

# COMMENTARY

A PUBLICATION BY THE WARREN COUNTY REGIONAL CHAMBER OF COMMERCE

September 2006

## WARREN COUNTY REGIONAL CHAMBER OF COMMERCE

### SPECIAL POINTS OF INTEREST

2006 Biz Expo

#### MEMBERS IN THE NEWS

*Abilities of NW Jersey  
Warren County Community Singers  
Edward Jones - Hackettstown Branch*

#### MEMBER SPOTLIGHT

*WRNJ Radio*

#### WARREN COUNTY BUSINESS AWARDS

## 3RD ANNUAL SENIOR EXPO LIFESTYLE FOR THE ACTIVE ADULT

**W**arren County area seniors, their families and caregivers will be in for an informative, invaluable experience on Saturday, October 21, when the Warren County Regional Chamber of Commerce hosts its second annual Senior Expo – “Lifestyle for the Active Adult.”

The event will be held at Warren County Vocational Technical School on Route 57 in Washington from 10 a.m. to 3 p.m.

The Expo will offer a tremendous opportunity for seniors to connect to the many sources of products, services, programs and support available to them in the Warren County region. County agencies, pharmacies, assisted/independent living facilities, financial institutions, churches, law enforcement and home health care are just a sampling of the vendors that were a part of last years event that had over 500 in attendance. Vendor and sponsor opportunities for the Senior Expo are now available.



WARREN HOSPITAL

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WARREN COUNTY REGIONAL CHAMBER OF COMMERCE

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

*NEW this YEAR ...*

**Senior Art Contest**  
*Warren County seniors can enter any medium of art to be judged on the event day.*

**Books in the Basement**  
*Finding treasures in your trunk with Brina Kathleen host of WRNJ's "Value This"*



**3rd ANNUAL SENIOR EXPO**  
*Lifestyle Expo for the Active Adult*

**10:00 am to 3:00 pm**  
**October 21, 2006**

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ENTERTAINMENT / SEMINARS

<p><b>10:30 am</b> Tips for Travel with Newsweek's Ted Slate</p> <p><b>11:15 am</b> Long Term Care Insurance with Susan Pepe, <i>Specialized Insurance Solutions</i></p> <p><b>12:00</b> Lehigh Valley Cloggers Performance</p>	<p><b>12:45 pm</b> 10 Best Kept Secrets in NJ with Ray Fry</p> <p><b>1:30 pm</b> Chair Yoga with certified Massage Therapist, Mary Ellen Rocks</p> <p><b>2:15 pm</b> Estate Planning with Bob Styles</p>
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## 2006 BOARD OF DIRECTORS

## Chairperson of the Board

Enid Logan  
Warren Hospital

## Chair Elect

Dr. William Austin  
Warren County Community College

## Vice Chair

Ron Harding  
Mallinckrodt Baker

## Secretary

Hannah Massaquoi  
Jersey Central Power and Light

## Treasurer

Claudia Conway  
Skylands Community Bank

## Immediate Past Chairman of the Board

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Hackettstown Regional Medical Center

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*ComForcare Senior Services*  
Andrea Kirchuk - *Computer Images Web*  
Michael Lavery - *Sirkis & Lavery*  
Susan Seger - *SASCO Insurance*  
Sandi Vaessen - *Skyland World Travel*  
Susan Zukoski  
*Abilities of Northwest Jersey, Inc.*

## CHAMBER STAFF

Robert L. Goltz  
*President/CEO*  
Jody Dodge  
*Executive Assistant*

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Robert L. Goltz, Publisher

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Chamber of Commerce

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## CHAMBER NEWS

## PRESIDENT'S MESSAGE

September is here and for many small businesses this is the time to focus on the local market. Over the summer, many of your potential clients have been on vacation going to the shore or other distant places. Now they are back, and for many of these individuals, they have no plans on leaving for any time due to children being back in school, cooler weather and their own companies gearing up for the holidays. (Yes, I did say the holidays, as I have been already seeing the holiday flyers on my doorstep and ornaments in store windows.)

