Message From the President

TRY A CHAMBER MEMBER FIRST! The Secrets of Chamber Success!

Dear Fellow Chamber Member:

What you are about to read will self-destruct in 60 seconds. Well, not really, but it seems to me there are some important facets of belonging to the Southern Monmouth Chamber that are not used as often as they could. There are hidden treasures, or “secrets” that can help you maximize your chamber dollars and increase your business activity. All of our members know about the great coffee connectors, and the monthly General Membership Meetings, but there are so many avenues to explore with the SMCC that I want to use this column to remind you and help to uncover the secrets to your success:

Make sure to obtain your membership lists and database. A simple email or call to our chamber will get you an exclusive copy of our chamber database. No additional charge to speed up your preparation of targeted mailings.

E-blasts are low cost and high impact. For $70, you can eblast your promotional messages to hundreds of businesses just like you.

Host an afterhours. This is an easy way to get customers into your place of business. Your event will be e-blasted in advance, another opportunity for many eyes to view your message.

Submit an article in this newsletter. Free and simple, yet not utilized by the great majority of SMCC members. Prove that you are a content expert in your field. Help a client better understand an issue or a problem. If you become a problem-solver you will have a client for life.

The best way to have a fun time and maximize the business you obtain from SMCC is to immerse yourself in all of the great opportunities we offer. We welcome you to aggressively take part in these activities, and make this chamber your own. Now that these “secrets” have been revealed, please rip out this page and eat it so no one else reads it!

Respectfully,
Adam Puharic
Danskin Insurance Agency
(732) 404-7764  fax: (732) 974-2065
anp@danskin-agency.com
PO Box 285, Spring Lake NJ 07762

The highest compliment you can pay for our service is to refer a friend or family member.
New to Windows 7?
These Tips Will Make You More Productive

Windows 7 represents a significant improvement over previous Windows operating systems. However, if you don't know how to use this latest version of Windows properly, you'll miss out on a host of goodies that will help you work more efficiently.

By mastering a few simple tricks, you'll be able to get the most out of Windows 7.

Find and repair problems without outside help
Is your operating system acting strange? From the Control Panel, click "troubleshooting" to access a series of wizards that will resolve common operating problems. This includes cleaning up systems that are slowed by too much adware and other clutter.

Use AppLocker to block malware
What if you have younger members of the household who insist on installing cumbersome software to your computer? Install too much of this software, and your computer will turn into a sluggish mess.

AppLocker allows you to run and install only programs with your pre-approval. For instance, you can tell AppLocker to only run programs created by reputable companies such as Microsoft. If, say, your kids try to install a program from an unknown publisher, AppLocker will block it.

Preserve battery power
Windows 7 comes with its own power efficiency service. This allows you to access reams of information about how much power your laptop is consuming. This can be important if you're working from a remote location and you're not near a charging source.

Share the love
Finally, you can use a Windows 7-enabled computer as a software-based wireless router with the operating system's Virtual Wi-Fi feature. If you enable Virtual Wi-Fi, any other Wi-Fi devices within range, including tablets and laptops, will view your computer as a new network. These devices will then be able to share your connection.

“Tech Talk” is authored by Chamber member John Kalli, CEO of Trinity Worldwide Technologies, and will cover important technical topics that we believe can help our members/readers. Our goal is to provide you with the knowledge that can save you time, money and potential disaster. Trinity is a Microsoft Certified Partner, Microsoft Small Business Specialist and has vast experience in all realms of computer networking, security, installation and more. If you have a suggestion for a topic or would like to submit a question for possible inclusion in a future column, please contact John at JKalli@trinityww.com.

To inquire about their services and to see if you qualify for a no cost, no obligation assessment of your business’ technology, you can reach them at 732-780-8615 or visit them at www.trinityww.com.

ADVERTISE ON www.SMCConline.org!

NEW LOWER PRICES!

The Southern Monmouth Chamber of Commerce web site was recently redesigned by inVisual New Media Design. The new Chamber site is full of important information about upcoming Chamber events, news and town information. There is a complete member directory where businesses can be located alphabetically or by category. We are offering all of our members exclusive advertising opportunities on the web site. The business listings were created using the information the Chamber had on file and include business name, contact information, address, phone, fax, email, web address, hours and a general description. If you would like to update your listing or inquire about the many advertising opportunities available on the web site, contact Rachel at Rachel@invisual.us. Also, contact us for all of your advertising opportunities.

For more detailed info visit www.southernmonmouthchamber.com/advertise.asp

Rate Sheet:
Southern Monmouth Chamber of Commerce Website (Smcconline.org)
**Generating over 100,000 hits a year

For the Year:
$250: Banner Ad
$350: Sponsorship
$600: Menu Page
$650: Jump Screen, only one per business category. Available! Act fast!
$50 for two weeks Front Page Ad
**All graphic design is included in price if needed
Also available: One-time fee
$80: Logo or picture upgrade added to your business listing
$100: Logo and picture added to your business listing
Trinity Solar, Inc., New Jersey’s leading designer integrator of solar electric systems, conducted a ribbon-cutting ceremony today to commemorate its move to 2211 Allenwood Road, off Route 34 South.

“We’re extremely happy with the tremendous growth the company has experienced over the past 15 years or so and a major reason for this growth is directly attributable to our dedicated employees,” said Tom Pollock, co-founder and chief executive officer. “The company has grown so quickly that it was necessary for us to find another location and this building is an ideal spot as it provides us immediate access to major highways.

