Dear Members,

This is the last time I’ll be writing to you as the President of the Greetings! I am extremely honored and privileged to serve as the President of the Southern Monmouth Chamber of Commerce for 2010/2011.

In the past several years that I have been actively involved with this Chamber it has grown both in capacity and in the quality and integrity of business professionals that make up our Chamber membership. We continue to attract the business professionals that are simply the best at what they do. One of the most important aspects of this Chamber is the constant care and attention for every member. We will always strive to make sure you receive the most out of your participation with the Chamber.

Each New Year, we set forth goals and objectives that we would like to achieve. **Following are some goals for the Chamber that I’d like to share with all of you:**

- We will not participate in this recession. We will aggressively market the Chamber through means of selective advertising and social media outreach.
- Continue to develop creative strategies to grow the Chamber to increase networking opportunities that will help create new business opportunities.
- Continue to develop interesting programs and seminars to provide to our members that will benefit their business.
- I would like to amplify the message to all of our members that the Board of Directors, Executive Director and office staff is always available to YOU as a resource to encourage your positive business growth.
- Most importantly, we will continue to ensure we have FUN at our scheduled events and after-hours functions. These events help develop new and foster existing business relationships. These are just a few reasons we urge you to attend!

**Cheers to a happy, healthy and prosperous 2010!**

*With Kind Regards,*

*Jim Dallas*
November General Membership Meeting

The New Mr. Shrimp of Belmar welcomed SMCC for our November General Membership meeting. The Mr. Shrimp staff provided a delicious buffet meal and adorned each table with fresh shrimp cocktail and crab dip.

Dana Gangemi, of WayComm and President of the SMCC, opened the meeting by thanking Vincent Petruziello of The New Mr. Shrimp for providing the venue and bountiful lunch. Dana also thanked Errol ernstrom of American Placemats for sponsoring the event. Next was the announcement of elected Board Members who will be renewing their terms: Dana Gangemi – WayComm Consulting, John Spottke – C&A Financial, Kristine Zulewski – Manasquan Savings Bank, Vickie Pekarchik – First Financial Federal Credit Union. Then the new members to the Board were welcomed: Denise Wegeman – MSW, LCSW; Adam Puharic – Danskin Insurance Agency, and Deborah Francis – Two River Community Bank.

The guest speaker for the day was Maria Robinson, her topic: “If I Only Had a Brain.” Maria provided an entertaining speech regarding two types of people, those that are “left-brained” and those that are “right-brained.” Those that are left-brained manage their time and responsibilities in a random manner, while those that are right-brained manage in an organized, orderly way. Maria relayed that in order to have successful relationships you need to be aware of the type of person with which you are interacting. Communicating with a left-brained person can be done unsystematically, while communicating with a right-brained person should be approached in a step-by-step manner.

The event ended with door prize drawings consisting of a Mr. Shrimp Gift Certificate, a Free General Membership Meeting from the Chamber and an $80 massage gift certificate from Hand & Stone Massage Spa.

Authored by Kelly L. Vostal, Tax and Investment Advisor, Integrity Tax & Financial
The frigid weather of Thursday December 10 did not put a chill on the festivities at the Annual Holiday Gala of the Southern Monmouth Chamber of Commerce held at Barlow’s Flower Farm. Adorned with poinsettias, Christmas cacti, holiday lighting and wreaths, Barlow’s Greenhouse served as the backdrop for the night’s festivities. Members gathered to dine and shop while enjoying live music by Richard Bellia.

True to the philanthropic nature of the membership, nearly one hundred brand new teddy bears were collected for donation to children at the Jersey Shore University Medical Center.

The Chamber’s 2010 Officers were installed. Leading the way in the New Year will be James Dallas of Envirotactics as President; Vickie Pekarchik of First Financial Federal Credit Union as 1st Vice President; Tom Guerra of Prudential Financial 2nd Vice President; Jack Costello of Chadwick Financial Group as Treasurer; and Allison Wilson of OceanFirst Bank as Secretary.

This well attended event was sponsored by Chris Ruisi of The Coach’s Zone. The cocktails were sponsored by Open MRI & Diagnostic Imaging of Wall and desserts were sponsored by Envirotactics and Denise Wegeman, MSW, LCSW. A special thank you goes out to Joe Sharp of All Is Sharp photography, the photographer for the evening’s event.