During the year, I have found two times when the businesses make the best use of promoting their business to the local buying market that is sustainable and that is September and January. Why didn't I say November/December? Because I am talking long term sales, consistent buying over a year's time. Those types of long-term customers are typically found in September and January. Why is that you ask? In the months of September and January, we have been disciplined to make changes in our life. In September, many of us began school, experiencing new ideas and building new relationships as we grew up. In January we would make New Year's resolutions to create, change, and/or stimulate our growth in business or personal relationships. So as creatures of habit, whether you like it or not, we have been trained to think about change at this time of year.



**Robert Goltz** -  
President & CEO,  
Warren County  
Regional Chamber  
of Commerce

What does this mean then to businesses?  
Two things:

1. You need to redevelop and strengthen relationships with your existing clients so they don't go to your competition for answers that you can provide.
2. Network and market to those individuals that are your prospective clients. There is no better time than now to build your businesses, but it takes time and effort in marketing and networking.

This is where you can utilize your Chamber membership best. Come out and network with other business professionals. Build relationships with the decision makers at area companies. Learn the needs of others and how you can fulfill them best. Take advantage of what society has trained us to be habit and capitalize on it now through use of your Chamber membership.

Focused on the Future of Business in  
Warren County,

## SAVE THE DATE!

## WARREN COUNTY BUSINESS AWARDS

OCTOBER 26, 2006

HARKERS HOLLOW GOLF CLUB, HARMONY NJ

DINNER RECEPTION ~ \$40

NOMINATIONS ARE AVAILABLE ONLINE [WWW.WARRENCOUNTYCHAMBER.ORG](http://WWW.WARRENCOUNTYCHAMBER.ORG)

## LEADERSHIP WARREN YOUTH - 2006 PROGRAM

**L**EADERSHIP WARREN Youth provides students with the opportunity to work with a number of leaders in the community. An in-depth curriculum acquaints participants with community needs, opportunities, challenges and resources.

The program begins with a retreat focusing on developing leadership skills. Subsequent meeting topics will include the media, human services, government, diversity, the justice system, citizenship and other community issues. These sessions are held at various locations throughout Warren County.

This program will encourage students to recognize their own potential and develop new leadership skills; acquaint them with community needs, resources and other factors that influence the direction of Warren County; provide opportunities for a diverse group of students to interact with each other and with community leaders and decision-makers; and foster students' interest in volunteer community service.

Applications are now being accepted for the 2006 session. Please visit [www.warrencountychamber.org](http://www.warrencountychamber.org) or call (908) 835-9200 for more information.

## BIZ EXPO 2006 - SEVEN CHAMBERS... ONE VENUE

**N**orthern Jersey's Premier Business Expo 2006 and a MULTI-CHAMBER BIZ EXPO where seven Chambers partner to offer the largest expo in northern New Jersey. The event will be held on September 28, at the Birchwood Manor in Whippany, NJ. This is the ultimate networking opportunity... and you're invited! The following chambers are participating including ours.

Hanover Area Chamber of Commerce, Morris County Chamber of Commerce, North Essex Chamber of Commerce, Tri county Chamber of Commerce, North Jersey Regional Chamber of Commerce, Regional Business Partnership, and Warren County Chamber of Commerce.

Visit our website, [www.warrencountychamber.org](http://www.warrencountychamber.org) for more information.

## CONGRATULATIONS TO THE FOLLOWING WINNERS AT THE CHAMBER'S 7TH ANNUAL GOLF THING

Best Overall Score ~ *Hillcrest MSO*

Longest Drive ~ *John Abromitis*

Closest to the Pin ~ *Mark Hampton*

*Thanks to the 100+ golfers, volunteers and sponsors for a successful outing.*

SKYLANDS COMMUNITY BANK, HACKETTSTOWN REGIONAL MEDICAL CENTER, WARREN COUNTY COMMUNITY COLLEGE, CENTENARY COLLEGE, VALLEY NATIONAL BANK, MALLINCKRODT BAKER BAKER, MASTERFOODS USA, FIRST HOPE BANK, HANCE CONSTRUCTION, HUNTINGTON MORTGAGE COMPANY, and COURTER, KOBERT & COHEN

## MAXIMIZE YOUR MEMBERSHIP

**J**oin us for this quarterly information session designed to educate new and old members on ways to make the most of their Chamber membership. The Chamber President will give you insight on the new programs, events and happenings and how you get the biggest return on your investment in Chamber

membership. Come find out what you may be missing. The possibilities for you and your business are limitless... Each session only lasts one hour.

