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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

July 2004

Number 7

Appreciation Luncheon, Business After Hours kick off Chamber's summer season

Golf and fishing events also scheduled

Summer — a time to kick back, relax, take a breather while basking in the pleasure of a scaled-down routine—for most people.

But the Chamber has other ideas.

Summer activities sponsored by the Chamber got a head start on June 8 with an Appreciation Luncheon, complimentary to all members, that featured a program on disaster planning. Just two days later, members found another opportunity for networking at a unique Business After Hours that began with a tour of the Community Art Alliance on Landis Avenue and concluded — via a short jaunt across the street — at one of Vineland's newest restaurants, "Official Time Out."

For those who could take the day off from work, there was a third event on June 14, the "Trip to Trenton" in which members were briefed on the workings of the New Jersey legislature and educated by lobbyists on the best ways to turn agendas into law. See Executive Director Paige Law's column on page 2 for a run-



Participants in the disaster planning panel at the Chamber's June Appreciation Luncheon were, from left, Joseph Sever, Coordinator of the County Emergency Management Office; Frank Jones of Allied Insurance; Joe Molineaux, Director, N.J. Small Business Development Center; Brenda Taube, Assistant Director, NJSB-DC; and Dan Finley and Dan Barrickman of the IT Business Backup Center.

down on what she and the group learned that day.

As the summer season heats up, so do events at the Chamber, with the accent on fun. The annual golf tournament at Running Deer Country Club is set for July 15 and the second annual fishing tournament at Fortescue for Aug. 19. See details on both events inside.

The "Disaster Planning for Small Business" at the June 8 luncheon featured five panelists: Joe Molineaux, Director of

the N.J. Small Business Development Center; Joe Sever, Cumberland County Office of Emergency Management Coordinator; Frank Jones of Allied Insurance Services; and Dan Finley and Dan Barrickman from the IT Business Backup Center. Sponsors were Allied Insurance, Loaded Media, Cavalier Business Communications and the IT Business Backup Center.

The theme for the discussion was preparedness for emergencies. Sever said

training employees was "the key to your recovery" (from a disaster). Communicating with the local police and the Red Cross regarding emergency procedures was also advised.

Molineaux said emergency plans for businesses should contain an "executive summary" of how to respond. "Write the plan and establish a training schedule," he said. He also told the group that SBA (Small Business Administration) loans are available to allow businesses to recover from a disaster.

The insurance representative, Jones, suggested adding an extra insurance policy to cover possible loss of property and equipment, including hardware and software. "Backup systems, regular testing of emergency procedures and adhering to routine security measures such as using locks and alarms are all necessities," he said.

Finley and Barrickman each spoke about the importance of backing up electronic data and saving it in an offsite location in case the primary business location is destroyed. Finley described computer data as the "lifeblood of a business" that must be protected.



Dennis DeMatte of the Cumberland County Improvement Authority, far left, exchanges views with Jim Rocco, a Cumberland County Freeholder, at the Business After Hours that started at the Vineland Community Art Alliance. Later, the crowd convened across the street at Official Time Out, where Ann Marie Dapelo in front and Barbara Panzino at rear engage in some networking. Chamber Executive Director Paige Law, right, enjoys the proceedings as well.



Recyclers, here's your chance to gain statewide recognition

The Association of New Jersey Recyclers, in conjunction with the N.J. Department of Environmental Protection, is looking for businesses, schools, organizations and individuals to enter its competition to honor "major achievements" in recycling.

Twelve categories have been established for the competition, including a Source Reduction/Resource Management Award intended for schools, institutions, businesses or government; a Municipal or

County Award; an Outreach /Media Award, open to newspapers and other publications, radio, TV and trade associations; an Institutional or School Award; Multi-Family Award; and citations designated for small and large businesses.

All categories require the applicant to submit an application form, along with a detailed narrative describing the strategy to implement the waste management program.

