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**GREATER VINELAND  
CHAMBER OF COMMERCE**

# News & Views

**Southern New Jersey's  
Business-to-Business  
Newsletter**  
Serving Cumberland, Salem,  
Atlantic, Cape May and Gloucester Counties

Volume 17

January 2004

Number 1

## **Chamber celebrates holidays in style at Gruccio-Pepper law firm**



*The Vineland law firm of Gruccio, Pepper, DeSanto and Ruth provided an elegant setting for December's annual holiday get-together and Business after Hours, which attracted about 100 members and guests. In photo at left, principals of the law firm are joined by two special guests. Shown from left are Larry Pepper and Jim Gruccio of the law firm; Dennis Palmer, Chamber Board President; Nick Asselta, state senator-elect; and Bob DeSanto and Joe Ruth from the law firm.*

*In bottom photo, Debbie Green of the Press of Atlantic City receives gift from Santa's elf Denise Jackson of the Vineland-Millville Urban Enterprise Zone. All guests brought gifts for a holiday exchange.*



## **Red Cross director describes relief role to 'Community Affairs'**

**T**he role of the American Red Cross in disaster relief was explained at last month's Community Affairs committee meeting by Pamela Grites, Executive Director of the Atlantic/Cumberland chapter of the Red Cross.

"Disaster relief is the main part of the program," she said. "We respond to all kinds of emergencies caused by fire, floods or other events. We provide temporary housing for displaced families, give vouchers for food and mental health support if necessary."

The Cumberland office is at 724 Plum St., Vineland, and the Atlantic County office is at 850 N. Franklin Blvd., Pleasantville.

Two upcoming Red Cross-sponsored events were previewed: a walk in April, which will be co-sponsored by the Vineland High School Red Cross Club, and a health fair in March. Those interested in serving as volunteers may contact her at the Vineland office at (856) 691-2265.

In other business, committee chairman Michael Roche asked for ways to generate donations to the Crime Stoppers program. IMPACT representative Janet Giardina asked for sponsors for the bumper stickers planned in conjunction with the "Preschoolers for Peace" project, saying that the Crime Stoppers telephone number and sponsor names would be included.

Ways to increase participation in the Adopt-a-School program also were discussed, with a draft of a marketing piece distributed to members.

The next committee meeting is set for Jan. 20 at 8 a.m.

## **Prosecutor briefs SBI Committee on area crime**

**C**umberland County Prosecutor Ron Casella portrayed the county as an area in which crime has increased noticeably, contrary to the national trend, at last month's meeting of the Service to Business and Industries committee.

Casella summarized the work of the prosecutor's office, pointing out the increase in the number of cases handled makes it difficult to take a case from arrest to final disposition. "Our office is extremely stretched out," he said, in spite of a staff of close to 60, including 15 assistant prosecutors, Trial Team Leaders, an Investigative Team and an Office of Victim Advocacy. In 2001 there were a total of 3,100 criminal cases as compared with 3,600 in 2002, and 15 homicides in 2003 as compared with four in 2002.

Casella called himself the "chief law enforcement officer of the county" whose main responsibility is to take an arrest and turn it into a conviction. He also sees himself as an advocate. "We must be pro-active and see what we can do to prevent crime," he said.

An example of crime prevention in action was when Bridgeton initiated a gun buy-back in which 111 guns were voluntarily turned in to the police department, no questions asked. "We gave \$50 for every gun turned in," he said. Funding was provided by a grant from the Cumberland County Improvement Authority as well as donations from community groups.

Answering a question by a committee member regarding recovered money in drug cases, Casella said the money must be



*Cumberland County Prosecutor Ron Casella, left, and Bob Schwarz, Service to Business and Industries committee chairman, discuss problems faced by Casella and his staff.*

used for law enforcement purposes, such as purchases of guns, protective vests or training. Another question concerned the cause of increased crime activity. "We seem to create a culture of violence," Casella suggested, pointing out the influence of movies, TV, the Internet and dysfunctional families. "Domestic violence seems to be increasing," he added.

Casella noted that with all its problems, he enjoys his role. "Every day is interesting. The work is important, and it gives me an opportunity to do something to help the community."

