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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 18

October 2005

Number 10

*At first luncheon meeting of the fall season*

## Chamber briefed on emergency preparedness against terrorists

**A**re we prepared to handle a disaster?  
Anthony Gioielli, Critical Infrastructure Coordinator for Cumberland County and a former policeman, discussed ramifications of that question at the opening luncheon of the new Chamber season, held Sept. 22 at the Ramada Inn.

"Cumberland County has an emergency task force working together, planning how it would respond to a terrorist attack," he said. Terrorism—which he defined as "the use of force to intimidate a government into doing something it doesn't want to do"—was the main thrust of the presentation.

The speaker noted that the eastern seaboard is a "hotbed" for potential terrorist attacks, which makes Cumberland County vulnerable. He said citizens can help by joining such organizations as the Civilian Emergency Response Team (CERT), which prepares people to react to emergencies in a 20-hour program; the Medical Reserve Corps, which dis-



Anthony Gioielli, right, speaker at the September Chamber luncheon, chats with Chamber President Gary Galloway before his presentation.

tributes literature and other emergency information; and Neighborhood Watches, which look out for suspicious events. "We need your help," Gioielli emphasized.

He gave an overview of the chief terrorist forces threatening the United States. "Many groups would like to harm

America," he said, the biggest concern being the Jihad Fundamentalists. He also singled out some animal rights extremists such as the Animal Liberation Front as well as the "lone actor" such as the Unabomber, who acts alone without the backing of an organization.

Other groups intent on the destruction

of the U.S. society include Hezbollah, he said, a radical Muslim extremist group which endorses a literal interpretation of Islam, are anti-West, anti-Israel and are backed by Iran; Hamas, whose goal is to establish an Islamic Palestinian state in Israel; and the Egyptian Islamist military organization, which attack Muslims who (they believe) sympathize with the West.

"Our main purpose is to prevent attacks," Gioielli said, encouraging members of the audience to get involved with local citizen support organizations. "Let's get prepared," he urged.

Chamber members who gave brief summaries of their businesses before the program were Evelyn Benton of the Community Food Bank of New Jersey, Paul Wright of Easter Seals, Gail Donnelly of Big Brothers/Big Sisters and Janice Wise of Dialysis Corporation of America.

All luncheons take place the third Thursday of the month at the Ramada unless otherwise announced.

## Entrepreneurs, discover your niche, says marketing expert

**O**pportunities for entrepreneurs to tap into underserved markets were discussed in the first of a series of business-oriented seminars Sept. 21 at Cumberland County College's Luciano Center. The workshops are a project of the Greater Vineland, Millville and Bridgeton Area Chambers of Commerce.

Vicki Simek, Acting Executive Director of Professional and Community Education at the college, conducted the seminar on "Marketing Your Niche." Two requirements of the niche market, said Simek, are first, that it have readily accessible customers and second, that it is growing at a healthy rate. Simek used Starbucks, a recent addition to the Cumberland Mall, as an example of a local retail store that easily draws customers.

Part of the business person's marketing budget should be dedicated to market research, the speaker noted. "You can do a competitive analysis," she said, in which you study your competition for what works. "That gives you ideas on how you can improve your own products or services," she explained.

Another method of market research can be informal, when the business owner simply talks to a customer about what he or she wants, said Simek. "Anonymous shopping" in which someone pretends to be a legitimate customer but mainly wants to gather information on the competition is yet another technique.

Simek also stressed the importance of doing market surveys at least once every few years. "Find out what your customers like and what they want," she said. "It can be valuable information."



Vicki Simek pauses for a question during "Marketing Your Niche" seminar.

## Sun Bank opens new branch



Celebrating the opening of the Main and Landis Sun National Bank branch are, from left, Al Priest, branch manager; Bernard A. Brown, chairman of the Board; and Thomas A. Bracken, President and CEO.

## Chamber members answer call for deployment donations

Chamber members responded generously to requests for donations of food and other items to be used at a reception after the Iraq deployment ceremony at the Vineland Armory on Sept. 29.