Information on upcoming events or Chamber membership may be found at www.southernmonmouthchamber.com or by calling the Chamber office at 732-280-8800.
With the start of 2010, there are numerous changes to the tax laws that may affect quite a few of the readers of the SMCC newsletter. This article will discuss one important feature of the changes – conversions from qualified retirement plans such as regular IRAs, 401(k)s and some employer sponsored plans to Roth IRAs. Why would you want to do this?

Here are some of the attractive features of a Roth IRA:
- Unlike a regular qualified employer plan or IRA, withdrawals (including appreciation) from a Roth IRA are not taxed if certain conditions are met.
- A Roth IRA owner does not have to commence lifetime required minimum distributions after he or she reaches age 70 ½ as is generally the case with a regular qualified employer plan and traditional IRA. Failure to take a required minimum distribution from a traditional IRA or qualified employer plan can result in costly penalties.
- Beneficiaries of a Roth IRA enjoy tax-sheltered earnings (as with a regular qualified employer plan or IRA), but also tax-free withdrawals (unlike from a regular qualified employer plan or IRA). The beneficiaries do have to commence regular withdrawals from a Roth IRA after the account owner dies.

Here are some changes in the conversion rules effective January 1, 2010 that may make a conversion more attractive:
- The adjusted gross income limitation of $100,000 no longer applies.
- Married filing separate taxpayers will be able to make a conversion.
- If you convert in 2010, the tax you owe can be payable over two years – half in 2011 and half in 2012. However, if you believe that your tax rate will be higher after 2010, you may want to consider paying the entire tax on the Roth conversion in 2010.

Now we get to the catch, and it is a big one, of the Roth conversion – the conversion amount is fully taxed, assuming the converted amount was from pre-tax dollars. For example, if you are in the federal 28% tax bracket and convert $100,000 from a regular IRA to a Roth IRA, you will owe $28,000 in federal tax (state taxes also need to be considered). You will be paying tax now for the future privilege of tax-free withdrawals, and freedom from the required minimum distribution rules. The conversion may be reversed, within certain time restrictions, if circumstances change such as a large decline in the value of the Roth IRA after the conversion.

You should discuss your personal and your family’s financial situation with a tax adviser before planning a significant conversion to a Roth IRA. There are many details and conditions to consider. The information noted above does not cover all of them and is not intended as financial or tax advice for a specific situation.

Best wishes for a healthy and prosperous New Year!
Submitted by Jan Nevenglosky of Perkowski & Associates, LLC
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

Membership Event at Crown Beer

The cold could not stop the success of our 2010 Membership Event at Crown Beer Distributors. Members and soon-to-be members poured into Crown’s bar area to take advantage of the Chamber’s discounted prices and to network with new and seasoned members.

Renewal forms and new member applications piled up as businesses know that to ensure their success during these tough economic times they must network. The mission of the SMCC is to create an environment for local businesses to thrive. To support this mission the Chamber offered 15% off discounted pricing for new 2010 memberships and 10% off for renewal memberships. The SMCC wants to do all they can to keep Southern Monmouth’s business community thriving. Additionally, Maria Cermatori of Hand & Stone Massage Spa won the drawing for $100 off her business’s 2010 membership. Bernie Marciniak of The UPS Store and Dan Campbell of Preferred Powerwash, Paint & Stain each won a Free General Membership Meeting, Glen Dalakian of CSAV Systems, LLC won a $75 gift certificate to Harpoon Willy’s, and both Ana Mayer of The Donato Group and Justin Madden of JM Printing & Graphics won a $25 gift certificate to the Boss of Floss.

Many thanks to Crown Beer Distributors as well as the following providers of the evening’s delicious buffet: Drew’s Market, Valente’s Italian Deli, Tuscany of Jackson, Super Foodtown Circus and Chocolate Carousel.

Authored by Kelly L. Vostal, EA, Financial Advisor, Integrity Tax & Financial
Put three Rutgers alumni together at a party, and it’s just a matter of time before the talk turns scarlet.