## **Calendar of Events**

**General Membership Luncheon**  
Thursday, Jan. 15, 11:45 a.m.  
Ramada Inn, Vineland  
Speaker:  
**Dr. Clarence Hoover,**  
Superintendent, Vineland  
Public Schools

**"Setting Strategic Directions"**  
Educational Workshop  
Ramada Inn, Vineland  
Tuesday, Jan. 20  
7:45-10:15 a.m.

**"Developing Employee Handbooks" Seminar**  
Tuesday, Jan. 27  
GVCC, 8 a.m.

Chamber of Commerce  
2115 S. Delsea Drive  
Vineland, NJ 08360  
Phone: (856) 691-7400  
Fax: (856) 691-2113  
Web Page:  
www.vineland.org  
E-mail: chamber@vineland.org

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For Vineland Chamber of Commerce to solicit new memberships. F/T pos. offers base salary plus commission.

Mail resume to:  
2115 S. Delsea Drive  
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*From the Director's Desk*

**Crime Stoppers a worthy cause**

As you may have been reading recently, Crime Stoppers of Vineland has been a program instrumental in cutting down the number of unsolved crimes in Vineland.

As indicated in last month's News and Views article, five crimes were solved last year as a result of tips to the Crime Stoppers hotline. Crime Stoppers of Vineland has enjoyed success since its inception partly because callers with information about a crime are not required to give their name. Concerned citizens can get involved without anyone knowing.

Over the years since its founding by the Greater Vineland Chamber of Commerce, Crime Stoppers has helped to solve hundreds of crimes, recover thousands of dollars worth of stolen property and confiscated illegal narcotics, firearms, and other items — thus helping to make Vineland safer.

Crime Stoppers is not a law enforcement agency, but rather a volunteer citizen organization with non-profit status, dedicated to reducing crime statistics by attacking the problem — criminals.

We'd like to see the program continue, but in order for this to happen we need your help! Although Vineland Crime Stoppers has received pledges of cooperation from all segments of the

community, including municipal law enforcement, business and civic leaders, the funds that keep the program alive are dangerously low.

It's proven that Crime Stoppers can help solve and reduce crime in Vineland. The concept is based on volunteer involvement and financial contributions. Your generous donation will enable the program to continue. Any size contribution is greatly appreciated. Donors who contribute over \$100 will be recognized in an upcoming issue of News & Views, the Chamber's monthly newsletter.

Contributions should be mailed to: Crime Stoppers of Vineland, Inc., c/o the Greater Vineland Chamber of Commerce, 2115 S. Delsea Dr., Vineland, NJ 08360

Thank you for your support!

—Paige Law  
Chamber Executive Director



**Chamber Board hears updates on hospital, college**

The Chamber Board of Directors heard reports from Board liaisons for Cumberland County College and the South Jersey Regional Medical Center at a recent Board meeting.

**Rob Manestrina**, reporting on the hospital, said construction is on time and on budget. While the official ribbon cutting is set for Sept. 4, 2004, May through August has been designated as a "transitional period" for testing equipment. Several open houses will be held in July, he said.

A snapshot of the new facility was provided by Manestrina: the first floor will contain the women's section, the second is designated for surgery, the third for the Intensive Care Unit (ICU) and the fourth for cardiology.

The facility will contain a total of 238 private rooms, 37 Emergency Room beds, 36 ICU beds, 10 maternity suites, two caesarean section rooms and 14 pediatric beds, he added.

Newcomb Medical Center in Vineland is for sale, Manestrina reported, and the Emergency Room will continue to operate for 30 days after the opening of the new regional hospital. The Out Patient building will remain as well for an undetermined amount of time.

Bridgeton Medical Center will remain open, he said, with corporate offices occupying about 70 percent of the building, along with mental health and dialysis services.

**Russell Kadlac** presented the following report on Cumberland County College:

- Enrollment at the college is at an all-time high of over 3,100 students; all available space at the college is being utilized.
- Bids are being received for George P. Luciano Family Center for Public Services and the Student and Enrollment Services Center. Due to the growth of the college and its commitment to the community programs, these facilities are sorely needed.
- The aquaculture facility will open this spring.
- Clay College in downtown Millville is up and running and the students are creating impressive pottery. New classes are getting ready to start in January for college credits or just for fun. Classes run for 8 or 16 weeks. The college also has special wheel throwing for children on Saturdays.
- The Cumberland Empowerment Zone office on campus will have its official opening soon. The agency provides help to small business such as training, management counseling and grant awareness.

**The Greater Vineland Chamber of Commerce**

Proudly Presents

**"Setting Strategic Directions"**

The first in a series of educational workshops designed with the business owner in mind.

Tuesday, January 20, 2004 • Ramada Inn

(2216 W. Landis Avenue, Vineland)

7:45 AM – 10:15 AM • \$10.00 registration fee includes seminar, books and materials, and buffet breakfast.