“Wall Township and Mayor Jeff Foster have welcomed us and have helped make our move a smooth one,” Pollock continued. “We look forward to continuing our steady growth and providing each of our customers with the best experience in turning to solar electric to save on energy.”

The company, which started as Trinity Heating and Air, Inc. and spent the previous 11 years on Route 9 South in Freehold, changed its name in 2004 to Trinity Solar and has shown rapid growth ever since. The company employed 26 back in 2004, had 212 employees in 2010 and today has 400 on its payroll consisting of management, administrative, sales and installers.

Listed as New Jersey’s fourth fastest growing company by NJBiz, Trinity Solar vacated its 35,000 sq. ft. space in Freehold in late December 2011 to move to its new location, which is a 140,000 sq. ft facility.

“Trinity Solar is a clean Wall-friendly business, a great ratable and they’re taking over an abandoned building,” Wall Township Mayor Jeff Foster said. “We wish Trinity Solar much success in the future and hope they continue to grow.”

Trinity Solar has received many accolades since its inception including being ranked No. 783 last year in Inc. magazine’s annual ranking of fastest-growing privately-held companies. The company is listed as No. 23 among energy companies and is the largest company in the solar industry.

“We’re proud of our many accomplishments,” Pollock remarked. “Our primary objectives are to deliver high quality products to our customers and to provide a sense of honesty and integrity.”

For more information about Trinity Solar, call (732) 780-3779, or visit www.trinity-solar.com.

Ribbon Cutting Ceremony

The Southern Monmouth Board of Directors, along with New Jersey Lt. Governor Kim Guadagno and Wall Mayor Jeff Foster, were very pleased to welcome Trinity Solar, Inc. to their beautiful new Wall business location in a ribbon-cutting ceremony on February 10, 2012. Trinity has established itself as both a regional and national leader of solar designing, integration, and installation for consumers. As of today, Trinity has more than 400 employees and is currently the 4th fastest growing company in New Jersey. As America transitions to the quickly evolving green age, companies like Trinity are a shining beacon of thought, leadership and ingenuity as they champion efficient ways to harness the sun’s power to help create energy savings for businesses and individuals. The SMCC is proud to have Trinity as one of its members and we stand ready to be a valuable business and community partner to them. – Tom Cardinale, Director SMCC
SMCC and Asbury Park Chamber Hold Speed Networking at The Press Room

The Southern Monmouth Chamber of Commerce (SMCC) and the Asbury Park Chamber of Commerce held a joint chamber Speed Networking Event at The Press Room in Asbury Park this March.

The Press Room has a lounge-like atmosphere and provided all in attendance with delicious treats, beer and wine before networking. We thank The Press Room’s professional staff for their service and personal attention to our members and members of the Asbury Park Chamber.

Speed Networking has quickly become one of the chamber’s most popular events, with the number of participants growing with each event. Participating in speed networking can guarantee from 12 up to 20 solid contacts in one night, along with giving you the opportunity to network with the spectators for more growth potential.

Participants are separated into 2 groups, group A and group B. Each group is given 2-3 minutes to share information with each other. With the first ring of the bell, the ‘A’ group gives an introduction in an effort to leave a lasting impression on their new contact. At the second ring, ‘B’ group does the same. After two minutes, ‘B’ group moves over one seat as the ‘A’ group remained stationary. Those who were not participating in the actual speed networking portion of the night had the opportunity to mingle and take notes for future speed networking opportunities.

TOP 21 MEMBERSHIP BENEFITS OF THE SMCC!

NETWORKING
1. Weekly "Coffee Connector" breakfast meetings
2. Informative Quarterly Meetings
3. Sponsor a meeting or event
4. Host a business after hours
5. Annual Golf Outing
6. Quarterly Women in Business meetings
7. And many more opportunities!

ADVERTISING/CUSTOMER ACCESS
8. Business referrals from our office
9. Member-to-Member discounts
10. Access to our mailing lists
11. Spotlight your business in local publications
12. Listings in Chamber publications including our area map & guide
13. Free listing and links on our website to yours
14. Annual Business Expo
15. Submit a FREE article for our Chamber newsletter

COMMUNITY INVOLVEMENT
16. Grand Opening Ribbon Cutting Ceremony
17. Community Blood Drive
18. Use of Chamber conference room (by appt.)
19. Support local high school seniors with college scholarships
20. Osprey Awards honoring area businesses and community members
21. Free Certificate of Origin for export

VISIT WWW.SMCCONLINE.ORG FOR YOUR APPLICATION & JOIN TODAY!

Don’t miss the opportunity to advertise in SMCC’s Southern Exposure.

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<tr>
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<th>Member Prices</th>
<th>Non-Member Prices</th>
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<td>½ Page Ad 5 ½” x 8 ½” with ½” framed border (per issue)</td>
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For More Advertising Information Contact the Chamber Office:
Telephone: 732-280-8800  Fax: 732-280-8505  E-Mail: info@smcconline.org  Website: http://www.smcconline.org/
### Member-to-Member Discount

Our Membership Committee is launching a "Member-to-Member" Campaign. We would like to implement and advertise the use of these discounts to SMCC members. We should be aware of the services we have to offer each other and look INSIDE the Chamber before going to another source. Please let us know the applicable discounts you wish to offer other members!

| Name: |____________________________________________________________________________ |
| Company: |___________________________________________________________________________ |
| Address: |____________________________________________________________________________ |
| Phone: |____________________________________________________________________________ |
| Services: |___________________________________________________________________________ |

A brief description of discount to be offered:

Expires: __________________________

Fax: 732-280-8505 ★ Email: Info@smcconline.org

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### Wine and Chocolate

The Mill at Spring Lake Heights was the place to be on the eve of January 26, 2012. The Southern Monmouth Chamber of Commerce launched its 1st Annual From the Heart Wine & Chocolate Benefit. The benefit was a resounding success. Guests enjoyed chocolate inspired cuisine from members and local vendors. Wine samplings were provided by vendors of Spirit of ’76 Wines & Liquors. Sponsors of the event, SMCC Chamber members and guests all came together to support the FoodBank of Monmouth and Ocean Counties, who were the grateful recipients of this benefit. A portion of the ticket and sponsor proceeds was donated to the FoodBank of Monmouth and Ocean Counties and totaled just over $500.