A similar conversational hue often rules at Affiliated Foot & Ankle Center in Howell, New Jersey, where three of the doctors are as happy to share their enthusiasm about Rutgers as they are to offer their expertise about feet.

“We’re rah rah Rutgers,” says Hal Ornstein CC’83, managing partner and the self-described "Papa Bear" of the trio.

“We make it known to everyone that we are the ‘Real RU,’” agrees Jasen Langley NCAS’96. “We all wear Rutgers gear, and we share the sports stories from the weekend, too. We are very proud graduates.”

Alison DeWaters CC’00 feels likewise about her alma mater. She always mentions where she went to college when she speaks to civic organizations and other groups about podiatry (education is a major focus at Affiliated Foot & Ankle). “I also offer to all students interested in the medical field to come and spend a day in the office, and I encourage them to apply to RU.”

To be sure, serious medicine is practiced at Affiliated Foot & Ankle, which specializes in sports medicine and foot and ankle surgery and maintains a warm, family-friendly focus. The three docs—all native New Jerseyans—can speak at deeply knowledgeable length about everything from their cutting-edge diagnostic technologies to common disorders of the feet. Indeed, while the multitude of potential podiatric conditions—from sprains to deformities to the complications caused by diabetes—can be a bit off-putting to a lay person, the practice has a quirky, engaging personality, exemplified by its Wizard of Oz office décor and the upbeat slogans on voicemail messages, printed materials, and the website (footdoctorsnj.com).

“I’d say we’re friendly,” declares Ornstein, who was recently named to the Podiatry Magazine “Podiatry Hall of Fame.”

And if there’s such a thing as the Rutgers Ambassadors Hall of Fame, membership would seem a sure thing for Ornstein and his colleagues. Whether they’re speaking to high school students at a career fair or when impressionable teens are sitting in a chair at their office, the message is the same. “We say to them, ‘You don’t realize how great Rutgers is, what a gem you have in your backyard. And if you go there, you’ll save a boatload of money,”’ Ornstein says.

Langley notes that the Rutgers connection carries on through patient referrals, as well. “Many of my referrals are patients who have seen through our website that I am a Rutgers grad,” he says.

“Foot Notes” originally appeared as a Q&A in the Winter 2010 issue of Rutgers Magazine.
Southern Monmouth Chamber of Commerce
2010 – 2011 Map & Guide

It’s Map Time! This year we are printing 10,000 copies of our newly designed Chamber Map. This map will be distributed at the Garden State Parkway rest stop at mile marker 100, the Monmouth County Tourism Office and other information booths located in our southern Monmouth area. Some of these venues include post offices, banks, libraries and local accommodations. Please email your PDF formatted advertisement to Rachel@invisual.us by April 2, 2010. We expect this year’s map to be the best yet for the SMCC!

Category of Business: __________________________________________________________

Business Name: __________________________________________________________________

Owner/Manager: __________________________________________________________________

Physical Address: __________________________________________________________________

Billing Address: __________________________________________________________________

Phone: __________________________________ Fax: _________________________________

E-mail: __________________________________________________________________________

Herein contract for one insertion within Map & Guide of Southern Monmouth, New Jersey (2010-2011 Edition) said advertisements consist of:

<table>
<thead>
<tr>
<th>SIZE</th>
<th>MEMBER INSERTION RATE</th>
<th>NON-MEMBER INSERTION RATE</th>
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<tr>
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First measurement represents the height of the ad and the second measurement represents the width.

Special Instructions: ( ) Proof Required ( ) Camera Ready ( ) Create New Ad (Business Card Required)

Ad Designs: ( ) $30 for inside ad ( ) $50 full fold ad

***ADS MUST BE IN PDF FORMAT*** Please email ads to: Rachel@invisual.us or info@smcconline.org

Payment Options:

( ) Visa/ Master/ Discover/ AMEX Card (Please Circle One)   ( ) Check

Name on Card: ____________________________________________

Billing Address: _________________________________________

Card #: _________________________________________________

Exp. Date: ______________________________________________

Signature: ______________________________________________

1. This contract is not transferable, but may be used by a division of the contracting advertiser.
2. Cancellations of ads called for in this contract will not be accepted.
3. Unless otherwise noted payment is due in full upon the signing of this contract. A service charge will be accessed to any account not paid in full within 20 days of signing this contract.
4. The advertiser will indemnify the publisher against any damage and/or expense which the publisher may incur as a direct or indirect consequence of the advertiser’s announcement. The advertiser will also indemnify the publisher in respect of any claims, costs, or an infringement of copyright, patent, or designs.
5. Publisher will not be responsible for losses sustained from errors in advertisement. Both are liable for actual space in future blocks required correcting an error, and it is agreed no other liability shall arise between the advertiser and the publisher by reason of this advertising contract.
6. Publisher has the right to refuse any advertisement if that is judged to be unacceptable to the publications standards.
7. All advertisement production costs are the responsibility of the advertiser. If the publisher produces the ad, the advertiser agrees to pay for all production costs at the standard rates shown above.
8. A minimum charge of $30.00 will be assessed for any change in an advertisement made after the second proof.
9. All accounts to pay advertising charges in advance.
10. A fee of $30.00 will be charged to advertisers for return checks.
11. This is a binding contract. Please read all provisions carefully before signing.

Advertiser’s Signature ___________________________ Date ___________________________
Congratulations to the SMCC’s Board of Directors and Executive Officers

The Southern Monmouth Chamber of Commerce would like to congratulate its new Executive Board Officers:

President – Jim Dallas, Envirotactics
1st Vice - President Vickie Pekarchik, SMCC
2nd Vice President – Tom Guerra, Prudential
Treasurer – Jack Costello, Chadwick Financial
Secretary – Allison Wilson, OceanFirst Bank

We would also like to welcome new Board Members:
Mark Balsam – Investors Savings Bank
Deborah Francis – Two River Community Bank
Adam Puharic - Danskin Insurance Agency;
Denise Wegeman, MSW, LCSW.

The SMCC looks forward to a productive and successful 2010!
Launches “Staples StickK to It! Business Challenge” – A New Take on New Year’s Resolutions for the Office

Wall, NJ. (Jan. 18, 2010) – Setting New Year’s resolutions for the office is easier said than done. Once clients start calling and deadlines loom, those wishful goals soon get lost in the daily grind of completing the tasks at hand. Staples (NASDAQ: SPLS), is now making it easy for small businesses to set, track and achieve professional goals. Teaming with the goal-setting experts at stickK.com, Staples is launching the Staples stickK to It! Business Challenge, a unique program to help small businesses prioritize and achieve their objectives for the New Year. Whether it’s one simple goal like organizing a desk or tackling larger challenges such as overhauling a business plan, Staples encourages professionals to sign up for the Staples stickK to It! Business Challenge to commit to improving their businesses today.

The goals small businesses set in 2010, and their success in achieving them, are crucial to the nation’s economic recovery. According to the 4th Annual Staples National Small Business Survey, more than 80 percent of small-business owners admit they don’t monitor their goal-setting or enlist the proper “coaches” and advisors to help them achieve their goals. As the economy turns around in 2010, small businesses will be eager to return to growth and jumpstart projects put on hold during the recession. Staples wants to make it easy for them to prioritize their objectives, and with the Staples stickK to it! Business Challenge, Staples is setting its own goal of changing the lives of one million small businesses by giving them a platform for success.

“January is an important month for small businesses with new employees, new budgets and new challenges to get organized and start the year off right,” said John Giusti, vice president of small business marketing at Staples. “Our goal with the Staples stickK to It! Business Challenge is to offer an easy platform to help small businesses harness their energy and begin 2010 with a roadmap for achieving success.”

How It Works

Now through April 12, 2010 small-business professionals will be able to log on to www.staples.com/goals to sign-up for free to be part of the Staples stickK to It! Business Challenge. To help achieve goals, users create a Commitment Contract, a promise by a user to reach a goal. The Commitment Contract concept, based on incentives and accountability, was invented by stickK.com after years of research in behavioral economics.

“We’ve found that everyone starts off wanting to achieve their goal, but most of the time there is nothing out there to make them stickK to their word,” said Ian Ayers, co-founder of stickK.com. “By entering into a commitment contract, backing out becomes harder – ‘commitment’ and ‘contract’ are two words that resonate with people and keep them committed to achieving their goals.”