-----  
**"Setting Strategic Decisions"**

Tuesday, January 20, 2004

Clip and return to: Greater Vineland Chamber of Commerce

2115 S. Delsea Dr. Vineland, NJ 08360

Phone: (856) 691-7400 • Fax: (856) 691-2113

\_\_\_ YES! I/We will attend.

\_\_\_ # Attending @ \$10 each (\$20 for non-members.) Please register in advance; walk-ins will be charged \$20 if seating is available.

Check enclosed for \$ \_\_\_\_\_

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# Rossi Motors owner: a believer in the value of education

(Business spotlights of the month are chosen from a drawing of current membership renewals.)

**R**on Rossi, the animated owner of **Rossi Motors** at 1517 Delsea Dr., is a graduate of the New Jersey Institute of Technology, a holder of a B.A. degree in Industrial Engineering. So what's an engineer doing with a car dealership?

Moreover, when Rossi graduated from college back in the 70's, his first job was stocking shelves at Shop Rite. True, the store was owned at the time by Rossi's uncles and the job eventually led to a managerial position. But to start as a stock person after earning a degree, Rossi says, is testimony to the far-reaching benefits of education.

"Education empowers you to do whatever you want to do," he says. It apparently enabled him to see the potential of the supermarket job, one he stayed with until 13 years ago when he opened Rossi Motors. There he oversees all aspects of the business, which specializes in Honda and GMC (General Motors Corporation) vehicles such as Buick and Pontiac.

The owner is proud of his reputation as a dealer who offers cars that are "safe, fit and up to standard." Rossi Motors also



**Ron Rossi, owner of Rossi Motors, displays one of the vehicles for sale, a Honda "Odyssey" van.**

operates a full service department with "well-trained mechanics," he says, and will soon open a "Quick Service" area, a

Honda system that guarantees 30-minute service. Building for the new area will begin in early February or March and should be open by mid-summer, Rossi estimates.

Thirty-eight employees comprise the Rossi Motors staff, including Rossi's daughter, Dina Elliott, who administers Honda's "Excell" program designed to track customer satisfaction. There are also two other daughters, Kara and Courtney Rossi, who work part-time in Dad's operation.

Rossi sums up his business and personal philosophy as one grounded in the conviction that you must be "involved with people." He also believes in making the local community a better place and as such is a Board member of the YMCA, past president of the Exchange Club and a supporter of the School Counts! program at Cumberland County College.

Greater Vineland Chamber of Commerce  
General Membership Luncheon • Thursday, January 15, 2004  
11:45 AM Luncheon • Ramada Inn  
(2216 W. Landis Avenue, Vineland)  
\$20.00 per person

The goal of Vineland Public Schools is to ensure a safe, creative, stimulating and caring environment that promotes self-esteem, sound character, responsibility and respect for diversity. Join us for an update on the 2003-2004 school year.



Dr. Clarence C. Hoover, III  
Superintendent  
Vineland Public School District

GVCC January General Membership Luncheon  
Thursday, January 15, 2004  
Clip and return to:

Greater Vineland Chamber of Commerce – 2115 S. Delsea Dr. Vineland, NJ 08360  
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\_\_\_ YES! I/We will attend the luncheon.

\_\_\_ # Attending @ \$20 each (\$25 for non-members.) Please register in advance; walk-ins will be charged \$25 if seating is available.

\_\_\_ Please check if you would like the chance to introduce yourself at an upcoming Chamber luncheon.

Check enclosed for \$ \_\_\_\_\_ Visa/MasterCard \_\_\_\_\_ Exp. Date

Business \_\_\_\_\_ Name(s) \_\_\_\_\_

Please return registration forms by Tuesday, January 13, 2004  
All reservations are considered confirmed.

If you do not attend, you will be billed for the cost of the luncheon.

## The Greater Vineland Chamber of Commerce Proudly Presents "Developing Employee Handbooks" An Employer's Survival Workshop

Tuesday, January 27, 2004  
8:00 AM

GVCC Conference Room  
(2115 S. Delsea Drive, Vineland)

Speaker: Rob Manestrina

Director of Human Resources -- Rehabilitation Hospital of South Jersey  
Seminar offered FREE to Chamber members (\$15 non-member registration fee)

Continental Breakfast will be served.

Get the answer to these and other important questions facing employers today:

- Is an employee handbook necessary?
- Should I include a workplace drug policy?
- Is an employee handbook a binding contract?
- Everyday problems: discipline, discrimination, time off, benefits, etc.