Applications are available at the

Chamber office (2115 S. Delsea Dr., Vineland). Individuals may nominate themselves or other organizations, businesses, government agencies or schools. The application form must be submitted to the Association by Aug. 9. Marie Kruzan, Executive Director, may be contacted at 908-722-7575 for further details.

The awards presentation will take place at the group's annual Symposium and Luncheon at the Forsgate Country Club in Monroe Township on Oct. 20.

Calendar of Events

Annual Golf Tournament
Running Deer Golf Club
Pittsgrove
Thursday, July 15
Registration and lunch:
12 Noon

Annual Fishing Tournament
Thursday, August 19
On the Bonanza II
Fortescue
7 A.M. Registration
7:30 A.M. - 3:00 P.M. Charter

Greater Vineland Chamber of Commerce

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From the Director's Desk

Members educated on legislative process in Trenton

Last month, the Greater Vineland Chamber of Commerce hosted "Trip to Trenton" — a general membership event geared toward better educating participants on the legislative process and issues facing business today. District legislators Senator Nicholas Asselta and Assemblyman Doug Fisher joined the group, providing insight from their perspective.

The group also heard from Lobbyists Russell and Paul Bent. When asked what the role of the Chamber is in the process, Bent stated, "Be proactive rather than reactive. Go to your legislators and meet with their chief staff and aides and work with them to get legislation introduced. It must be a grass-roots effort."

Our tour included a visit to The Legislative Information and Bill Room (LIBR), which provides information to legislators, legislative staff, governmental agencies, the news media and the public. The LIBR prepares the Legislative Calendar, which includes announcements of the date, time and location for Senate and General Assembly sessions, committee meetings, and public hearings. The office also produces the Legislative Digest the day after each session of either House, which provides up-to-date information on legislative activity -- including bills introduced, bills passed, bills amended by committee and bills signed into law since the last session. The general public may obtain any of these items free of charge at the LIBR in the State House Annex or online at www.njleg.state.nj.us.

As explained by Senator Asselta, a bill becomes law when it is approved by a majority of the authorized members (21 votes in the Senate, 41 in the Assembly) and signed by the Governor. The process works as follows: At a legislator's direction, the Office of Legislative Services, a non-partisan agency of the Legislature, provides research and drafting assistance, and prepares the bill in proper technical form. The bill is then introduced, known



Chamber members who participated in the "Trip to Trenton" admire the vastness of the State House.

as the first reading, printed and released to the public. The Senate President or Assembly Speaker usually refers the bill to a committee for review, but may send the bill directly to the second reading to speed its consideration. The bill passes when approved by a majority and is then sent to the other House. If the second House amends the bill, it is returned to the first House for a vote on the changes. A bill receives final legislative approval when it passes both Houses in identical form. After final passage, the bill is sent to the Governor. The Governor may sign it, conditionally veto it (returning it for

changes) or veto it absolutely.

The overall consensus from participants was that the trip was well worth attending. Chamber Vice President Gina Biagi of Eye Associates commented, "I learned so much about our government that I didn't know. I must say...this was certainly a great benefit that was offered to the members of the Chamber. I hope next time others will take advantage of this opportunity and get as much out of it as I did. Thanks again for another reason why we belong!"

—Paige Law

Chamber Executive Director

GREATER VINELAND CHAMBER OF COMMERCE

Cordially invites you to our Annual Golf Classic

Thursday, July 15, 2004 At Running Deer Golf Club

1111 Parvin's Mill Road, Pittsgrove

\$125 per person includes:

Lunch, after golf hors d'oeuvres & dinner * practice range, green & cart fees and prizes *Those joining us for dinner only will be charged \$25

Registration/check-in at noon • Picnic lunch begins at noon

Shotgun start at 1:00 PM – Rain or Shine

Four-person scramble format • 1st & 2nd place winning foursomes

Longest drive and Closest to the pin • Hole-in-one prizes

To reserve your spot, please fill out and return the following form.