The festive décor of The Mill, music provided by one of our chamber members, The Vincent Gentile Trio, and the grand door prize of wines and local restaurant gift certificates made this benefit complete.
Southern Monmouth Chamber of Commerce
Hosts January Women in Business Meeting

Harpoon Willy’s in Wall, NJ was host to the 2012, 1st quarter, Women in Business Social Networking luncheon. This meeting welcomed over 40 members and guests. All enjoyed a delicious buffet in a beautiful room. The new luncheon format has been a great success and enjoyed by all.

This WIBC luncheon supported a coat drive for Ryan’s Coats. Ryan Juliano, founder of Ryan’s Coats was on hand to collect the 84 coats donated by the attendees. The coats were delivered by Ryan to 84 homeless men and women in the Asbury Park and Lakewood areas. Ryan’s Coats was born after Ryan visited New York City and Ryan saw the many women and men who were homeless and had no coats.

Denise Wegeman, the WIBC’s Chairperson, opened the meeting with a few “save the date” announcements. There are many exciting social networking events coming up, be sure to read your newsletter!

After the attendees had the opportunity to network, they became acquainted with each other by standing and giving a 2 minute summary of their names, businesses and job functions.

Denise introduced the sponsor for the day: Helen Kaye of HK Promotions. Dr. Gupta’s office can be found on Highway 35 in Manasquan.

Dr. Gupta gave a presentation outlining the mission statement of her practice: healing of the mind, body and spirit. Dr. Gupta shared a few very simple tips for improving overall health. Dr. Gupta outlined the many ways chiropractic modalities can improve the various aches and pains people suffer with when living stressful and busy lives. It was an exciting and informative session.

A big thank you to the Harpoon Willy’s for the delicious lunch and attentive wait staff.

Door prizes included soft and fuzzy winter blanket by Initial Impact, free attendance to a SMCC General Membership Meeting and 2 free breakfasts at the Chamber’s popular “Coffee Connector”. Every Wednesday at 8am join us for some informal networking and a yummy breakfast. It’s a great way to start your day. No registration necessary and guests are always welcome.

The Southern Monmouth Chamber of Commerce opened the New Year by holding their monthly general membership meeting during breakfast. This well attended event was held at Doolan’s Shore Club in Spring Lake Heights. All enjoyed delicious breakfast fare while engaging is some social networking before the meeting started.

Adam Puharic, the Chamber President, was our emcee for the day. Thank you to Bernie Marciniak of The UPS Store for sponsoring this event. Mr. Puharic opened the morning by giving the attendees dates and times for upcoming Chamber events. Everyone in attendance had the opportunity to stand and introduce themselves and their business to the over 40 in attendance.

Adam introduced our guest speaker, Richard Pettorossi from the Small Business Association. Mr. Pettorossi presented a workshop providing information on how to build and finance your business with the Small Business Association. Richard rolled out the varied and numerous loan programs along with the eligibility requirements. Included in the SBA’s offered services, they are a resource for economic counseling, training and an introduction to government contracting.

Richard’s presentation was interactive, as well as informative. With active audience participation, many ideas and solutions were discussed, many of which the business owners in attendance could employ immediately.

The event ended with door prizes awarded for a free General Membership Meeting, free coupons for Wednesday morning SMCC Coffee Connector breakfasts, 2 gift certificates to Doolan’s Shore Club and a tote bag from Initial Impact.

Please email info@smcconline.org or go to the Chamber website www.smcconline.org for information on becoming a member or would like to attend an upcoming event.
Southern Monmouth Coffee Connector!
Join us every Wednesday morning from 8:00-9:30 am
Perkins, 2027 Highway 35, Wall Township
Start your mornings in a positive and energized manner!
Members: Enjoy networking and breakfast all for $10!
Each week one member will have the floor for 5 minutes to showcase themselves and their business (at no extra charge!).
Call to reserve your week to showcase your business!  732-280-8800
Guests of the SMCC receive their first breakfast event free, thereafter cost will be $15.
Registration is not necessary - just wake up and roll in!
Payment may be made by check, cash or credit card.

Leverage Your Membership with the Southern Monmouth Chamber of Commerce
Here are three ways to leverage your SMCC Membership to better your business and the community.

Membership in the Southern Monmouth Chamber of Commerce provides your business with powerful tools to market your services, reach potential clients, and foster positive economic development in the communities where you live and work. Joining the SMCC is about more than attending General Membership Meetings. Here are three hot tips for making your membership dollars work for you:

1. Contribute to our newsletter and have your article reach our entire email database..... all for FREE. By writing articles in the quarterly SMCC Southern Exposure Newsletter, your words of wisdom will reach the entire SMCC email database. This is a surefire way to leverage your membership dollars and market your industry knowledge to a friendly audience that you will meet again. Articles with an awareness or education focus can be forwarded to clients who need your services, providing endless opportunity to work with the existing membership to reach your ideal customer.