The following businesses donated food, supplies or made a monetary donation:

- BJ's Wholesale Club
- Cold Stone Creamery
- Commerce Bank
- Community Food Bank of New Jersey
- J.W. Pedersen Architect
- Quizno's Sub
- Rental Country Inc.

Many thanks from a grateful community!

## Calendar of Events

**General Membership Luncheon**  
Thursday, October 20  
11:45 A.M., Ramada Inn  
Speaker: Doug Forrester

**Seminar, "Managing and Retaining Your Valuable Assets — Your Employees"**  
Wednesday, October 19  
Cumberland County College  
Luciano Family Center • 8:30-10 A.M.

**Seminar, "What Every Business Owner Should Know about People"**  
Wednesday, October 26  
8 A.M., Chamber Office

Greater Vineland  
Chamber of Commerce  
2115 S. Delsea Drive  
Vineland, NJ 08360  
Phone: (856) 691-7400  
Fax: (856) 691-2113  
Web Page:  
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### From the Director's Desk

## Retain good employees through appreciation

Most of today's employees are not "lifers." They will keep their resumes updated, interview for new opportunities, and won't think twice about moving on to a new challenge with a new company. The secret to maintaining the workforce is for management to acknowledge employee contributions on a day-to-day basis.

Some of the top reasons cited for employee discontentedness include lack of communication, location (commute), seniority and other systems that don't allow for rewards based on merit, money, lack of pride in their work, lack of respect and recognition, and security.

What can management do to keep employees? Following are some tips that can assist employers in retaining their employees.

- Create a shared vision between employees and employers. Everyone needs to work toward the same goal. The company vision statement should be directed primarily at the employees. Get employees committed to the company before the first day on the job. For example, use the lag time between the day a worker accepts the job and the day he or she starts to take the newcomer to lunch with other employees from the company. Show the new employees that they are appreciated before they start the job.

- Be sensitive to the needs and aspirations of workers. Flexibility in structuring jobs is an excellent place to start. Listen to employee comments to develop challenging and attainable goals.

- Job enrichment is of vital importance to maintaining top notch employees. This means a worker's talents and ideas should be fully employed. This is a great way to capitalize on professional abilities and personal skills and to allow industrious employees to focus on something other than a narrow job description.

"Managing and Retaining Your Valuable Assets - Your Employees" will be the topic of our next seminar in the "Competing in the Big Business World" workshop series. It will be held on Wednesday, Oct. 19, at Cumberland County College in the Luciano Center for Public Service & Leadership from 8 -10 a.m. The third workshop, on Wednesday, Nov. 16, is "Quality Customer Service & Confidence: You Can't Succeed Without It." Reserve your spot by calling the Chamber at 691-7400 or Cumberland County College at 691-8600, x 392. Remember, your membership in the Greater Vineland Chamber of Commerce allows any of your employees to attend our functions. So, if you cannot attend, why not send a substitute?



Paige Desiere

## SBI Committee airs transportation issues

The lack of sufficient public transportation in Vineland and surrounding areas prevents qualified people from obtaining gainful employment, the director of an employment service said at the kickoff meeting of the Services to Business and Industry committee.

Marge Miller, director of Manpower in Vineland, told guest speaker Tim Chelius, Executive Director of the South Jersey Transportation Planning Organization, that many people looking for jobs are unable to take them because they have no way of getting there.

Chelius said the county in fact has a "robust" special transportation system in CATS (Cumberland Area Transit System), but that more money and vehicles are sorely needed.

Chelius focused on projects approved through the reauthorization of the Federal Transportation Bill, which grants a 30 percent increase in federal funds for highway improvements, "as long as some isn't taken back for hurricane relief," he said. About \$3 million has been allocated for repairs in Cumberland County.

Some of the bill highlights include resurfacing the intersection of the Boulevard and Sherman Avenue in Vineland, replacing the Route 56 Maurice River Bridge in Salem and Cumberland counties and replacing the Route 49 Cohansey River Bridge.

Gary Galloway, Chamber president, asked Chelius to look into a traffic problem at Main and Elmer Roads, a popular corridor for drivers returning from the Cumberland Mall and other Delsea Drive locations.

