



Ocean Chamber News

Greater Ocean Township Chamber of Commerce

HOW THE CHAMBER OF COMMERCE CAN HELP YOU

December is membership renewal time, and the time for us to bring new businesses on board. Retailers, wholesalers, service providers, medical and law practices and all local businesses are welcome to join our organization. Here are some reasons to join your local chamber of commerce.*

- ◆ Being a member of your local chamber of commerce infers that your company is trustworthy, involved in the community and an industry leader. 7 out of 10 consumers believe that it is a good strategy for enhancing your business's reputation, for demonstrating that you use good business practices and care about your customers.
- ◆ When consumers know that a small business is a member of their local chamber of commerce, they are 44% more likely to think favorably of it, and 63% more likely to purchase goods or services from it in the future.
- ◆ When consumers know that a restaurant is a member of their local chamber of commerce, they are 40% more likely to eat there in the next few months, for an insurance company they are 43% more likely to consider buying insurance from it.

A FEW REASONS WHY YOU SHOULD JOIN THE GOTCC

- ◆ We will mentor you and provide introductions at our events.
- ◆ We provide promotional opportunities for your business through our newsletter's "Publicize!" column - US mail circ. all members and 12,000 homes; and on our upcoming Website at www.gotcc.org.
- ◆ We provide educational information and opportunities to help you effectively promote your business and save money.
- ◆ We offer events at varied hours to make them accessible for all members.

JOIN US! For more details call or email us at 732.660.1888 or gotcc@optimum.net

*From a study commissioned by the American Chamber of Commerce Executives with support from the Small Business Network, Inc., and completed by the Shapiro Group of Atlanta, Georgia.

Greater Ocean Township Chamber of Commerce

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Acting Business Manager

Kim Horn Blanda

Membership, Sponsorship & Event Information

(732) 660-1888

gotcc@optimum.net

2002 Bellmoore St.
P.O. Box 656
Oakhurst, NJ 07755

www.gotcc.org

Thank You to Our Scholarship Sponsors

TD BANK

Provident Bank

The Coaster

**Seaview Orthopaedic
& Medical Assoc.**

If you live in Ocean Township, are a GOTCC member or employee of a member, your child may apply for a college scholarship when a senior. Applications are available in February at the OTHS guidance or GOTCC office. Community service is stressed.

Welcome New GOTCC Members

Gold Coast Cadillac, Keith Harvey
NJ Press Media Solutions -
The Asbury Park Press, Andrea Thorne

PRESIDENTIAL PAUSE

We are pleased to be able to share our Chamber newsletter with all our members and all those who live and work in the Township of Ocean. Perhaps after reading a few issues of "Ocean Today," you might consider joining our fine organization and find new ways to promote your business? Or, if you live in the Ocean area, you may want to volunteer on our Ocean's Got Talent or Scholarship Committees? Feel free to call or e-mail us to discuss the possibilities.

Speaking of our Scholarship Committee, last month, our 22nd Annual Comedy Night & Mini Gift Auction was held at Branches and was a record-breaking evening! I would like to thank our sponsors - TD Bank, Provident Bank, Seaview Orthopaedic & Medical Associates and The Coaster; gift donors; Scholarship Committee members; Mayor Larkin, Township Manager Brannen, Dr. Ponton, Superintendent Lysko and the Board of Education, and their respective staffs; all the Ocean school PTA's and all those who attended for their part in making the event a huge success. We will include scholarship information in our January issue.

I wish you all both a happy and prosperous holiday season.

Respectfully,

Nicholas A. Blanda
President, GOTCC
Licensed Mortgage Banker
nblanda@auroralending.com
Cell 732-829-4294



Holiday Giving



Community Hope Fund is seeking both Donor Families/ Businesses and Donations for their 2010 Adopt-A-Family program.