**Next Session:** Wednesday, September 6 at 8 a.m. at the Chamber Office. RSVP to the Chamber Office at 908-835-9200.

## UPCOMING EVENTS SEPTEMBER 2006

This month we will hold our monthly **AM BIZ** morning networking session at Warren County Community College, 475 Rt. 57 West, Washington. AM Biz will be held on Friday morning September 1. Each month this event begins at 7:15 am. This event is **FREE** to members. Non-members can utilize a one-time free pass.

Our monthly **BUSINESS OVER BREAKFAST** series will be held in September on the 13th at Comfort Inn Hotel in Hackettstown. "Rewiring Your Belief Systems" will be presented by Dan Shanok, TD Sales Enterprises, LLC. 'Success in any endeavor is a function of how much we do to achieve that success, and how well we do it. Unfortunately, many of us perform at less than optimum rates... even in the best of conditions. Why? Our behavior every day is influenced directly by what we believe about ourselves and the world we function in. Join us for a revealing look designed to uncover some of the beliefs that hold YOU back in your business growth and development. Then design a plan that can alter the responses you typically have when confronted with specific challenges.'

*This event costs \$15 for members and \$20 for non-members. A breakfast is included in the price. Time 7:45 - 9 a.m.*

The monthly series **SECRETS OF SUCCESS** luncheon will be held this month on Wednesday, September 27 at The Union Station Grill in Phillipsburg. "You Want... How Much? Getting Customers to Pay You What You're Worth" presented by Dolores Stammer, Director of BCRC at Centenary College

Whether you're selling a product or service, customers seem to want more for less. Is it a hopeless battle? Is your competition's aggressive discounting practices driving you to the poor house? Are you almost ready to give up? Hold on... there is a better way!

*This event costs \$20 for members and \$25 for non-members. Time: 11:45 a.m. - 1 p.m. A lunch is included in the price.*

Our **SUMMER GOLF SERIES** continues with the September **THIRD THURSDAY** at WaterGap Country Club in Delaware, PA on Thursday, September 21. Golf starts at 2 p.m. and networking will begin at 5 p.m. This event is included with your Chamber membership.

## MEMBERS IN THE NEWS - ABILITIES OF NW JERSEY, INC.

Grab your pardner by the hand and get ready for a hootin' good time. Abilities of Northwest Jersey is hosting a good ol' "Harvest Hoedown" Saturday, September 16, from 6 -11 p.m. at Abilities, 264 Route 31, Washington, NJ.

Come one and come all! This night will include yer' favorite country fixins' prepared by Good Times Restaurant and some fine country western tunes for yer' dancin' fun. You can visit the towne saloon, partake in the cow chip bingo, lasso ropin' or throw yer' lawless friend in the local jail. Maybe ya' want to enter yer' favorite pie or chili in a judg-ing contest or enter in the ol' time cake walk.

Sponsorships are available in naming of our town and its fine storefronts and other establishments. Maybe yer' business name can be on the local saloon, general store, barber shop, feed store, dentist, doctor, boot shop, blacksmith, bank, café, lawyer or funeral home. The opportunities are endless.

Yer' all invited to help carry on the fine work of Abilities by attending the Harvest Hoedown! So put on our best country casual wear, bring yer' special dance pardner and friends, and join Abilities. Sponsorship opportunities and individual tickets are available now. For more information, visit Abilities' website at [www.abilitiesnw.com](http://www.abilitiesnw.com), email [szukoski@abilities-nw.com](mailto:szukoski@abilities-nw.com) or call 908-689-1118.

## MEMBERS IN THE NEWS ~ EDWARD JONES HACKETTSTOWN BRANCH

Robyn Jensen, Edward Jones investment representative, is hosting an educational seminar title "How to Raise a Money-Smart Child" at 11:30 a.m. and 6:30 p.m. on September 12 at 174 A Main Street in Hackettstown.

The seminar is designed as a collaboration between Edward Jones and the Money Savvy Generation, an organization devoted to children's financial literacy. The centerpiece of the program is the Money Savvy Pig piggie bank with four chambers, one each for saving, investing, donating and spending.

## MEMBERS IN THE NEWS ~ WARREN COUNTY COMMUNITY SINGERS

The Warren County Community Singers invite all high school students and adults to join their chorus in preparation for its 14th Annual "Winterfest of Music." They are especially in need of "a few good men."