### Greater Vineland Chamber of Commerce General Membership Luncheon

Thursday, October 20, 2005 • 11:45 A.M. Luncheon  
Ramada Inn (2216 W. Landis Avenue, Vineland)  
\$20.00 per person

Speaker: Gubernatorial Candidate Doug Forrester

Policy Positions on:

- Economic Development
- Education
- Ethics Reform
- Property Taxes
- And more



Have your questions addressed - List any topics you would like to hear about on the registration sheet.

GVCC General Membership Luncheon  
Thursday, October 20, 2005

Clip and return to Greater Vineland Chamber of Commerce  
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Phone: (856) 691-7400 Fax: (856) 691-2113  
# attending @ \$20 each -- Advance registration is required.

I would like to hear Mr. Forrester address the following issue(s):

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Please return registration forms by Tuesday, October 18, 2005

All reservations must be paid in advance and will be taken on a first-come, first-served basis.



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# A. Corky Linardo Fire & Safety Equipment Co.— a local business rich in history

Even the name sounds like family—“A. Corky Linardo Fire and Safety Equipment”—and yes, it represents one of Vineland’s oldest family-owned businesses, celebrating its 50th anniversary this year.

Operated by Richard (“Rick”) Pollock, who serves as vice president, the company sells and services all kinds of fire safety equipment such as fire extinguishers, alarms, and sprinkler, restaurant and kitchen fire prevention systems. Pollock came into the business by way of marriage to the daughter of founder—who else?— A. Corky Linardo.

The founder had been a paid Vineland firefighter when in 1955 he was approached by a fire extinguisher distributor from Philadelphia. His interest piqued, the elder Linardo worked at establishing a business on his days off from his firefighting duties. In 1969 he retired from the Fire Department and continued to build the business.

Years later, in 1990, Linardo decided it was time to really retire, and he turned the business over to his daughter Celestine, who quickly convinced her husband Rick to handle the day-to-day operations. He left his job with the City of Vineland as Director of Data Processing, a job he’d held since 1971, to take over the reins. Since then, he says, the business has grown “800 percent,” partially through adding a new line of safety equipment such as goggles, gloves, eye wash and first aid kits. The service area was expanded to include restaurant and sprinkler systems, fire alarms and exit/emergency lights.

The company serves only commercial clients, Pollock said. They come from as far north as Princeton and as far south as Cape May. Delaware is also represented in the client base.

Why do they come to the small family-owned firm, which does hardly any marketing except for telephone book ads? Pollock says it’s because of their finely honed customer service.

“Guaranteed same-day service” is the company policy, and it’s earned a legion of satisfied customers.

Pollock is an active member of the Chamber, in particular the legislative committee. He also is a Board member of the N.J. Association of Fire Equipment Distributors and a member of the N.J. Burglar & Fire Alarm Association, the National Fire Protection Association and the Rutgers Family Business Forum of New Jersey. In 2003 he was named to the Fire Protection Equipment Advisory

Committee as co-chairman by then Governor McGreevey, a post he retains today.

Another accolade was being chosen last year for one of TV channel CN 8’s profiles in its “New Jersey Caucus on Family Business.”

Family members in this successful family business are the Pollocks’ sons, Michael, general manager, and Joseph, system specialist. Their son-in-law, Brad Miller, is the technician who “handles everything,” says Rick Pollock. The only non-family member is part-timer Joe Vitale.

Daughter-in-law Colleen Pollock, Michael’s wife, works part-time as secretary. When on the job, she brings along her six-month-old son, Ryan. The office is equipped not only with fire fighting materials but also a playpen and baby carriers. No doubt they’re breaking him in early as the first of the new generation that will carry on the Linardo dynasty.

*Richard (“Rick”) Pollock admires a portion of his fire equipment facility dedicated to the memory of its founder, former Vineland firefighter A. Corky Linardo. Shown are his firefighter’s coat, hat and other memorabilia.*



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# WHAT'S NEW IN BUSINESS?

The third annual **Halloween Bone Run Walk 'n Roll** is set for Oct. 30 at Parvin State Park in Pittsgrove. Hosted by the Rehabilitation Hospital of South Jersey, the event is designed to raise funds for the hospital's Rehabilitation Foundation goals of preventing osteoporosis and promoting disability awareness.