2. Hosting a "Business After-Hours" is the lowest cost solution for bringing customers through your door. One of the benefits to SMCC membership is the opportunity to host a "business after-hours" gathering that is broadcast to members with planning advice provided by the Chamber. There is simply no more inexpensive way to create advertising, broadcast a message, and reach a willing and enthusiastic audience. What would you pay to have 30 - 70 potential customers in front of you at once?

3. Joining the SMCC allows the Chamber to flourish and provides an important business incubator for startups and entrepreneurs. Let's face it, the past two years have proven that we all share the same national economy. Whether your business has 300 employees or you are the "chief cook and bottle washer," a vibrant chamber allows startups the best opportunity to reach customers, test their business models and grow into success. Your chamber membership is about more than reaching customers. Even the largest of companies in our area can do their part in supporting the community around them.
Southern Monmouth Chamber of Commerce Hosts
March 2012 General Membership Meeting

One of the best kept secrets at the Jersey Shore is Chef BJ’s Bistro on the Beach. This quaint little gem of a restaurant is tucked away in Spring Lake, only a block from the beach. Members, guests and prospective members were treated to delicious fare while enjoying the March sunlight streaming through the restaurant’s walls of windows. Thank you to Chef BJ for providing the venue for this month’s meeting. Business cards were exchanged, new friends were made and social networking flourished.

Adam Puharic, President of the Chamber was our emcee for the day. Thank you to Joe Milano of The Milano Financial Group for sponsoring this event. Mr. Puharic opened the afternoon by giving the attendees dates and times for upcoming Chamber events. Everyone in attendance had the opportunity to stand and introduce themselves and their business to the over 40 attendees. New members were welcomed and shared a short synopsis of their company.

The speaker of the day was Bill Saloukas CPC, CTS, owner of Broad Waverly Staffing in Red Bank. Bill has been in the recruiting and placement profession since 1972. He has interviewed, qualified and hired thousands of candidates for a variety of jobs. Mr. Saloukas shared his expertise with his presentation entitled “Slow to Hire, Quick to Fire”. Bill explained how valuable it is to ask questions during the interviewing process that allow the candidate to give detailed information regarding their qualifications for the position. The more in depth the interviewing process, the more likely you will find an employee who is a good match for your organization. However, as soon as it is evident the employee is not able to work up to expectations you should act swiftly. By letting the non performing individual go as soon as it is apparent he/she is not performing up to company standards and beginning the search for a more suitable candidate, the more efficient your business will be. Also to be taken in to consideration is the length of time an employee has been working in your company. When the employee has been employed with you for a significant length of time, it is usually a better investment to remediate job skills with the employee.

Bill Saloukas is available for free consultations on how to hire and the pertinent interview questions to ask.

Mr. Puharic rolled out the SMCC summer calendar with its list of exciting and fun events. Watch for those Date Minders! There is still time to be an exhibitor and/or sponsor at our 2012 Annual Sizzlin’ Summer Expo.

Please see the Chamber website for information about joining this dynamic and friendly chamber of commerce.

The meeting closed with door prizes awarded for a free General Membership Meeting, free coupons for Wednesday morning SMCC Coffee Connector breakfasts, gift certificates for Garrow Massage Club of Wall and Bistro on the Beach.
Your Age and Your Finances

Abstract: At different stages of life, different financial issues may be most important.

Managing your finances is a lifelong process. It usually begins with savings—ideally as a child. Once you have a regular income of your own and have started saving on a regular basis, you'll have to decide how to invest the money you are saving.

Investors in their twenties are often advised to put more of their savings in investments that have potential to grow. Even though these investments may carry more risk of loss, a younger person has time to potentially make up any losses they may experience early on. Conversely, those who are investing for more immediate goals are often advised to put more of their savings in fixed income investments. These may not grow as fast but are less likely to lose money.

Strategies For Common Life Events

Everyone lives their lives differently, and everyone has complicated emotions about money, so investment decisions are highly personal and unique to each individual. Nonetheless, throughout their lives, most investors face some similar situations. Where are you in the cycle? The following are examples of common life events and some things you might consider when making investment decisions.

Your first full-time job

Start a savings account to build a cash reserve.

Start a retirement fund and make regular monthly contributions, no matter how small.

Marriage

Examine your joint investment contributions and allocations, taking into account your combined income and expenses. Consider opening a short-term investment account specifically to help fund your down payment on your home and pay closing and moving costs.

Children

If you don’t yet have life insurance, now’s the time.

Start a college savings fund.

New job

Review your investment strategy and asset allocation to accommodate a new salary and a different benefits package.

Consider rolling over your previous company's 401(k) plan into your new employer’s plan or a Rollover IRA.

Within 10 years of retirement

Review your retirement fund asset allocation to accommodate the shorter time frame for your investments.

Increase savings for retirement.

Retirement

Study your distribution options to enhance assets and tax benefits.

Reallocation your investments to provide the income you need while still potentially offering some growth in capital to help beat inflation and fund your later years.

For more help at every stage of your financial life cycle, talk to your financial professional.

AXA Advisors, LLC does not provide legal or tax advice. Please consult your tax or legal advisor regarding your individual situation.

This article is provided by Matthew Appel. Matthew Appel offers securities and investment advisory services through AXA Advisors, LLC (member FINRA, SIPC) at 180 Avenue at the Common, Suite 4, Shrewsbury, New Jersey 07702 and offers annuity and insurance products through an insurance brokerage affiliate, AXA Network, LLC and its subsidiaries.