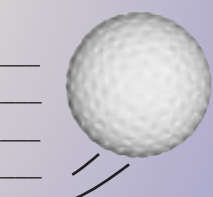
Make check payable and mail to: Greater Vineland Chamber of Commerce, 2115 S. Delsea Drive, Vineland, NJ 08360

REGISTRATION FORM

Please register _____ player(s) @ \$125.00 per player (Registration includes lunch & dinner and green and cart fees). Payment must be made in advance to confirm spot. (Please print)



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US Filter: an international company contributing to the health of the community

Employees at US Filter/Wallace & Tiernan are proud of their association with a company that not only affords financial security for them and their families but also “saves thousands of lives every year,” according to Field Service Director Kevin W. Kinback.

This month’s business spotlight, US Filter specializes in manufacturing equipment used in the water and waste water industry—equipment such as chlorinators, metering pumps and mechanical analyzers—that help make drinking water safe for communities and industries. Although few realize it, the chlorination of water supplies is one of the most significant achievements made in this century, according to a statement in a medical journal.

Life magazine took the subject a giant step further in its millennium issue:

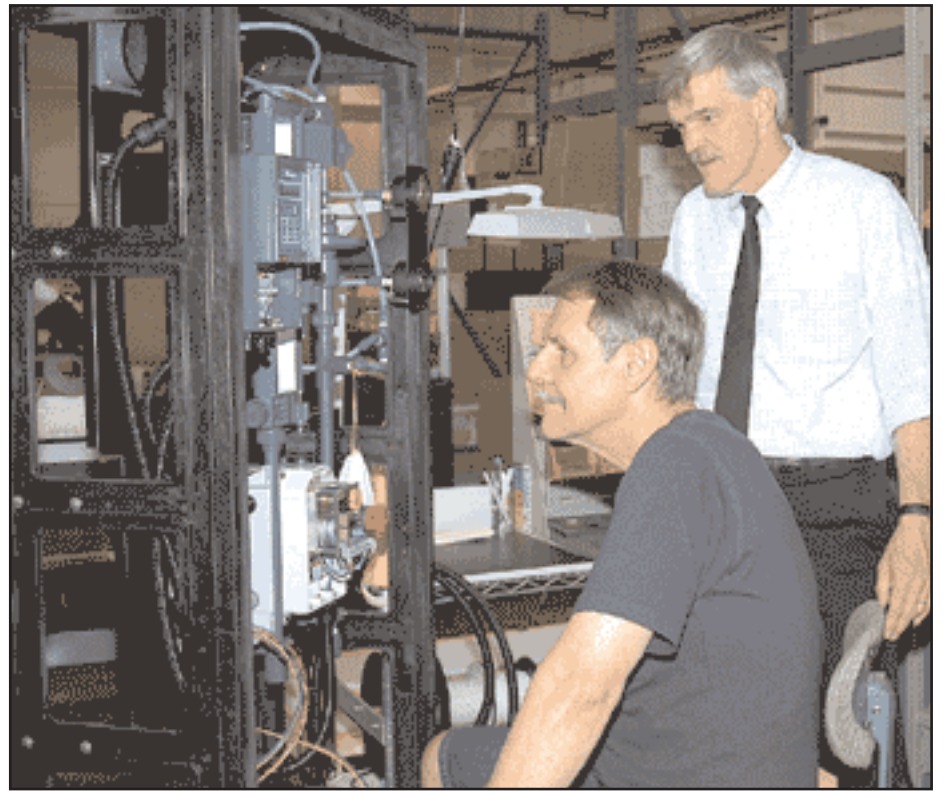
“Along with the discovery of gravity, the Gutenberg Bible, and landing on the moon,” the magazine said, “the use of chlorine-disinfected water is one of the millennium’s greatest historical events.” This is why employees like Kinback can feel justifiable pride in being associated with a company that provides a vital service to its customers. Before the wholesale use of chlorine in drinking water, epidemics of cholera, typhoid fever and other water-borne diseases

were common, killing thousands of people. But today such occurrences are extremely rare.