Participants choose from five different goal setting focus areas on www.staples.com/goals: 1) Get Organized/Increase Productivity; 2) Professional Development; 3) Maximize Your Bottom Line; 4) Green Your Office; and 5) Improve Working Environment. Once they select a focus area, participants select specific commitments and personalize them to best fit their needs and objectives. Next, they choose someone to be their referee- a colleague or friend who will monitor their progress and support them along the way. Then, users will start earning EasyPoints as they make progress and report on their goals and can then redeem the EasyPoints for Staples products and services. The last step is achieving success. If users follow the Commitment Contract framework, as the stickK.com model has found, they will be well on their way to accomplishing their goals.

SCORE - What And Who Are They?

SCORE is a respected association of volunteer business counselors providing free professional guidance and information to small business owners. There is a national network of chapters, strategic alliances and a partnership with the United States Small Business Administration (SBA).

The SBA created SCORE in October 1964 to provide management assistance to small businesses. An independent, non-profit, 501 (c)3 association operating with SBA funds as well as local business sponsorships. The Monmouth County chapter, operating out of Brookdale Community College, was formed in April 1965. Chapter 36 has over 40 volunteers with experience in nearly all business disciplines. Their free confidential services are available at the Southern Monmouth Chamber offices on alternate Tuesdays. Call the office to set up an appointment. Check their web site for new information, other counseling locations and scheduling www.score36.org.
Improving lives of Ugandan children is a top priority for Holmdel entrepreneur.

"The kids have triggered some emotions, given me focus and direction and a purpose for life. Some people never have a purpose."

STORY BY DALILA-JOHARI PAUL / STAR-LEDGER STAFF
PHOTO BY TONY KURDZUK / FOR THE STAR-LEDGER

In Masaka, Uganda, intuition tells Sylvia Allen that a man dying of AIDS needs to feel a human touch to know he is still alive. Rather than a prayer, Allen offers to simply hold his hand.

The day before, respect compels Allen to reassure midwives gathering outside that she is a guest in their town and just like them — a woman, a mother, married and a business owner. In return, they share their personal stories.

Yet on the last day of her first trip to East Africa, it is an odd request a man brings from the children playing in a nearby schoolyard — for her to become their adoptive grandmother — that gives Allen a purpose.

Today, Allen is the founder of Sylvia’s Children, a charity devoted to helping the 1,001 students and orphans, ages 3 to 14, at the Mbiriizi Primary School in Masaka, Uganda. Since that first trip in 2003, the 73-year-old Holmdel resident has raised $250,000 for the school.

By 2012, she wants the school to be self-sustaining. The community is filled with industrious and creative people, Allen says. And to her, it’s common sense that once they have a solid foundation, including quality education and basic necessities, they will flourish. It begins with nurturing the children, she says. Her ultimate goal is for the school to be an example of success, so that she eventually can leave and work with another village or town in Uganda.

“I come from a long line of entrepreneurs. I have that in my DNA. I wouldn’t want to be dependent on anyone,” Allen says.

After almost seven years, the money she’s raised has helped construct a working well (in many developing countries, access to clean water is difficult), a library stocked with books, the expansion of classrooms, new desks and the purchase of land near the school, among other things. Nonprofit organizations are allowed to allocate 15 percent of their donations to administrative costs, but Allen chooses to put 100 percent of the donations back into the school and pay the administrative costs with her own money.

She keeps a list of what needs to be done in the next two years, which include the construction of a health clinic and a building to house a sewing business, the purchase of a corn mill and the expansion of dormitories for teachers who live on the school premises. She’s even calculated how much she’ll need for her biggest target goals — among them, $35,000 for the clinic, $15,000 for sewing machines and a building.

The school’s headmaster, Geoffrey Kawuma, says he’s grateful for what Allen does. In the beginning, when it was hard to gain trust from the townspeople in Masaka, he had been the bridge between Allen and the community.

What makes Allen different, Kawuma says, is she keeps coming back. And that matters. “A lot of people promise big things, I just wanted to help,” Allen remembers thinking on her first visit.

