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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 19

September 2006

Number 9

Chamber to co-sponsor area anti-litter campaign

The Chamber is partnering with the Vineland Daily Journal in its litter cleanup campaign, a month-long effort slated for October.

While the campaign will involve the entire community, businesses are targeted for the second week of the project, from Oct. 8 through 14. Local businesses are asked to clean up their property, including parking lots and trash containers, and review whether they need more or larger receptacles, according to Daily Journal publisher Nancy Monaghan.

"Cigarette disposal receptacles would be an added bonus for those who would like to provide them outside their stores," she said. "We have one near our front door and it's made a major difference."

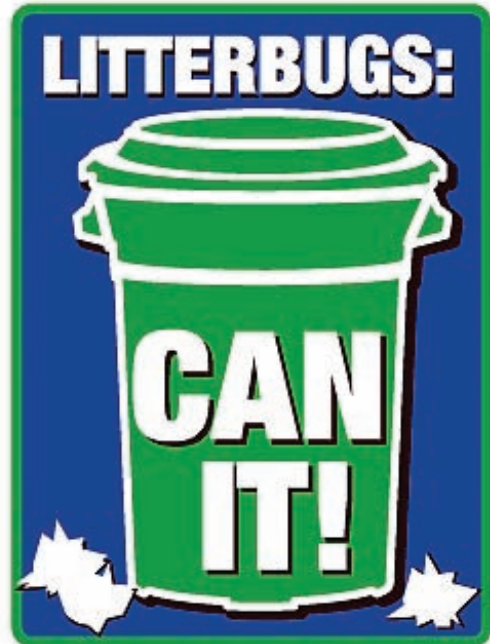
The Chamber will promote the business side of the campaign and feature e-mailed pictures of cleaned-up work sites on its web site,

www.vinelandchamber.org.

All businesses and others who take part will receive recognition in the Daily Journal, said Monaghan. "We can provide the official "Litterbugs: CAN IT" logo (shown above) and/or small window posters that will alert customers that the business supports the project and are part of the solution," she added.

Following is the schedule of activities:

- Sept. 30-Cumberland County Improvement Authority,



OCTOBER: COMMUNITY CLEANUP

annual waterway cleanup

- Oct. 1-7 – Adopt-A Road cleanups
- Oct. 8-14 – Business cleanups
- Oct. 15-21 – Community cleanups
- Oct. 22-28 – Litter enforcement activities

The City of Vineland will provide downtown cleanups on Oct. 7 at the Boulevard and Oct. 14 in center city. Millville will have targeted cleanups with its "Clean Communities" people on Oct. 7 (Fifth Ward), Oct. 14 (center city), Oct. 21 (Third Ward) and Oct. 28 (South Millville).

In addition, mayors from Vineland, Millville and Buena Vista Township have committed to stepping up litter enforcement efforts throughout the month, but especially during enforcement week, Oct. 22-28.

Throughout October, the newspaper will run several related stories, lists of litter and trash regulations and photographs of people cleaning up their towns.

Another related development is the introduction of legislation by Assemblymen Jeff Van Drew and Nelson Albano to make October a "litter awareness" month statewide. They have met with the commissioner of the Department of Environmental Protection and spoken with the Recreational Fishing Alliance, which wants to join the effort because they see "increasing trashing of the waterways," Monaghan said.

In addition to the Daily Journal and Nuestra Comunidad, the Chamber and the two assemblymen, other official sponsors are:

The Cumberland County Improvement Authority, City of Vineland, City of Millville, Buena Vista Township, Bill Snyder of Adopt-a-Road and Maureen Riley, librarian at Dane Barse School.

Summertime fun for Chamber members



Shown enjoying Chamber Day at Morey's Piers, Wildwood, are, from left, Mariah Metcalf, Amanda Giordano, Jayda Metcalf and Desiree Metcalf. The event attracted 53 members and guests. (Photo by Cathy Pantilione)



Tammy Maciocha of South Jersey Gas holds her prize-winning flounder caught at the Chamber's annual Fishing Tournament, held on the Delaware bay at Fortescue. (Photo by Denise Jackson)

Fishing trip draws eager anglers

The Chamber's annual Fishing Tournament drew 40 amateur anglers eagerly vying for prizes last month on the excursion off the Fortescue bay.

The prize winners were:

Scott Mac Donald, who won a gift certificate from Larry's II for the "first fish caught";

Ray Burkey, first place for the "strangest catch," a blowfish, winning him a floral arrangement from The Flower Shoppe.