### Seminar Schedule

8:00 AM – Registration & Continental Breakfast  
8:10 AM – Welcome  
8:15 AM – Overview: Why Create an Employee Handbook  
8:20 AM – Developing Employee Handbooks  
8:45 AM – Questions & Answers

### "Developing Employee Handbooks"

Tuesday, January 27, 2004 Clip and return to:

Greater Vineland Chamber of Commerce – 2115 S. Delsea Dr. Vineland, NJ 08360  
Phone: (856) 691-7400 • Fax: (856) 691-2113 \_\_\_ YES! I/We will attend.

Business \_\_\_\_\_ Name(s) \_\_\_\_\_

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# WHAT'S NEW IN BUSINESS?

**Editor's Note: Chamber members are encouraged to submit items for "What's New in Business." It's free of charge and a great way to let your fellow members know about what's happening in your business—awards received, new products or services, new hires, etc. Deadline: 15th of month prior to issue date.**

■ **Copiers Plus** has announced the arrival of the latest advancement in digital copiers from the Gestetner brand of Ricoh products. The Gestetner DS622/627 copiers offer cutting edge in digital copying in a compact package that will fit most any office and budget.

Features such as network printing and scanning, faxing, scan to e-mail and scan to folder combined with all of the features of a traditional copier make these machines the most powerful copiers available in their class. For more information contact Craig Nordberg at (609) 645-7587 or visit the website, copiersplus.com.

■ **Vineland Rotary Clubs**, with the full support of Mayor Barse and the

City of Vineland, are challenging local individuals and businesses to help build a new handicapped access clubhouse facility for the Vineland Challenger Division of Little League Baseball.

The new facility will be constructed at Cunningham Park, West Avenue and Wheat Road, on land that was previously donated to the City by former Rotarian, Dr. Charles Cunningham.

The Vineland Challenger Division of Little League Baseball is a program that gives mentally and physically disabled children an opportunity to enjoy the benefits of Little League. Here they learn the fundamentals of baseball and the rewards of both teamwork and personal achievement.

For a free CD showing the excitement the Challenger Division of Little League Baseball brings these children, call Jim Moffatt at the Rotary office, (856) 205-9600.

The Vineland Rotary Clubs are committed to seeing the \$260,000 community service project completed by the Spring of 2004, but they need your help

to make it happen! Rotary has dedicated more than \$60,000 of the amount, and are asking for your help with the additional \$200,000 needed. Your donation can be cash or in-kind contributions of building materials and/or services of professional construction personnel.

Call Charles Parrish at (856) 691-4080 or Luigi Tramontana, Sr., at (856) 692-3984 for more information.

■ **AT&T Wireless** has introduced its first retail store to the Vineland market in the Cumberland Mall just off routes 55 and 47. Now customers can communicate in various ways, from discounted international dialing to roadside assistance to sharing rate plan minutes. A grand opening will be held on Saturday Jan. 17.

■ **The Easter Seals** staff and consumers celebrated with an open house at the Millville site at 120 Bogden Blvd., on Thursday, Dec. 18.

■ **The Vineland Community Art Alliance** at 603 Landis Ave. will host a reception for the Photographic Society of Vineland on Jan. 9 from 6 to 9 p.m. The society will honor its past president, Margarite Novicke. Ceramicist Ronnie Parker also will show his work. Other Art Alliance events are:

• **Children's Classes**, Saturday, Jan. 10. Call 794-9499 or 696-2389.

• **Acrylic Painting** with Bobbi Berg. New class begins Jan. 7 from 10 p.m.-1 p.m. and Jan. 8. Call 704-9499 or 696-2389 for information.

• **Life Drawing Sessions**, Tuesday, Jan. 6, from 6:30 -9 p.m. Call 794-9499 or 696-2389 for information.

• **Clay Classes** with Pat Rossiter Monday, Jan. 12 from 6-9 p.m. Call 794-9499 or 696-2389.

• **Porcelain Painting Class**, Jan. 13, 3-5p.m. Call 794-9499 or 696-2389

■ **Wheaton Village** has scheduled the following workshops for Jan. 10:

• Quilt making:

10 a.m. to 1 p.m.  
2 p.m. to 5 p.m.

• Cathedral Windows Pillow Cover:  
10 a.m. to 1 p.m.

• Zingy Springy Table Runner  
2 p.m. to 5p.m.