Last year, Allen spent $900 on materials for the kids to make crafts and jewelry. Today, her dining room looks like a ministore, filled with items created by the children. She has sold the handcrafted things at her church, to friends and during a small bazaar in her home, with the profits going toward the school.

In response to critics who ask why she does not help people in the United States, she says there aren’t many safety nets for children in need in Uganda.
Monmouth Council, Boy Scouts of America honors Peter Cancro, Founder and CEO of Jersey Mike’s Subs and celebrates the 100th Anniversary of the Boy Scouts of America at its “Gala Under The Stars”

The Monmouth Council, Boy Scouts of America, recently honored Peter Cancro, Founder and CEO of Jersey Mike’s Subs, and celebrated the 100th Anniversary of the Boy Scouts of America, at its “Gala Under The Stars” held at Shadowbrook, in Shrewsbury. Peter was recognized for his outstanding record of community service and participating citizenship with the 36th Annual Joshua Huddy Distinguished Citizen Award. John K. Lloyd, President and CEO of Meridian Health System, served as the Gala Chairman. The event featured an evening of dining and dancing with “The Jazz Lobsters”. All proceeds benefitted Monmouth Council, which serves over 10,000 youth and leaders throughout Monmouth County through its mission of character development, personal fitness and citizenship training.

Pictured left to right: Mrs. Linda Cancro and Peter Cancro
What is BizConnect?
It’s the new toolbox of Monmouth County Department of Economic and Workforce Development that will help your business grow. It’s where questions are answered, information and advice are found, and is a clearinghouse for ideas that can create new ways of doing business anywhere in Monmouth County.

The Monmouth County Board of Chosen Freeholders created BizConnect to promote and preserve our wonderful place to live, work and play. BizConnect is veteran business advocates who solve problems, find the programs and tools you need and provide answers about regulations, site selection, permitting, education and financing.

BizConnect is The Office of the Business Advocate, Economic and Workforce Development, Tourism, Planning and much more. It’s a creative combination that works with partners around the county to solve issues, promote business growth and job retention. It provides a unique way to communicate with business organizations, government, educational institutions and hundreds of businesses throughout our county.

It’s free, too. Visit www.visitmonmouth.bizconnect, call 1 800-523-2587 or email econdev@co.monmouth.nj.us. Want help with regulations, permitting or reaching the right source for state issues? Email businessadvocate@co.monmouth.nj.us and see what BizConnect can do for you.

Get Customers To Sell Your Products And Services For YOU!

There are basically three ways to grow a business or practice.
The first is to increase your number of customers.
The second is to increase your average transaction value...the amount they purchase.
The third is to increase their frequency of purchase...get them to purchase your products or services more often.

Let’s talk about the first way…increasing your number of customers.

Getting your customer or client to recommend and encourage other people they associate with to seek out your product or services is by far the easiest way to grow your number of customers.

Do you remember a time when you enjoyed an experience purchasing something? It could have been an experience at a restaurant, a dentist, chiropractor, or retailer.

Afterwards, you probably, shared this experience with your friends. But here’s the best part.

Do you remember when your friend called you up and told you how happy and appreciative they were that you introduced them to that business?

Well, you owe it to your own customers to give them the same opportunity with respect to your products, because it accomplishes three very powerful things for you, for them, and for the people they will refer to you.

The first thing it does is to help them better appreciate the advantage and benefit they receive every time they do business with you.

This is important because it connects them to your business and, most importantly, to you.

The second thing it does is give them the opportunity to give back to you, in what I call a “reciprocating” way…the appreciation they feel for the benefit, value, pleasure, they get from your products or services.

And the third thing it does is to give them the opportunity to benefit or improve the life of someone else.

It gives them an opportunity to do an incredibly noble service to people in their lives whom they feel good about, because they know when they refer those people to your business, they are increasing those peoples’ well-being, or improving the quality of their lives.

What you should understand is that the key ingredient in making a referral system work is that your customer must understand and appreciate the value and benefit they receive from the product or service they purchased from you.

You must ask yourself the following questions in order for an effective referral system to work...