You can adopt an entire family [small, medium or large] with the help of your extended family, friends or associates - or you can make monetary donations or drop off new unwrapped toys to the Human Services Dept. at 601 Deal Road, Ocean. Please make checks payable to: Community Hope Fund. For additional information call **732.531.2600**.



The Chamber is collecting non-perishable food items for the FoodBank of Monmouth & Ocean Counties. Donations can be dropped at the GOTCC office at 2002 Bellmore St. in Oakhurst or at any Central Jersey Bank location. Call or email **732.660.1888** or **gotcc@optimum.net** for details.

PUBLICIZE!

NJ Press Media Solutions, a division of the Asbury Park Press is now offering daily specials! Sign up at their Website and you will receive an email every day with a different offer that is only good that day. Anyone is welcome to sign up to receive the benefits; and businesses can sign up to provide a daily discount, which is also included on the cover of the Asbury Park Press and on their Website! For more information on how you can participate in this program, contact Kathy LeMaire at 732.643.3769 or klemaire@NJPressMedia.com. To sign up to receive the daily specials emailed directly to you, email <http://dailydeal.njbestbuys.com/signup>.

Our condolences to former GOTCC member Carl Linfante on the recent passing of his wife of 30 years, Elizabeth. Elizabeth was an artist who graduated from the Philadelphia Academy of Fine Arts. She and Carl settled in Oakhurst to raise their two daughters in 1980. You may leave a condolence at www.damianofuneralhome.com.

The FoodBank of Monmouth and Ocean Counties is trying to feed the hungry this holiday and has a new program, the 2010 FoodBank Holiday Ornament. You may contact them by phone at 732.918.2600 or at www.foodbankmoc.org, and purchase the \$15 ornaments as a gift for a friend, client or loved one. You can either have them delivered to you, or the recipient. They accept Visa, MasterCard and American Express.

LADACIN Network, formerly Cerebral Palsy, is planning their Polar Bear Plunge 2011 on Saturday, January 5th. The event is scheduled for Leggett's Sand Bar & Restaurant in Manasquan. Plungers and volunteers are needed. LADACIN is also looking for runners for the full, half or team relay on Team LADACIN in the New Jersey Marathon in Long Branch on Sunday, May 1, 2011. Call 732.493.5900 ext. 263 or email communityrelations@ladacin.org. More information is available at their Website www.LADACIN.org.

The Pollak Theater at Monmouth University has the following lineup planned. Tickets and information are available at 732.263.6889 and www.monmouth.edu/arts. Cherish the Ladies Celtic Christmas with Irish Step Dancers, Saturday 12/18 at 8:00 pm [There will also be an Intro to Step Dancing Workshop at 6:00 pm at Anacon Hall in the Rebecca Stafford Student Center - this event is free with show ticket or \$10 without show ticket purchase]; Comedian and blues guitarist Jeff Daniels, Friday, 1/28 at 8:00 pm; Ailey [with Q&A after the show], Sunday 2/13 at 7:00 pm; the musical Canadian family - Leahy, Friday 2/25 at 8:00 pm.

94.3 FM WJLK The Point welcomes Tom O'Sullivan as their new local sales manager for Monmouth and Ocean Counties.

With many years experience in the radio industry, Tom took the reins on November 23rd. Tom can be reached at 732.897.8282 or tom.osullivan@mrgnj.com. Visit their site at www.943thepoint.com.

Wegmans Market has just celebrated the grand opening of the new Wegmans Wine, Liquor & Beer store, located at the south end of the market. They want everyone to know that no one in New Jersey has lower prices on the most popular wines, beer and liquor - everyday! They also have a huge selection of \$6 wines that are hand-picked by their wine team for their exceptional taste, versatility and quality - beating the myth that wines have to be expensive to be good. Visit the new store daily from 9:00 am to 9:00 pm and Sundays from 10:00 am to 9:00 pm, and say hello to manager Courtney Srubjan, Wine Store Manager or Christopher Hopf, Wine Team Leader at 732.695.7080 or visit them on their Website at www.wegmans.com/wine, where you can find detailed information on their products.