Registration and rehearsals begin on September 4th at 7:00 p.m. at the Warren Hills Regional High School Band Room on Jackson Valley Road in Washington. Registration will be held prior to rehearsals on September 11 and 18 also. Rehearsals are held each Tuesday evening from 7:30 - 9:30 p.m. until the concert.

This is a wonderful opportunity for singles, friends, couples and families to come and join the fun. No site reading or audition is required. The group is making a special effort toward cultural diversity in their music. It will truly be a "Holiday to Remember," a "multi-traditional choral celebration!"

For more information call the group's director, Dr. Kathleen Riley at 908-850-8954, write singers@goes.com, visit their website at [www.wcsingers.org](http://www.wcsingers.org)

## MEMBER SPOTLIGHT ~ WRNJ RADIO

### 30 YEARS AND COUNTING...



This month WRNJ Radio, also known as OLDIES 1510, is celebrating 30 years of local broadcasting. The Hackettstown-based station is a daily staple for nearly 40,000 listeners in the region, who tune in for a unique blend of local news, interviews and entertainment. Over the years the community-involved station has helped raise over three million dollars (\$3,000,000) for a variety of local charities. Congratulations WRNJ... at 30 you're an Oldie but a Goodie!

**Oldies**  
WRNJ  
**1510**AM

## WELCOME NEW MEMBERS

### **BLOCK LOT APPRAISALS**

*John Zankowski*  
106 Canal Crossing  
Stewartsville, NJ 08886  
(908) 319-7154  
[john@blocknlot.com](mailto:john@blocknlot.com)  
[www.blocknlot.com](http://www.blocknlot.com)  
(Appraisal/Real Estate)

### **FLORIO PERRUCCI STEINHARDT FADER LLC**

*Bette Kovach*  
235 Frost Avenue  
Phillipsburg, NJ 08865  
(908) 454-8300  
[info@florioperrucci.com](mailto:info@florioperrucci.com)  
[www.florioperrucci.com](http://www.florioperrucci.com)  
(Attorney)

### **POWERFILLED LEADERSHIP**

*Robert C. Bremer*  
98 Hissim Road  
Great Meadows, NJ 07838  
(908) 459-4328  
[rbremer@powerfilledleadership.com](mailto:rbremer@powerfilledleadership.com)  
[www.powerfilledleadership.com](http://www.powerfilledleadership.com)  
(Consultants/Coaches)

### **SPECIALIZED INSURANCE SOLUTIONS LLC**

*Susan Pepe*  
22 Samuel Drive  
Flemington, NJ 08822  
(908) 237-1425  
[spepe@sisltc.com](mailto:spepe@sisltc.com)  
[www.sisltc.com](http://www.sisltc.com)  
(Insurance Services)

### **WARREN COUNTY HEALTH DEPARTMENT**

315 W. Washington Avenue  
Washington, NJ 07882  
(908) 689-6693  
[www.co.warren.nj.us/healthdept](http://www.co.warren.nj.us/healthdept)  
(Nonprofit Organizations)

grandopening

50% of ALL Sales Benefit Hackettstown Regional Medical Center  
Celebrity Guest Scoopers ~ Prizes & Giveaways ~ DJ, Clown, Balloon Art and MORE



