and Hunterdon businesses moving to, or threatening to move over there. We've got to find ways to keep those businesses and customers here. The Chamber of Commerce, the Business Improvement Districts in Hackettstown and Washington, and various business associations are doing a good job of working with businesses, but everybody could use some more help. As I said, the state is recognizing this, and other issues, and is trying to turn things around. The high sales tax is another issue, but certainly not something that affects our district alone.



Assemblyman DiMaio with a shop owner during a recent "Downtown Tour."

How can the business community work with you and other members of the legislature to meet these challenges?

Earlier this year I initiated a downtown business tour. Once a month, Senator Michael Doherty, fellow Assemblyman Erik Peterson and I visit a different downtown as a way to reach out to the business community and find out their concerns and try to help them come up with solutions. What has been interesting is that while there are some similar concerns, each downtown has its own issues too. Of course, you don't have to wait for us to come to your business community if you have concerns or issues that you'd like to discuss. I welcome you to call my office anytime. We will be more than happy to see what we can do to help.

3rd ANNUAL SEPT. 25 & 26, 2010

Harvest Weekend

Alba VINEYARD

Wine & Music Festival

TO BENEFIT NORWESCAP & THE ARC OF WARREN COUNTY

Featuring CAIRO, The Voodoos, Jam-Bone, No Reply

\$15 pre-sale / \$20 at the gate
Special corporate, company picnic, family reunion packages available.

Wine tastings, great food, kids' activities, hot air balloon, carriage rides, great vendors!

For tickets and sponsor information, please call
The Arc 908-689-7525 x212 or
NORWESCAP 908-454-7000 x110

Green-By-Design

OPEN HOUSE

EVENT AGENDA

- 9:00 – 9:30 **Registration**
- 9:30 – 9:45 **Welcome:**
Art Hance - Hance Construction
Glenn Tippy - Gerrity, Baker, Williams, Inc.
Glenn Marthens – Milton Terry Associates
- 9:45 – 10:00 **Keynote Speaker:**
Dr. William Austin - Warren County Community College
- 10:00 – 10:45 **Session 1** Art Hance, Hance Construction
Green Construction: How and Why?
Session 2 Entech Group, Inc.
Solar Design Considerations
- 10:45 – 11:15 **Break** – Visit with Exhibitors & Networking
- 11:15 – 12:00 **Session 3** Spruce Industries, Inc.
Evolution of Sustainability
- 12:00 – 1:00 **Lunch**
- 1:00 – 1:45 **Session 4** Glenn Tippy, Gerrity, Baker, Williams, Inc.
Risk Management & 'Green' Construction – What's the Standard?
- 1:45 – 2:15 **Break** – Visit with Exhibitors & Networking
- 2:15 – 3:00 **Session 5** Art Hance, Hance Construction
Pre-engineered Steel Buildings as a Green Building Solution
Session 6 Glenn Marthens, Milton Terry Associates
Sustainable Strategies in Interior Space Planning and Furnishings

WHEN: August 4, 2010

WHERE: Warren County Community College
475 Route 57 West
Washington, NJ 07882

FORMAT: Workshops & Exhibits
(Please Note: Exhibits will be open all day)

Rsvp (908) 689-7613 or
REQUESTED: mamaro@warren.edu



Thanks to:



Interested Exhibitor?
Contact Maija Amaro at (908) 835-4029 or via email at mamaro@warren.edu

Economic Development



W · C · E · D · C
Warren County Economic Development Corporation

Washington Welcomes New Businesses



Washington Health Foods celebrates its grand opening with a snip of the ribbon. From left to right are store manager Uzma Kazmi, owner Kabeer Abro, Mayor Scott McDonald and Sandi Cerami, Executive Director

of the Washington Business Improvement District. The store is located at 69 E. Washington Avenue (Route 57) in Downtown Washington. For further information call 908-223-7058.

Quality Furniture of North Carolina brings its array of furnishings to Downtown Washington. Celebrating the grand opening with the ceremonial ribbon cutting are L-R, Sandi Cerami, Executive Director of the Washington Business



Improvement District, Mayor Scott McDonald and owners Kim Weber and Jerry Snipes. The store is located at 1 E. Washington Avenue (Route 57) on the corner by Broad Street. For more about the store, call 908-223-7198.

Bank Foundation Supports Borough Redevelopment

Representatives from the Investors Savings Bank Foundation recently awarded a \$1,000 charitable grant in support of the Washington Borough Business Improvement District's central downtown redevelopment project.

Since 2003, the Business Improvement District (WBID) has helped invest \$6 million in capital and physical improvements throughout downtown Washington. The long-term redevelopment plan currently under way will transform a vacant lot near the downtown parking area into a community gathering and recreation space, which will include shade trees and landscaping, benches, and a small stage for musical events and performances.

"Washington is home to a burgeoning downtown, a bustling farmer's market, and Warren County's largest street and music festival," said Sandi Cerami, WBID's executive director. "This donation will support a redevelopment plan that will continue to expand economic growth in the borough."

"We are very thankful for the generous support of the Investors Savings Bank Foundation," added WBID Board President Monika Hamburger.

STAND OUT in the crowd!

WARREN COUNTY REGIONAL
CHAMBER OF COMMERCE

Join the Chamber today and have your business **STAND OUT** among the rest. The Chamber provides networking, business referrals, marketing workshops, as well as volunteer opportunities that will help make your business **STAND OUT** among the competition!

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Websites Serving The Business Community!

**WARREN COUNTY REGIONAL
CHAMBER OF COMMERCE**

www.warrencountychamber.org



**WARREN COUNTY REGIONAL
CHAMBER OF COMMERCE**

Legislative Action Center

www.warrensbusinessvoice.com



ShopWarrenCountyNJ.com

Making Local Shopping A Pleasure

W • C • E • D • C

Warren County Economic Development Corporation

www.warreneconomicdevelopment.com



Saturday, October 23, 2010
 Warren County Technical School
 1500 State Route 57 W, Washington

Exhibits • Seminars • Food • Entertainment

Booth space and sponsorships available

For information, contact the Warren County Regional Chamber of Commerce at
info@warrencountychamber.org

August 2010 Schedule of Events

SUN	MON	TUE	WED	THU	FRI	SAT	
							08/04/2010 Green By Design Open House 9:00 a.m. Warren County Community College, Washington
1	2	3	4	5	6	7	08/06/2010 AM BIZ 7:15 a.m. Warren County Regional Chamber of Commerce Washington
8	9	10	11	12	13	14	08/09/2010 Golf Thing 1:30 p.m. Blair Academy Golf Course Blirstown
15	16	17	18	19	20	21	08/11/2010 Summer Council Networking 11:00 a.m. Lunch PNC Bank, Blirstown
22	23	24	25	26	27	28	08/25/2010 Summer Council Networking 11:00 a.m. Lunch Hackettstown Trading Post Hackettstown
29	30	31					08/26/2010 Maximize Your Membership 9:00 a.m. Warren County Regional Chamber of Commerce Washington
							08/27/2010 Power of Networking 9:00 a.m. Warren County Regional Chamber of Commerce Phillipsburg