• Do you genuinely care about your customers best interest, needs, and desires at the level you should or could?
  • Are you giving the best possible value or benefit that you possibly can to that customer?
• Are you genuinely thinking of their interests always above your own, because…this next statement is critical…it’s all about them; not about you?
  • Are you extending yourself and every member of your staff and service to those customers?

The critical distinction is that when you make everything you do about the customer, referral rates explode.

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
Advantages of Having a Website

Do you wonder why having a website would be an advantage for your company? Here you will find some of the most important benefits that you gain upon getting one.

The first and probably most important advantage is the reach of a website. If you are planning to expand your company's reach, there is no better way to do it than using the Internet. No other form of advertising gives you an instant world-wide accessibility - most of them have only local impact and for a short period of time (like advertisements in newspapers, radio, or even TV). Not to mention they are far more expensive. That aside, advertising itself does not give you a chance to keep your clients up-to-date with your products, services and prices. This is where your website comes in to the rescue.

Nowadays people tend to use the Internet as often as they can. The reasons are simple - it is fast, cheap, powerful and you can find everything you search for. Most people right after thinking about a product or service, or a brand name, just search for it on the Internet. They find opinions and information that is most likely to be up-to-date. It would be a terrible mistake, not to let them find your company. However if they visit your website, you can attract them for as long as you like with any type of content - aside texts, you can provide high-quality graphics or even audio & video files.

Thanks to Content Management System (CMS) editing a website is very simple. There is no need to go through piles of code or have any programming skills - CMS does it for you! It lets you edit, control, manage and publish your website content. Also, you can give editing permission to your employees, co-workers and partners. If you need to edit a web page you just change the texts and graphics - it is as simple as that! No need to print anything out, make new designs, replace the old banners and brochures or start a new advertising campaign. You just update your website and there it is - available for everyone, everywhere - right away.

Your website doesn't sleep, even if you do. It is available all the time for everyone. It takes orders, promotes itself and gathers your clients' inquiries 24h/day, 7days/week and 365days/year.

Those are only the key features. Remember - in the Internet, there are no limits.

Please visit www.planmysite.com to read full version of this article.

Author Bio:
Tomasz Banas / PlanMySite
Tomasz Banas is the founder and Managing Director of PlanMySite, which offers all-inclusive web design and hosting services to New Jersey businesses as well as other businesses nationwide.
New Members Not Pictured:

Carmen Scalfani **Capacity Benefits & Financial Services Group LLC** 2517 Highway 35, Village II Manasquan, NJ 08736 732-292-1590

Cortland Coleman **Coleman Communications** P.O. Box 811 Pt. Pleasant, NJ 08742 732-276-1593

Carolyn Giunco Kvalo **Curchin Group, LLC** 200 Schulz Drive, Suite 400 Red Bank, NJ 07701 732-747-0500

John Annunziata **International Planning Alliance** 328 Newman Springs Road Red Bank, NJ 07701 908-723-0842

Robert Soviero **Mixx** 152 Main Street Manasquan, NJ 08736 732-292-9292

Jan Nevenglosky **Perkowski & Associates** 1011 Highway 71 Spring Lake, NJ 07762 732-974-0551