Win ice cream for a YEAR

Saturday, September 16, 2006  
From 12:00 pm - 3:00 pm



1930 Route 57 East  
Mansfield (908) 850 - 9901

**US KITCHENS**  
*Est. 1834 & Baths*



Offering you Professional Design, Installation & Service

908-850-5500  
www.us-kitchens.com

101 Bilby Road Hackettstown, NJ 07840      319 Route 10 East East Hanover, NJ 07936

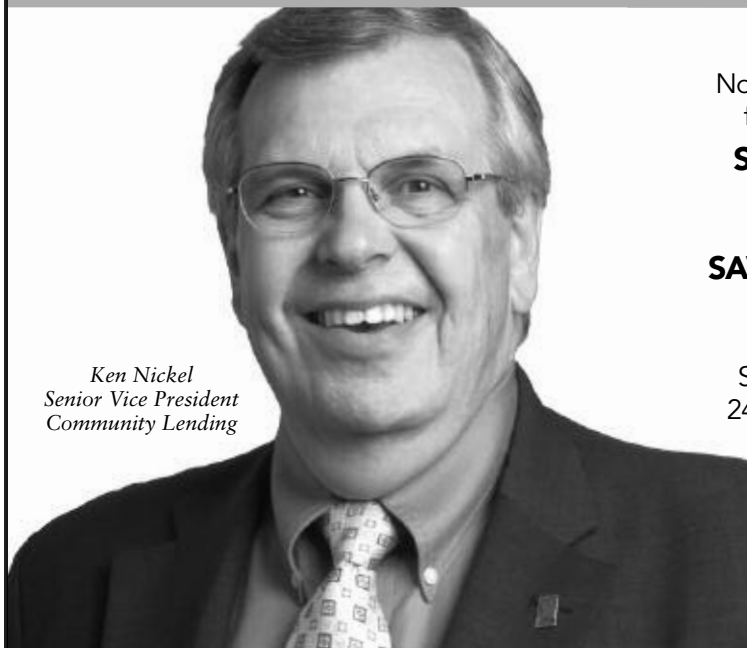
**SAVE THE DATE!**

Warren County Regional Chamber of Commerce  
Holiday Party  
Thursday, December 14

More info to come...

# business friendly



Ken Nickel  
Senior Vice President  
Community Lending

**FREE...Small Business Checking**

No minimum daily balance requirement or maintenance fees for the 1st year and then only a \$499 minimum balance.

**SAVE TIME...with our Perfect Switch<sup>SM</sup> Service**

Ready to change banks, but can't take the hassle?  
We'll do the work for you.

**SAVE \$...when you apply for our Business EZ-Line**

EZ to apply for with EZ rates at Prime to Prime + 2%.  
For a limited time, we'll waive our \$250 application fee.

Stop in a Valley branch, or call 1-800-257-BANK (2265)...  
24 hours a day...7 days a week, for details and application.



www.valleynationalbank.com

WARREN COUNTY REGIONAL



CHAMBER OF COMMERCE

## AMERICAN RED CROSS SEMINARS

**American  
Red Cross**

**FIRST AID – SATURDAY, AUGUST 5TH, 2006**  
**9:00 AM TO 1:00 PM**  
**COST: \$45.00**

This course trains participants to become familiar with how to recognize and give care. It covers emergency care for conscious choking, bleeding, splinting, and other first aid emergencies. Respiratory and Cardiac emergencies are NOT covered in this course. American Red Cross certification in First Aid Basics will be issued upon successful completion. Certification is good for 3 years.

**ADULT CPR/AED – SATURDAY, SEPTEMBER 9TH, 2006**  
**9:00 AM TO 1:30 PM**  
**COST: \$50.00**

This course trains individuals to recognize and care for life-threatening respiratory and cardiac emergencies in adults. American Red Cross certification in Adult CPR will be issued upon successful completion. Textbook included with registration. Certification is good for 1 year.

**INFANT AND CHILD CPR – SATURDAY, OCTOBER 7TH, 2006**  
**9:00 AM TO 3:00 PM**  
**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 1 year.

**WARREN COUNTY REGIONAL  
CHAMBER OF COMMERCE**

Presorted Std.  
US Postage  
PAID  
Washington, NJ  
Permit No. 33

10 Brass Castle Road  
Washington, NJ 07882

Phone: 908.835.9200

Fax: 908.835.9296






Email: info@warrencountychamber.org

*WE'RE ON THE WEB*

[WWW.WARRENCOUNTYCHAMBER.ORG](http://WWW.WARRENCOUNTYCHAMBER.ORG)

**FOCUSED ON THE FUTURE OF WARREN COUNTY BUSINESSES**

# September 2006

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		

## SCHEDULE OF EVENTS

9/1/06 - **AM Biz Networking**  
7:15 a.m. at Warren County  
Community College, Washington.

9/6/06 - **Maximize Your Membership**  
8:00 a.m. at the Chamber office,  
Washington.

9/13/06 - **Business Over Breakfast**  
7:45 a.m. at The Comfort Inn,  
Hackettstown.

9/21/06 - **Summer Golf Series  
& Third Thursday**  
2 - 5 pm golf networking at  
WaterGap Country Club,  
Delaware, PA

9/27/06 - **Secrets of Success**  
11:45 a.m. at Union Station Grill,  
Phillipsburg.