The MODC [Monmouth Ocean Development Council] is having their Annual Holiday Luncheon at Shadowbrook on Friday, December 17th. The event will include raffles, door prizes, contests and entertainment. They are also sponsoring the Marine Corp's Toys for Tots drive, and welcome any donations of new unwrapped toys. Cost: \$39 members/\$50 non-members. Contact: Kim Tyndall/Barbara Reed MODC at modcstaff@modc.com or (732) 751-8696.

Branches in West Long Branch is celebrating the season with "Breakfast with Santa" on Sunday, December 12th from 9:00am - 12:00pm. \$25.00 for adults & \$15.00 for children ages 2-12 (plus tax & 18% gratuity) includes photo with Santa, face painting, kid's tattoos and ornaments. Visit their Website at www.Branchescatering.com to view full menu. Seatings are reserved for every half hour, call 732-542-5050.

Adpro Imprints has a HOLIDAY HOODIE SPECIAL ONLY \$19.95 ea!!! 24 Style # 4997 Jerzees Adult 9.5-oz. SUPER SWEATS® hooded pullover, any color, with a one color front imprint...no set up fees!!! Regularly priced at \$26.65 each plus \$20 setup. That's a savings of over \$180! Prices include basic layout only with 1 screen. Custom artwork priced separately. Offer exp. 12/31/10. Adpro Imprints, 1206 Rt. 35 South, Ocean, NJ 07712. Call 732.531.2133. Fax 732.531.2142. Email info@adproimprints.com or visit www.adproimprints.com.

Take advantage of Publicize! Please send your submissions to gotcc@optimum.net and we will print them space permitting.

WHY SMALL BUSINESSES SHOULD ADVERTISE ON RADIO & HOW TO DO IT EFFECTIVELY AND WITHOUT STRESS

Planning for Success

Radio has the ability to create the most vivid, motivating pictures because it directly involves the listener's imagination. Can you imagine a day at the office or the beach, a drive at rush hour or a walk through a store without it? That personal visualization coupled with its affordability is the main reason radio remains a favorite and essential tool of successful businesses. Yet, while it is a given that radio's audience is the most universal, it is the creative development of the commercial and its accurate placement that is the ultimate key to a radio campaign's success. Comedy is a great sales tool because it makes people stop and listen so they don't miss the punch line. Radio commercials can be a great form of entertainment with a great retention factor. For example...how many of you can complete the 4 words in this jingle...

'Winston tastes good ____ _ ____ _ ____ _' If you said, 'like a cigarette should', you're correct. And imagine... Winston Cigarettes hasn't aired on radio since 1972! That's almost 40 years ago and we still remember their slogan.....that would never happen with a print ad!

Trust a Professional

Although radio is a powerful tool, it's a tricky medium for the novice to work with; therefore utilizing an agency that specializes in the medium can be a great asset. Individual radio stations can overwhelm clients with unfamiliar information designed to sell their station. A good agency will sift through that data to reach the greatest portion of the client's targeted demographic and to not only choose the most cost effective radio station, but what time of day your ads should run. Agencies follow a strategic method to create results. First

by defining your target 'demographic.' In doing so, they analyze a myriad of factors which distinguishes the buyer of your product or service, i.e., age, sex, ethnic background, marital or financial status, homeowner, parent, dog owners, etc...Then there's the 'psychographics'....Do your target customers participate in sports? What are their hobbies? Are they Vacationers? Combining both these independent stats makes a profile of your 'perfect' customer, and accordingly an agency can direct you to the radio station that will give you the most 'bang for your buck'!

Producing Results

Producing radio commercials is an exact science. It takes a practiced, seasoned professional to write, pace and time effective, memorable commercials. Remember, it's the agency's daily business to produce ads that produce results. A qualified agency can write an incredibly memorable commercial for no charge at all if the radio station produces it. If the client wishes the agency to produce the spot, the production cost is minimal (approximately \$300 for a Sixty Second Commercial). And remember... catchy ads will stay with the listener, developing name recognition and confidence. The most important thing to remember is ... Know Thy Audience. Know who buys, and then talk to them, the way they want to be talked to."