All workshops will be held at The Down Jersey Folklife Center at Wheaton Village, 1501 Glasstown Rd., Millville. For more information call (856) 825- 6800, extension 2777 or 2787.

Reservations are needed at least one week in advance.

## New Member Profiles

To be included in this column, new members are invited to submit brief summaries of their businesses. Send to Paige Law at the Chamber or Carol Smith at [prestigepublic@earthlink.net](mailto:prestigepublic@earthlink.net). No charge! Deadline: 15th of month prior to issue date.

• **CUMCO Federal Credit Union** was chartered in 1938 to serve the employees of the school districts of Cumberland County and their families. Membership has since been expanding to include select employee groups of several businesses in the community. It is currently offering membership to all Chamber of Commerce member businesses.

The credit union philosophy is "People Helping People." A credit union is a not-for-profit financial institution, owned and governed by its members. Members have a voice and a vote in how their credit union operates. Credit union membership is also available to members' families. Since CUMCO FCU is non-profit, it can provide members with low and no-cost financial services, lower loan rates, and higher interest on savings.

Managing your accounts is easy with direct deposit and payroll deduction services, on-line banking and Touch Tone Teller, ATM and Visa check cards. Even after a member leaves the Field of Membership, he/she may remain a member. Once a member, always a member.

Credit Unions are regulated by the National Credit Union Association (NCUA), the federal agency that oversees all credit unions. The NCUA administers the National Credit Union Share Insurance Fund, which insures members deposits up to \$100,000.00.

The office is across from the Vineland Shopping Center at 37 W. Landis Ave. The friendly staff is ready to serve members six days a week. Membership applications and inquiries are welcomed by

Annemarie Dapelo. Call (856) 696-0767 or email [adapelo@cumcofcu.org](mailto:adapelo@cumcofcu.org).

• **Achieve Physical Therapy** at 1940 S. West Blvd., Vineland, is a state of the art physical therapy private practice dedicated to promoting optimal health and function. Achieve Physical Therapists combine traditional hands on modalities with innovative treatment techniques and personalized care to maximize recovery from injuries and promote the prevention of disease.

Specializing in the treatment of post-surgical conditions to low back pain, Achieve offers orthopedic and industrial rehabilitation, sports performance enhancement training, wellness and preventative exercise programs, work prevention and educational seminars. Most insurance plans are accepted. Call (856) 690-9977 for more information.

• **Everfit** at 1940 S. West Blvd. provides a state of the art fitness and wellness facility designed for the adult population. Small, comfortable and non-intimidating, it offers programs for all fitness levels, including beginners and seasoned exercise enthusiasts.

Everfit offers the "Keiser Express" program for those with limited time to exercise, pilates and other group classes. It features low and no impact cardiovascular training, air powered strength equipment and personal training programs. Despite age or fitness level, all members feel welcome and receive the attention of a professionally trained staff. Many plans are available. Call 507-9919 for more information.



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## Membership Renewals

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Holiday Inn Express  
Rossi Motors, Inc.  
The Firm For Health & Fitness  
Ace Glass, Inc.  
Cumberland Empowerment Zone  
Urban Network Organization Inc.  
Al's Friendly Service Center  
Bernie's Army & Navy Store  
Burger King

Gazzara Real Estate  
Systec of Vineland, Inc.  
Tri City Lumber, Inc.  
Trains 'n Things  
J.C. Penney Co.  
Allied Insurance Service  
Asselta Mechanical  
Pafacom, Inc.  
Sidney L. Brody  
Steward Real Estate  
Cumberland Mall Association

## Welcome, New Members!

### Wilson Family Chiropractic

Chiropratic Services  
1201 E. Broad St., Millville  
Ph: (856) 327-2100 • Fax: (856) 327-1113  
[drpaulwilson.com](http://drpaulwilson.com)

Leslie Chastain

### Benefits of America, Inc.

Health Care  
629 Wood St., Suite 310, Vineland  
Ph: (856) 794-9595 • (856) 794-9608  
[mybenefitsplus.com/drachal](http://mybenefitsplus.com/drachal)

Darrin Rachal

### Ivy Mortgage

Refinance or Purchase Mortgages  
272 Terry Lane, Egg Harbor City  
Ph: (609) 432-2082 • Fax: (609) 624-0200

Greg Bell

### Double D Saloon, Inc.

Sports Bar & Restaurant  
1146 S. Delsea Dr., Vineland  
Ph: (856) 794-8641 • Fax: (215) 428-3667

Martin Caplan

### Trans Web, LCC

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