The program will feature two events for cash prizes: a 5-K run and 5-K wheelchair race, plus a non-competitive one to four mile walk. There will also be a health fair offering free tests for blood sugar, cholesterol levels and bone density, and pre- and post-race refreshments.

Prizes will range from \$25 to \$400 for the top eight male and female finishers. Prizes and trophies will also be awarded to the top five males and females in 14 age groups, from 12 and under to 70-79 years, and to the top four males and females in the over-80 category.

Registration for the roll and walk is 7 a.m. to 9:15 a.m. Race entry fees are \$20 for early registration and \$25 the day of the event. Registration can also be done online at [www.active.com](http://www.active.com).

Race director is Bruce Willson, who may be contacted for more information at 856-696-3924.

The **Vineland Rotary Breakfast Charities Foundation** will present an "Evening of Stand-up Comedy" by Comedy Blast, Inc., at Merighi's Savoy Inn, 4940 E. Landis Ave. in Vineland.

The headliner, a native Oklahoman now living in Philadelphia, is Glen Jensen, whose style has been described as "homespun cynicism with an urban edge."

The featured performer is Nancy Ryan, who has appeared on Comedy Central, ABC-TV and CBS-TV. She writes for the Tracy Morgan Show.



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**A Thyme to Remember**, an off-premise catering service at 1406 S. Main Rd., Vineland, celebrated its grand opening with the traditional ribbon cutting. From left are Chamber Board member Tony Asselta, chef/owner Georgeann Learning with daughter Kirsten and husband Joe, Vineland Mayor Perry Barse and Chamber Director Paige Desiere.

Doors open at 7 p.m. and the show begins at 8. Cost is \$30 per person, which includes hot and cold hors d'oeuvres, dessert and beverages. A cash bar is available. For tickets, call Tammy at 856-794-7878, extension 4040 or Tracey at 856-691-7350.

**Deborah Ayars**, president of A-Tech Engineering, recently received the Southern N.J. Development Council award for Leadership in Business at the 45th annual "Distinguished Achievement Awards Reception" honoring nine other women from New Jersey. Four were recognized in the Leadership in Government category, and the Distinguished Achievement Award went to former Governor Christine Todd Whitman.

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**John Carter**

The **Boys and Girls Club of Vineland** recently received a Power Hour grant through the JC Penney after-school fund and the Boys and Girls Clubs of America to start an after-school program and Homework Help Club.

The program is held from 3 to 6 p.m. at the success Building, 1159 N. Delsea Dr. in Vineland and will be offered to 25 young people, ages 6 to 18. For more information on the program, contact coordinator Linda Cataldi at 856-696-4190.

"**Bikes for Tykes and Teens**," a project of the Tri-County Community Action Partnership, is seeking bicycle donations for children, adolescents and

teens. Donated bikes will be refurbished for free distribution to area youth.

Drop off sites include Tri-County's administrative offices at 110 Cohansey St., Bridgeton, the City of Bridgeton's Florida Avenue garage or Bridgeton Travel Trailer on Route 49 in Bridgeton.

For more information, call Ken Henry at 856-451-6330.

**Lavenia Transportation** and the **Toad Fish Bar & Grill** are sponsoring "Eagle Express" bus parties, available for all Eagle home games.

Lavenia also is organizing "Holiday Shopping Parties" for group bus trips to area malls. For information on either program, call 856-453-7789.

*South Jersey Magazine's* annual who's who of "top attorneys" in the area includes Vineland residents **Franklin Riesenburger** and **Mitchell Kizner** of the Flaster/Greenberg law firm in Vineland.

Riesenburger was recognized as a top attorney in environmental law and Kizner in insurance law. Their story appeared in the magazine's August 2005 cover story.

Both lawyers also were voted 2005's "New Jersey Super Lawyers" in environmental law in the first "Super Lawyer" issue of the *New Jersey Monthly* magazine.

**Toad Fish Bar & Grill** will present "Oc'toadberfest 2005," a family festival and pig roast, on Oct. 15 at the restaurant at 222 Bridgeton/Fairton Road in Bridgeton. Organizers promise music, activities and prizes. Admission is \$10.



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