For any questions or concerns, please call me at 732-530-5120.

GE-62658 (5/11) — This compliance number must appear at the bottom of this article.
As I travel, I have an opportunity to read many ads in many magazines and newspapers. What disturbs me is that 99% of them are downright dull and I often yawn when reading them.

As the saying goes, “How you say something is just as important as what you say.” An ad should be similar to a face-to-face sales pitch.

A great ad will have, not only the offer itself, but the language, the tone, and the “voice” of the offer.

The problem is that most sales messages get so engrossed in describing the company, its products, and product features that they fail to appeal to the reader.

It’s understandable. People in business are often so tied to their businesses or products that they get tunnel vision and fail to look at their copy from their reader’s perspective.

It’s understandable, but inexcusable.

My advice is to be more experiential in your ads, as if the reader is experiencing what you are telling them. Let them feel or imagine how it feels. Make it “benefit-rich”.

Most importantly, appeal to the reader’s ego when describing those benefits.

People always buy for, or are influenced by, personal desires, selfish reasons and self-interested motives. And guess what? It’s been that way for thousands of years, and nothing’s changed.

People are people. They always buy on emotion and they always will.

Our job as entrepreneurs is to express our offers in terms that trigger the prospects emotions, press their hot buttons, tug at their heartstrings, and push them into taking action.

To do otherwise with your offers is the biggest mistake you can make.

Has anyone else experienced the same when reading ads in many magazines and newspapers.

If you do any type of advertising, you should consider hiring an expert copywriter to make it Direct Responsive. There are many out there. One I would recommend that you consider is Russ Phelps. His email is russphelpstest@yahoo.com. Ask him what he can do for you.

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To your success,

Ken Varga
Ph: 888-682-2596; Fax: 888-682-2597
Email: ken@kenvarga.com Website: www.kenvarga.com
...helping businesses increase customer acquisition by up to 32.7% in as little as 3 to 6 months, and increase customer retention by up to 90%.

To Subscribe to Ken’s Marketing Tip of The Week visit:
www.kenvarga.com/nj.html

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2012 Expo Sponsors
Southern Monmouth Chamber of Commerce Hosts
February General Membership Meeting

What a wonderful place to be in the middle of the winter at the Jersey Shore. Members, guests and prospective members were treated to a wide open view of the ocean while dining on delicious fare, courtesy of Matisse Oceanfront Restaurant of Belmar. As the winter sunlight flooded the room, business cards were exchanged, new friends were made and social networking flourished.

Adam Puharic, President of the Chamber was our emcee for the day. Thanks to Annie Smith of Press Communications who not only sponsored the event but gave us helpful ways to grow our businesses through social media marketing. Mr. Puharic opened the afternoon by giving the attendees dates and times for upcoming Chamber events. Everyone in attendance had the opportunity to stand and introduce themselves and their business to the over 40 attendees. New members were welcomed and shared a short synopsis of their businesses.

Mayor Matt Doherty surprised us by dropping by and graciously spoke for a few minutes. Mayor Doherty thanked everyone for continuing to grow Belmar with their ongoing patronage of Belmar businesses.

The speakers of the day were Amy Fitzgerald, Director of Monmouth County Economic Development and John Ciufo, Administrative Director. John and Amy outlined the ways their department is assisting in Monmouth County’s economic growth. The initiative is “Grow Monmouth” and the focus is empowering business and creating jobs. “Grow Monmouth” has a multitude of programs designed to help all businesses, no matter how small. For more information, please go to www.visitmonmouth.com.

Mr. Puharic rolled out the SMCC summer calendar with its list of exciting and fun events. Watch for those Date Minders! Please see the Chamber website for information about joining this dynamic and friendly chamber of commerce.

The meeting closed with door prizes awarded for a free General Membership Meeting, free coupons for Wednesday morning SMCC Coffee Connector breakfasts and a gift certificate for dinner at Matisse.

Trinity Solar After Hours

ABOUT TRINITY SOLAR

Thank you to Trinity Solar who also hosted a Business After Hours on March 29 at their new home for the members and guests of the Southern Monmouth Chamber of Commerce. Tom Pollock and Ken Greico along with their staff were gracious hosts. Everyone enjoyed delicious fare and networking.

Trinity Solar, Inc. is the leading designer and integrator of solar electric in the state of New Jersey and ranks third in the United States for residential solar installations. The privately-held company began as Trinity Heating and Air, Inc. and changed its name to Trinity Solar in 2004. The company serves both the residential and commercial building markets. Headquartered in Wall Township, N.J., Trinity Solar employs more than 400 and has installed solar systems in the Northeast from Massachusetts to Delaware.

New Office Open House

The Southern Monmouth Chamber of Commerce, the Chamber of Choice, welcomed members, prospective members, friends and guests to an open house of their new office. February 24 2012. The evening began with a tour of the new office space. Although housed in the same building and smaller, the new office is geared towards all our needs. It has a large sunny room for hosting meetings, an office for private consultations and roomy storage for all our offsite equipment.

There was delicious fare provided by Bistro on the Beach and Valente’s Italian Deli. The desserts from the Chocolate Carousel and Bundrageous had everyone going back for seconds.