Many of US Filter’s clients are municipalities that buy equipment for their water systems. Vineland, Millville and Newfield are three local customers. The company at 1901 W. Garden Rd. employs about 160 people and is part of an international conglomerate that has manufacturing plants in Germany, England, Australia and Mexico, in addition to Vineland.

It all started in 1913 with the partnership of Charles Wallace and Martin Tiernan, who founded the company in New York City with a combined investment of \$1800. Headquarters later moved to Belleville (NJ). By 1969 the two founders had died, and several changes in ownership took place until it was sold in 1996 to US Filter.

Today the Vineland company is a thriving operation occupying 120,000 square feet on Garden Road. It’s a company much aware of making its employees feel appreciated, with an activities committee sponsoring such events as “Bring Your Children to Work Day,” family events such as picnics and barbecues, and a recent “safety luncheon” that honored employees who had attained five years with no lost time accidents.



US Filter/Wallace & Tiernan employee Bob Tyler, manufacturing associate, works on assembling a device that adds purifying chemicals to water. Observing is Kevin Kinback, Director of Field Service.

Membership Renewals

| | |
|--|---|
| <p>Gold Building Supply, LLC Kennedy Concrete, Inc. R.E. Cummines, Inc. Vineland Cogeneration Affiliated Medical Equipment Co. Sun National Bank Verizon Wireless Bidic Autolines Gallo GMC Truck Sales Trophies Unlimited Fralinger Engineering, PA Phoenix Communications, Inc. Schad & Schad CPA's Cumberland Advisors, Inc. Valla, Frank, CPA H.P. Machine Shop Inc. MacDonald Communications Scarpa Electric Co. Bellview Winery Nylund Realty LLC Romano Buonadonna Financial Services Cranberry Run, Inc. Dun-Rite Sand & Gravel Co., Inc. U.S. Filter/Wallace & Tiernan Profile Display Dog Guard Out of Sight Stanker & Galletto, Inc. Biagi, Chance, Cummins, London, Titzer, Inc.</p> | <p>AFLAC-Diana Caraballo Comtec Communications, Inc. The Good Life Family Chiropractic Centre Larry's II Restaurant Aetna, Inc. CUMCO Federal Credit Union Ronald J. Angelo, R.A.P.A. J. Wilhelm Roofing Co. Mamacita Inc. Vineland Post Office Waste Management NJ, Inc. Equity One Inc. Ramada Inn PNC Bank Telecorp Inc. Rainbow Nursing Center Commerce Bank Southwest Council Wheaton Village, Inc. Aliano Brothers General Contractors, Inc. Easter Seals NJ Sign a Rama U.S.A. B & B Poultry Co. Inc. Orlandini Title Supplies, Inc. T & T Freezers Tonetta, Richard, Esq. Urban Enterprise Zone Perfection Auto Sales</p> |
|--|---|

GREATER VINELAND CHAMBER OF COMMERCE

Annual Fishing Tournament

• Thursday, August 19, 2004 • Prizes awarded in various categories
Bring your business associates, employees, friends and family...

On the BONANZA II • Fortescue, NJ
7:00 A.M. Registration -- 7:30 AM - 3:00 P.M. Charter
Book Your Space Now!!
\$40 per person -- registration limited to the first 45 paid reservations.

GVCC ANNUAL FISHING TOURNAMENT

Thursday, August 19, 2004

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WHAT'S NEW IN BUSINESS?

■ **The Vineland Community Art Alliance** at 603 E. Landis Ave. is conducting classes for children from 3 to 13 years old at its "July Art Camp for Children."

Classes in painting, drawing and printmaking are offered Mondays, Wednesdays and Fridays beginning July 12 for 6 to 9-year-olds, 10 to 12 a.m., and for 10 to 13 year-olds from 1 to 3 p.m. The cost is \$125 for nine classes, \$90 for six classes and \$50 for three. Supplies are included.

The "Tiny Tots Arts and Crafts" program meets Tuesdays and Thursdays for 3 to 5-year olds from 10 to 11:30 a.m. beginning July 6. Fees are \$90 for eight classes and \$50 for four classes with supplies included.