Tomasz Banas **PlanMySite** 120 Birch Drive Brick, NJ 08723 877-477-5787

Paul Cusa **Spring Meadow Inn** 4185 Atlantic Avenue Wall, NJ 07727 732-974-7717

Dee Burtnick **The Journal** 37 Route 537 West Colts Neck, NJ 07722 732-431-3886

David Sears **UBS Financial Services - Institutional Consulting** 100 Overlook Court Princeton, NJ 08540 609-919-2332
<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expo</td>
<td>Sponsor - includes name prominently displayed in all advertising, press releases, news articles, in EXPO booklet and at EXPO, 8’ exhibit table and tablecloth and escorts to announce your business as a sponsor at the EXPO</td>
<td>$450.00</td>
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<tr>
<td>Golf Outing</td>
<td>Event Sponsor - includes name prominently displayed in all advertising, press releases, news articles and at the Awards Dinner/Cocktail hour and recognition in the reception program, 1 Golf Foursome, Banner, Tee/Green Sign. Shirt Sponsor - includes your name prominently displayed in all advertising, press releases, news articles, recognition in the reception program, and company logo proudly displayed on all golf shirts Gold Sponsor - includes name prominently displayed in all advertising, press releases, news articles and at the Awards Dinner/Cocktail hour, recognition in the reception program, 1 Golf Foursome, Tee Sign and Green Sign Silver Sponsor - includes your name prominently displayed in all advertising, press releases, news articles and at the Awards Dinner/Cocktail Hour, recognition in the reception program, a Golf Twosome and Tee Sign. Bag Tag Sponsor (2) - includes your name prominently displayed in all advertising and at the Awards Dinner/Cocktail Hour, recognition in the reception program and your company’s name on each bag tag Golf Cart Sponsor - includes your name prominently displayed in all advertising, press releases, news articles and on all golf carts all day Gift Sponsors (2) - Sponsor gifts for golf goodie bags - your business advertised on gift Awards Dinner/Cocktail Hour Sponsor - includes your name prominently displayed in all advertising, press releases, news articles and at the dinner and cocktail hour Golf Ball Sponsor (1) - includes your name prominently displayed in all advertising, press releases, news articles and on the golf balls Driving Range Sponsor - includes your name prominently displayed in all advertising and at the driving range Putting Green Sponsor - includes your name prominently displayed in all advertising and at putting green Hole Sponsor - includes your name prominently displayed on the golf course Golfer - green fees, cart, lunch, cocktails, dinner, golf jacket, gift bag and prizes. Osprey Awards</td>
<td>$3,000.00 $2,000.00 $1,300.00 $650.00 $600.00 $550.00 $500.00 $500.00 $450.00 $400.00 $400.00 $150.00 $225.00</td>
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<tr>
<td>Scholarship BBQ</td>
<td>Sponsor - includes your name prominently displayed in all advertising, press releases, news articles and at the event and 2 tickets to the BBQ. Music Sponsor - includes your name prominently displayed in all advertising, press releases, news articles and at the event Meet the Mayors</td>
<td>$350.00 $200.00</td>
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<tr>
<td>Map</td>
<td>Publication Date: Winter 2010</td>
<td>$1,500.00 $1,500.00 $1,000.00 $550.00 $400.00 $200.00 $100.00</td>
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<td>Holiday Gala</td>
<td>Event Sponsor - includes opportunity to address all in attendance at the Gala and distribution of your business information and your name prominently displayed in all advertising, press releases, news articles and at the Gala Cocktail Sponsor: includes your name prominently displayed in all advertising, press releases, news articles and at the Gala Music Sponsor: includes your name prominently displayed in all advertising, press releases, news articles and at the Gala Dessert Sponsor: includes your name prominently displayed in all advertising, press releases, news articles and at the Gala General Membership Mg.</td>
<td>$300.00 $250.00 $200.00 $100.00</td>
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<tr>
<td>Business After Hours</td>
<td>Event Sponsor - (monthly) - includes your name prominently displayed in all advertising, press releases, news articles and at the meeting</td>
<td>$150.00</td>
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<tr>
<td>Newsletter Ad</td>
<td>Business Card (per issue)</td>
<td>$50.00</td>
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<td></td>
<td>Business Card (annual)</td>
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<td></td>
<td>¼ pg. Ad (per issue)</td>
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<td>¼ pg. Ad (annual)</td>
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<td></td>
<td>½ pg. Ad (per issue)</td>
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<td>½ pg. Ad (annual)</td>
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<td>Member Services</td>
<td>Mass Email to all Members - (Over 1200 email addresses in database)</td>
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<td>Non-member mass email pricing</td>
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<td>Mailing Labels</td>
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SMCC Coming Events


Tues Feb 23  Speed Networking with the Belmar Chamber – 5:30pm–7:30pm. Location: 507 Main, 507 Main Street, Belmar. Cost: $20 member participants - $25 guest participants - $15 spectators. Cost includes refreshments and 1 drink.


Tues Mar 23  Networking After Hours - 5:30pm-7:30pm. Location: Two River Community Bank, 240 Parker Ave., Manasquan.

Thurs Apr 8  Blood Drive with Central Jersey Blood Center – Location & Host: Foodtown, Route 35 & 18th Ave., Wall Twp. Time: 3pm-7pm