We had a few prospective members join on this fun night.
Mr. Ken Peirson
Carpet Castle, Inc
1358 Hooper Avenue - Suite #301
Toms River, NJ 08753
732-814-8333

Ms. Janine Smith
Decor & You
1918 Hunters Lane
Wall, NJ 07719
732-618-6767

Mr. Douglas Crawford
Douglas S. Crawford, LLC
2150 Highway 35, Ste. 250
Sea Girt, NJ 08750
732-359-0226

Ms. Laura Demeo
Tri-Ultra Media
9 Mariners Bend
Brielle, NJ 08730
732-859-4118

New Members Not Pictured:

Mr. Joe & Ms. Margie Parillo Barbaric Bean Coffee Roasters 48 Main Avenue Ocean Grove, NJ 07756 732-775-8500

Mr. Danko Campese Big Splash Graphics 125 Halls Mill Road Freehold, NJ 07728 732-414-1633

Mr. Gregg Barrett Boynton & Boynton 21 Cedar Avenue Fair Haven, NJ 07704 732-747-0800

Mr. Michael S. Golub Centennial Celebrations 305 Cliffwood Drive Neptune, NJ 07753 732-618-2321

Ms. Debra Latshaw-Adams Debra L. Adams CPA LLC 161 W. Sylvania Avenue Neptune City, NJ 07753 732-775-6988

Mr. David Kayal East Coast Cookery 3548 Route 66 Neptune, NJ 07753 732-922-0003

Ms. Emilia Novellino Kessler Rehabilitation Center P.O. Box 751 Ocean Gate, NJ 08740 732-996-0232


Mr. William Pazmino RBAC 3111 Quakerbridge Road, 2nd Floor Mercerville, NJ 08619 609-587-1133

Ms. Sheri Sica Reverse Mortgage Network 187 Anchor Avenue Manahawkin, NJ 08050 732-939-4220

Mr. Paul Ippolito The Coal House 710 Arnold Avenue Pt. Pleasant Beach, NJ 08742 732-899-4400

Mr. Anthony Abdy The Coal House 2100 Route 35 North Wall, NJ 08750 732-899-4400

Ms. Clare Morrison The Macaroon Shop 107 Main Street Avon-by-the-Sea, NJ 07717 732-776-6363
You have probably already completed several important steps in planning for the rest of your life. You’ve taken care of the legal aspects of your estate planning with a lawyer, set up funding your retirement with a financial planner and/or tax advisor, but what steps have you taken to assure the physical aspects of your retirement? If the answer is "none," you’re in good company. Many people shy away from contemplating scenarios that are disturbing. But the fact of the matter is, by doing nothing, you actually increase your odds of an accident that can have serious repercussions.

Thanks to today’s technology there are some very easy things you can do to stay safe and independent as you move into retirement. And compared to the cost of extended medical care or an assisted living facility, the cost of devices that can help you stay safe at home is practically negligible.

Fact: Roughly 40% of emergency room visits are attributed to medicine non-compliance. That missed dose or mixed up pill can wreak havoc with your health, possibly landing you in the hospital, and certainly resulting in a rising level of concern among your loved ones. An automated pill dispenser goes a long way towards eliminating non-compliance with your medications. Your medications are loaded into the device, timing is set and voila! The dispenser signals you when you need your medication, and dispenses it neatly and accurately. No more second-guessing or relying on your memory. No more daily wrestling with pill bottles. No more missed or doubled doses. The dispenser also has a feature that will allow it to notify a caregiver if, for whatever reason, your medication remains untaken.

Another device which can help you stay in your home as you age is a medical alert pendant. One fall can change everything – and a fall can happen anywhere at anytime. And if you do fall, it has been proven that your odds of recovery greatly increase if you can get assistance with in that first, most crucial hour. The unobtrusive, waterproof pendant can be worn 24 hours a day, and places assistance literally at your fingertips. This is a boon for anyone who lives alone, not just seniors, as it connects you instantly with a live caregiver. Not only will the pendant enable you to summon assistance in the event of a fall, but allows you to request exactly the type of assistance you need – you can ask to have your family member or neighbor called if you just need a hand with something minor and can't get to the phone, or they can call the police if you find yourself in a dangerous situation.

The peace of mind these two little devices offer, for yourself and your loved ones, is invaluable, and can make the difference between staying at home or needing to move to a facility. A happy, healthy future takes planning. Don’t forget to plan for your physical needs as well as your legal and financial ones.

Larry McCreanor is the executive vice president of American Personal Alert Systems located in Wall Township, New Jersey. He specializes helping people maintain their independence and stay in their homes, and he has over 25 years in the safety and security field. This practical experience makes him a valuable resource for those challenged by disability or advancing age, and for their caregivers and families. For more information see www.AmericanPersonalAlert.com or call 732-687-7544.
Osprey Awards Committee Seeks Nominations

For over 25 years the Southern Monmouth Chamber of Commerce has presented community service, business excellence, chamber service and youth awards to individuals, companies, and organizations that have made significant contributions to the southern Monmouth area.

We are reaching out to the Chamber Membership for assistance in identifying worthy recipients of this prestigious honor. Accordingly, would you kindly take a few minutes and let us know of any individuals, companies, or organizations which you believe to be worthy candidates for this year’s awards. **Please complete this nomination form and return with the requested information by Friday, June 1, 2012.** Please feel free to submit as many nominations as you would like for each award by making a copy of this form. Also, please supplement this form with any additional information or documentation you wish to submit.

This year’s winners will be selected by the 2012 Osprey Committee. The winners will be announced prior to the 2012 Osprey Awards Cocktail Reception on Thursday, October 18, 2012 at the Spring Lake Manor.