Second place winner in the division was **Peter Nestor** with a hermit crab, winning him a sprinkler from Lee Rain;

Tammy Maciocha, whose 21 1/2 inch flounder brought her a gift certificate from the Texas Roadhouse in the "largest flounder" division;

Bridget McManus, who won a gift certificate from Merighi's Savoy Inn for the "second largest flounder"; and

Dennis Palmer, who won a gift certificate from the Positano Ristorante for the "largest croaker."

Door prizes also were awarded.

Prize sponsors were Asselta Mechanical, Bonanza II, Cold Stone Creamery, Comcast, Cumberland County Improvement Authority, Larry's II Restaurant, Lee Rain, Lincoln Falls Golf Center, MacDonald Communications, Merighi's Savoy Inn, Phoenix Business Forms, The Flower Shoppe, UPS, Urban Enterprise Zone of Vineland/Millville and Oro Cubano/Cuban Gold.

The corporate sponsor was Colonial Bank. T-shirt sponsors were Blackwater Sports Center, Colonial Bank, Commerce Bank, Dun-Rite Sand & Gravel, Lee Rain, Phoenix Business Forms, Rental Country and Swanson Hardware Supply.

The committee consisted of Chairman, Denise Jackson, UEZ; Paige Desiere, Chamber Executive Director; Dennis DeMatte, Cumberland County Improvement Authority; Jody Hirata, Colonial Bank; Tammy Maciocha, South Jersey Gas; and Tom Merighi, Merighi's Savoy Inn.

Calendar of Events

"Chamber Chatter"
Tuesday, Sept. 12
5-7 p.m.

Lucia's Ristorante
785 W. Sherman Ave.
Vineland

General Membership Luncheon

Thursday, Sept. 21
11:45 a.m. - 1:15 p.m.

Ramada Inn, Vineland
Speaker: Virginia Bauer
CEO/Secretary of
N.J. Commerce, Economic
Growth & Tourism Commission

Vineland Firefighters' Dinner
Saturday, Oct. 14

6 - 10 p.m.
Moose Hall, Wheat Road
Vineland

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Moose Hall • Wheat Road, Vineland • 6:00 P.M. to 10 P.M.

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General Membership Luncheon

Thursday, September 21, 2006
11:45 A.M.

Ramada Inn (2216 W. Landis Avenue, Vineland)
\$20.00 per person

Speaker:

Virginia S. Bauer, N.J. Commerce
CEO/Secretary, the state's leading
advocate for business.



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Please return registration forms by
Tuesday, September 19, 2006



South Jersey Industries



All reservations are considered confirmed. If you do not attend,
you will be billed for the cost of the luncheon..



Looking to unwind after a long day?

Join us at "Chamber Chatter"
to meet, mingle and build
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Where: Various locations

When: Quarterly on second Tuesdays from
5:00-7:00 P.M.

Cost: FREE for Greater Vineland Chamber of
Commerce members who register in
advance; \$10 for non-Chamber
members.

Contact: For more information or sponsorship
opportunities, please contact
Debbie at (856) 691-7400.

Upcoming date/location:

Tuesday, September 12 at Lucia's Ristorante
(785 W. Sherman Ave, Vineland)

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Reuben Hardware maintains longtime family tradition of customer service

According to Joe Reuben III, owner of the small hardware store on South Main Road and Grant Avenue, family and honest customer service are the two constants that have kept the business running successfully for more than three-quarters of a century.

Reuben Hardware was founded in 1929 by his great-grandfather, John Reuss, and has remained in the family all those years. Reuben joined the business in 1975 after his grandmother died. She and Reuben's father, Joseph Reuben Jr., had been running the store together. "I felt sorry for him" working by himself, Reuben III said, and so he set aside his own ambitions and pitched in to help. When Joseph Reuben Jr. died in 1981, Joe Reuben III took over as sole owner.

Today Reuben still operates the store single-handedly, giving each customer personalized attention. He was observed recently giving one client advice on how to deal with painting problems (the store carries a full line of paints and wood stains) and telling another who walked in, "I fixed your saw," pointing out that he services everything he sells. Many of the customers are regulars, apparently happy with the advice and service they get.

"I really love helping people," Reuben says. "It's a good feeling. Also, the bigger stores don't always have everything they want. I keep the same brands and items I know my customers like."

He says he analyzes all the products carefully to make sure they will perform as intended. "I don't want to see people waste their money," he says.

Reuben didn't always intend to be a hardware store proprietor. He graduated from Mount St. Mary's College in Emmitsburg, Md., as a psychology major with minors in business administration and biology. That was in 1976, shortly after his grandmother had died and he felt a sense of responsibility to help keep the family business going. He says he might have been an industrial psychologist or something in a related field. Today he practices the "psychology" of building good relationships with his customers.