"Craft Workshops" for children 8 to 13 years old meet Tuesday and Thursday from 1 to 3 p.m. *Macrame* instruction is offered from July 13 to 15, *Tie-dye* from July 20 to 22 and *Mosaic* from July 27 to 29. Cost is \$35 for each two-day workshop, supplies included. Call 794-9499 or 696-2389 to register.

■ The Bridgeton Onized Federal Credit Union celebrated its 65th anniversary on May 25. Tom Shaughnessy was the honored guest of the evening. He presented awards to Tamara Ciccioli, CEO, and Joyce Marshall, Board President, for their 65 years of support.

Other guests included Greg Moffett and Michael Cesarano of American Capital Mortgage Services; Vonda McPherson and Beverly Dairsow, Board members; and James Economy, Second Board Vice President.

■ **Merighi's Savoy Inn** presents "The Godfather's Meshuggener Wedding," a Jewish/Italian audience participation comedy, on July 17 at 7 p.m. The evening includes food, dancing and live music. Tickets are \$60 each or \$55 for groups of 10 or more.



The Route 55 Self Storage crew observes its grand opening with a ribbon cutting at the facility at 4281 S. Lincoln Ave.

■ Discount tickets to **Morey's Piers** on the Wildwood Boardwalk are available at the Chamber office. A \$35 ticket includes admission to all three piers and a three-hour water park session. A Water Park ticket at \$20 includes all-day admission to both water parks.

■ Attention, **Urban Enterprise Zone** participants: Did you know that if you have forgotten to use your UZ-4 and

UZ-5 for tax exempt purchases, you could have those taxes refunded? Funds can be recouped for as far back as five years. Call the UEZ office (563-0440) for more information and the "Claim for Refund" form.



A-Tech Engineering recently celebrated the grand opening of its new building at 3739 No. Delsea Dr., Vineland.

101 E. Main St., Millville.

A sushi roll demonstration and four-course dinner will be featured. Family style entrees at \$35 per person will include a variety of vegetarian as well as chicken and beef choices. Tickets must be purchased in advance. Call 696-7800 or mail checks (payable to AFF Inc.) to 225 W. Landis Ave., Vineland, NJ 08360. Proceeds benefit the group's spay/neuter initiative.

■ **Route 55 Self Storage** (see photo above) owner Al Eisler announces that the company is giving all customers a free "Welcome Package" containing coupons donated by local merchants. He also is looking for other business people to add their products or services to the package. If interested, call 327-5500.

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Dr. Joseph A. Artesi

This newsletter is e-mailed to Chamber members each month. If you are not receiving it, contact the Chamber office (691-7400) to register your e-mail address. Thank you!

■ **Big Brothers /Big Sisters** announces its luxury car raffle, Sept. 4. The lucky winner will have a choice of a 2004 Porsche Boxter, a 2004 Mercedes-Benz SLK 230 Kompressor or a 2004 Mercedes-Benz C2330 Kompressor. Each car is valued at over \$35,000.

Donna Bennett, Executive Director, says that only 1,299 tickets will be sold, "giving you tremendous odds of winning one of these great luxury cars." Each ticket costs \$100 and goes directly to support the work of Big Brothers/Big Sisters, the nation's oldest and largest youth mentoring program.

To purchase tickets, mail payment to Big Brothers/Big Sisters, P.O.Box 2188, Vineland, NJ 08362, or call 692-0916 for more information. Winners do not have to be present at the drawing.

■ "Tastes of the Season," the summer project of **Animal Friends Foundation Inc.**, will take place on July 29, 6 to 9 p.m., at the Peking Tokyo restaurant,

New Member Profiles

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Today, Century Savings Bank has all the services of large financial institutions, including Internet banking, with the same personal service that turns our customers into close friends.

We are also looking toward the future needs of the area and plan to break ground later this year for a new office on the corner of Sherman Avenue and Orchard Road in Vineland.

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