Thank you for your continued support.
The Osprey Committee

**Nominations for Osprey Awards**

Nominee: __________________________________________________________

Company/Organization: ____________________________________________

Position/Title: ____________________________________________________

Home Address: ___________________________ Phone Number ______________

Award for nomination (please circle one):

- Business Excellence
  Presented to a business that exemplifies outstanding business practices and contributes to the community

- Community Service
  Presented to an individual or group that demonstrates outstanding service to the community

- Chamber Service
  Presented to an outstanding chamber member who consistently serves and contributes to the goals and objectives of the chamber

- Aspiring Youth
  Presented to a student with average scholastic achievement who is involved in school activities and community service

Reasons why nominee is worthy of consideration: __________________________

*Please attach a sheet of paper to this form if you need more room to write your information

Submitted by:________________________________________________________

Signature:__________________________________________________________

Address: ___________________________ Phone: ________________________

Please return to: Southern Monmouth Chamber of Commerce, P.O. Box 1305, Wall, NJ 07719 or fax to 732-280-8505. You may also email this form to: info@smcconline.org.
EXPO 2012 Sponsor Benefits

Expo Sponsor: $450 Chamber Members Only
Expo & Golf Sponsor: $550 Includes Golf Hole Sponsorship at our July 16th Golf Outing
- First choice of prime exhibit space
- 8 foot exhibit table with cloth
- Full page ad in the Expo 2012 Directory of Exhibitors
- Prominent recognition on flyer mailed to over 1,000 businesses, community leaders and chamber members
- Prominent recognition on email blasts
- Company recognition on display advertising, press releases, news articles and on the chamber website, www.smcconline.org
- Recognition display box in Chamber Newsletter
- A list of fellow exhibitors for post-marketing use
- Greater Media Radio to announce your event and promote each sponsor table at event
- EXPO 2012 Tip Sheet, which will give you key pointers to help attract customers to your exhibit
- Announcement of individual vendor raffles

Please Mail or Fax This Form

☐ Expo Sponsor: $450
☐ Expo/Golf Sponsor: $550
☐ Spring into Summer Special Sponsor: $299
☐ Exhibitor: Participating Chamber Member: $195
☐ Exhibitor: Non-member: $350 (includes SMCC membership for 2012)
☐ Electricity Upgrade: $25 (first come, first served)

Name ____________________________ Company ____________________________
Address ___________________________ ____________________________
Phone _____________________________ Fax _____________________________
Email _____________________________ Web _____________________________
Payment by: ☐ Check (Enclosed) ☐ Mastercard ☐ Visa ☐ American Express ☐ Discover $ __________ Total Enclosed
Account #: __________________________ CVV2 Code: __________ Exp. Date __________ Signature __________
Billing Address ___________________________ City __________ State __________ Zip __________

Please send a 30-word description of your business for our Expo 2012 Booklet to info@smcconline.org

Your payment is your agreement to participate in the SMCC Business Expo on June 5, 2012 and you agree that at least one (1) person will be assigned to represent your company/organization at your assigned table between the hours of the event (4:30 – 7:30 PM).

Payment must be received by June 1, 2012

RETURN TO: Southern Monmouth Chamber of Commerce, Attention: EXPO PO Box 1305 | Wall, NJ 07719-1305

Electronic form available online: www.smcconline.org | 732.280.8800 | Fax 732.280.8505 | email: info@smcconline.org

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About Sylvia’s Children

Sylvia’s Children was founded in May, 2003 by Sylvia Allen to support the orphans and education of children at the Mbirizi Primary and Day School in Uganda, Africa. The community is poor, and many of the children are orphaned as a result of the AIDS crisis. In the nine years since its founding, the school population has grown dramatically, from 439 children to over 1,000. A sampling of what the charity has provided includes much needed medical attention, built dormitories, a library with books, a well for fresh water, and classrooms with desks. They’ve also started a chicken farm, and built and outfitted a sewing business.

The charity aims to eliminate poverty by creating African entrepreneurship within the school and giving the children a quality education so they can go on to secondary school and a career. For more information visit www.sylviaschildren.com or call 732-946-2711.

About SMCC

Southern Monmouth Chamber of Commerce is a voluntary partnership of business people working together to promote a healthy business environment and to improve the quality of life in our community. We are the voice for the business community and a resource for public relations, tourism and relocation. We are an information center, economic developer and local government liaison.

For more information about the Southern Monmouth Chamber of Commerce, call 732-280-8800 or visit www.southernmonmouthchamber.com.
Sponsorship Opportunities

- **$3,000... Title Sponsor**
  - Three golfers plus boxing great Jerry Cooney
  - Lunch/dinner
  - Golf cart
  - Driving range/putting green coverage
  - Athlete signing event
  - Insert in gift bag plus golf shirt for each player
  - Inclusion on table tents and all marketing materials including pre- and post event media
  - Hyperlink on website
  - Right to present awards at dinner
  - List of attendees
  - Only $1,500 for SMCC members!