While the store carries the usual assortment of hardware items such as tools and nuts and bolts, it also features a few specialty items: diamond cutting wheels for masons and farming supplies, such as specialty knives and boots and pants for those working in the fields. Reuben said when he first took over,



Joe Reuben, owner of Reuben Hardware on South Main Road, looks up from his work to greet a customer.

"My main customer base was the farmer." But now his farming accounts have been shrinking "every year," he says, because of the decline of farming in the area.

Regardless, he says he's still fairly successful, "making a living" thanks to

the loyalty of his customers. However, being a sole proprietor leaves precious little time for outside interests. His one community activity is serving as commissioner on the Landis Sewerage Authority board. What little time left is devoted to his family, wife Paula, a reg-

istered nurse who substitutes in the Vineland school system, and two children, Amanda, 13, and David, 12, both students at Rossi School.

"The customers come here for my knowledge," Reuben says, and he continues to provide it, as he has for the past 25 years.

Elwyn NJ to sponsor 'Art of Two Palettes'

Elwyn New Jersey will present a gourmet food tasting and art auction, "The Art of Two Palettes," on Sept. 21 at the Elwyn campus on Landis Avenue in Vineland.

"The goal of the evening is to highlight beautiful art; let friends learn about Elwyn New Jersey and the 300 special needs individuals who live and work in Cumberland, Atlantic and Gloucester counties; meet some of the 700 employees; and raise resources to sustain the margin of excellence within Elwyn's programs," said Jane Detweiler, chairman.

For more information on sponsorship levels and ticket purchases, contact her at 794-5300.

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WHAT'S NEW IN BUSINESS?

A "Fran Reilly Roast" is planned for Sept. 11, beginning at 6 p.m. at Merighi's Savoy Inn, East Landis Avenue and Union Road, Vineland, to benefit the construction fund for the New Bethel A.M.E. Church. The church will be built at Third and Elmer Streets in Vineland. Tickets are \$100 per person. Call 696-4130 for information.

Helen, Lilly and Sherry Kejzman of the Ramada Inn have been named this year's "Women of Valor" of Beth Israel congregation and will be honored at a dinner-dance on Oct. 28 at the synagogue, 1015 E. Park Ave., Vineland. Call 691-0852 for more information.

Speaking of the Kejzmas, Lilly and Sherry Kejzman will again co-chair the

Cumberland County College Foundation fundraiser, "The Moon, the Stars & You...An Enchanted Evening" on Oct. 7. The event will feature the David Christopher Orchestra and catering by "Feast Your Eyes." For more information, call 691-8600, extension 392.

The public is invited to attend the grand opening of Vineland's new schools, the **Thomas J. Wallace Jr. Middle School** at 688 N. Mill Rd. and the **Pauline J. Petway Elementary School** at 1115 S. Lincoln Ave. The celebration at Petway School will take place on Sept. 9 at 9 a.m. and at the Wallace School, Sept. 16 at 9 a.m.

Wheaton Arts and Cultural Center (formerly Wheaton Village) will present a

"Festa dell'Arte," or Italian Art Festival, Sept. 16 and 17 from 10 a.m. to 5 p.m. at the Center, 1501 Glasstown Rd., Millville. Featured will be authentic music and dance, artist demonstrations, an Italian Renaissance wedding and live chess match, along with authentic Italian food both days. Tickets are \$10 for adults, \$9 for seniors and \$7 for students. Children 5 and under are free. For more information, call 1-800-998-4552.

The **Juvenile Diabetes Research Foundation Walk to Cure Diabetes** will be held on Sept. 17 at Parvin State Park, the fourth year the walk has been held at the local site, allowing Cumberland County families to participate. Call Sandy Androckitis at (609)



Texas Roadhouse on Delsea Drive, Vineland, celebrated its second anniversary in August. Marking the occasion at a ribbon cutting, along with several employees, were, from left, Chamber director Paige Desiere (in black); Cumberland County Clerk Gloria Noto; Roadhouse marketing director Kineta Russo, holding scissors with owner/operator Joe Russo; Vineland City Council member Barbara Sheftall and, at far right, Debbie Perkins of the Chamber staff. (Photo by Prestige Publications)

247-8617 for more information or visit www.jdrf.org.

The **Bay-Atlantic Symphony** opens the 2006-07 season with a concert titled "Symbols and Crashes" featuring "Prelude to the Afternoon of a Faune" by Debussy, "Pelleas and Melisande Suite" by Gabriel Fauré and Tchaikovsky's "Piano Concerto No. 1" with soloist David Jalbert.

Concerts will be held Sept. 16 at Cumberland County College (692-8499) at 8 p.m. and Sept. 17 at Stockton College (609-652-4661) at 4 p.m.

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