- **$1,950... Presenting Sponsors**
  - Four golfers
  - Lunch/dinner
  - Golf cart
  - Driving range/putting green coverage
  - Golf shirt for each player
  - Inclusion select marketing materials
  - Hyperlink on website

- **$1,250... Supporting Sponsors**
  - Two golfers
  - Lunch/dinner
  - Two tee signs
  - Golf cart
  - Golf shirt

- **$500... Cocktail Hour Sponsors (5)**
  - Identification on cocktail hour promo materials
  - Inclusion on select marketing materials

### Sponsorship Registration

- **Sponsor name:** __________________________
- **Contact person:** ________________________
- **Address:** ________________________________
- **City:** ___________________ **State:** _____ **Zip:** ______
- **Phone:** _________________________________

### Payment Information

- **Sponsorship** (complete above) $ ________
- **Golfers** (complete form to right) $ ________
- **Cocktails/dinner only—$75 pp** $ ________
- **Contribution to Sylvia’s Children** $ ________
- **Total** $ ________

Please indicate form of payment:
- **Check:** ________
- **Credit Card:** ________
  - ____ Visa  ____ MC  ____ AMEX
- **Name:** ____________________________
- **Card #:** ___________________________
- **Exp. Date:** ___________  **CW#:** ___________
- **Billing Address:** _____________________________
- **City:** ___________________ **State:** _____ **Zip:** ______

Please include your phone # on check and make payable to:
Southern Monmouth Chamber of Commerce, and mail to:
Annual Golf Outing
PO Box 1305 / Wall, NJ 07719

### Schedule of Events

**Monday, July 16, 2012**
Spring Lake Golf Club
901 Warren Ave, Spring Lake Heights

- **11:30 am** Registration
- **12:00 pm** Luncheon
- **1:00 pm** Putting contest
- **1:30 pm** Shotgun Tee-Off
- **6:30 pm** Cocktail Hour
- **7:30 pm** Dinner and Awards

### Entry Fee: $245  Includes:

- Golf gift
- Luncheon
- Golf cart
- Awards
- One hour open bar
- Driving range
- Greens fees
- Locker facilities
- Dinner
- Music, prizes, and games with Press Communications 107.1 The Breeze

### Prizes

- Putting contest/Sink a Putt
- Closest to the Pin
- Longest Drive
- Callaway Scoring Prizes
- Low Net Male/Female
- Low Gross Male/Female

SMCC and Sylvia’s Children are pleased to have boxing great Jerry Cooney attending the outing! Mr. Cooney will be golfing as part of the Title Sponsor’s foursome and will be on hand for the entire day’s activities.

Gerry Cooney has enjoyed success both in and out of the ring. Born in New York, his amateur record of 55-3 and pair of NY Golden Gloves awards earned him an invitation to the 1976 Olympic Trials. Turning pro in 1977 as a heavyweight, Cooney won his first 25 bouts, including knockouts over Ken Norton, Ron Lyle & Jimmy Young. In a much hyped fight in ‘82, he went 13 rounds for the title against Larry Holmes, ultimately losing despite the valiant effort.

Cooney retired in 1990 and is ranked 53rd on Ring Magazine’s list of 100 greatest punchers. He has maintained close ties to boxing; started FIST, a nonprofit to help fighters transition into life after the ring, and lends his support to various other charitable efforts— he is a vocal advocate speaking out against drug and alcohol abuse and domestic violence. On Friday nights he can be heard on Sirius XM co-hosting “Friday Nights at the Fights”.

**A portion of the proceeds will benefit Sylvia’s Children.**
For more information visit [www.sylviaschildren.org](http://www.sylviaschildren.org)
SAVE THE DATE:
Best party at the Jersey Shore!
Scholarship BBQ Fundraiser
at Bar A in Lake Como
Thursday, August 16, 2012
5:30 – 8:30 PM

Sponsored By:

[Image of American Placemats logo]
Coming soon…….SMCC Map 2012/2013

Southern Monmouth

Southern Monmouth Chamber of Commerce

www.southernmonmouthchamber.com | 732.280.8800

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SMCC Coming Events

Wednesdays SMCC Coffee Connector – 8:00 – 9:30 AM at Perkins, Route 35, Wall. Cost: $10 members - $15 Guests

Tues June 5 Sizzlin’ Summer Business Expo at Doolan’s Shore Club, Highway 71, Spring Lake Heights - 4:30-7:30 PM – Exhibitor space still available

June 14 Business After Hours with the Asbury Park and Bradley Beach Chambers of Commerce. Location: East Coast Cookery, Route 66, Neptune NJ - 5:30 - 7:30 PM. Cost: $10 members - $15 Guests.
Cost includes one glass of wine or beer and lite fare. Feel free to bring a friend!

Thurs June 28 Women in Business Luncheon – Location: Spring Meadow Inn, 4185 Atlantic Avenue, Wall Township. Cost: $25 members - $30 members at the door and guests.

Mon July 16 Annual Golf Outing at the Spring Lake Golf Club – Lunch - 12:00pm - Shotgun Tee-off 1:30pm - FEATURING boxing great Gerry Cooney. Portion of the proceeds to benefit Sylvia’s Children. Sponsorships still available. Cost $245 per golfer and includes: luncheon, golf cart, driving range, greens fees, locker facilities, dinner, one-hour open bar, awards, music and prizes.

Tues July 24 General Membership Meeting/Scholarship Ceremony – 12:00 – 1:30 PM. Location and Sponsor: Francis Asbury Manor, 70 Stockton Boulevard, Ocean Grove. Guest Speaker: Matthew Pitera a brain cancer survivor. We will be honoring our two high school scholarship winners: Tess Leonhardt of Red Bank Catholic High School and Victoria Pfister Brown of St. Rose High School.

Thurs Aug 16 Annual Scholarship BBQ at Bar A – 5:30 – 8:30 PM, 16th Avenue, Lake Como. Join us for an evening of relaxing fun and entertainment! Enjoy an open bar, BBQ style food, silent auction, music, dancing, door prizes and more!

Post Office Box 1305
Wall, NJ 07719-1305
2510 Belmar Blvd. · Unit 1-17
Wall NJ 07719

Phone: 732-280-8800 · Fax: 732-280-8505 · info@smcconline.org · www.SMCConline.org