More Bang for Your Buck

It costs nothing extra for advertisers to benefit from the qualitative insight and services of an agency. In fact, using an agency can save you money. Many times, agencies will create 'added value' promotions between the advertiser and the radio station for added mentions at no extra cost. They'll also research the availability of co-op or manufacturer's

advertising dollars. So much co-op money is lost each year by vendors simply because the advertiser didn't know it was available or maybe felt it was too much trouble to use. An experienced agency can save the client thousands of dollars by utilizing the co-op dollars that's due them. Also, if an agency does a lot of buying, they can often offer clients schedules at lower costs than the client could negotiate because of the agency's position as a buying force.

Use Radio Frequently

As you design your advertising approach, and plan to incorporate radio into your total market strategy, remember some of these points:

- Know your customers/know who wants and needs your product.
- Understand the jargon/the time of day that your ad runs is critical/know when the bulk of your potential new customers are listening
- Develop creative ads/put your ego aside and spend the time to have ads produced that produce results

• Take advantage of radio's timeliness/ radio lets you change, update and correct information in short periods of time.

Robin Thompson, Owner of Omni Media Group in Ocean has been in the radio industry since 1980. She began as a disc jockey at WJLK-FM and then became a media buyer at OUTQ Advertising in Union for 19 years placing clients on all New York/New Jersey radio and television stations. She has won numerous JASPPRA (Jersey Shore Public Relations and Advertising Association) awards for most creative radio commercial. In 2004, she opened Omni Media Group which specializes in electronic media placement, production and promotion on all radio, cable and broadcast television stations. But Thompson's heart has always been in radio....as she reminds us..."Radio will always be a very active part of all our lives. Junk mail can get tossed, newspapers can be read on-line but radios are always on...uniting people everywhere. Radio will always continue to be a very active element of any good advertising campaign....it works for our clients." Reach Robin at 732-643-0005 ext.1 or Omnimediabuyers@aol.com.

TRINITY WORLDWIDE TECHNOLOGIES, LLC

Trinity Worldwide Technologies has earned the Microsoft Certified Partner and Small Business Specialist designation from Microsoft and serves as the IT department for many small businesses in NJ.

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Scholarship Event

The Greater Ocean Township Chamber of Commerce's recent scholarship fundraiser was a smashing success! Our 22nd annual event was moved this year to a Branches Catering in West Long Branch, a larger venue, which enabled us to sell 30% more tickets than the year that held our previous record. "We were concerned that it would be difficult to sell tickets in our current economic state, however we found that those who could afford the cost of a ticket really needed a stress relieving, laughter-filled night out," said GOTCC president Nick Blanda, who has chaired or co-chaired the event for all 22 years. "We are thrilled that we will be able to continue to provide funding for hard-working, community-minded local high school seniors who are dealing with the increased cost of a higher education," he added.

The event, a comedy show and mini-gift auction, was emceed by Lou Russo, co-host of the "Lou & Liz Show," on 94.3 FM The Point. Russo introduced the comedians and called the winners of the gift auction. Joena Cobb, a fan of the "Lou & Liz Show," won 2 tickets in their on-air promotion and got to sit with Lou and his wife Diane during the

show. This year's lineup included Bob Gonzo, Dr Oz's daily warm up man and frequent guest Richie Byrne and NJ's own Mike Marino was headliner.

The mini-gift auction was a success, and featured a \$2500 radio advertising package from WRAT 95.9 FM and a \$2500 digital advertising package from Millennium Radio NJ, along with other in demand items such as a water color print of Asbury Park nostalgia by local artist Frank Mainieri, a rake full of lottery tickets donated by the GOTCC Board of Directors, children's birthday parties, overnight getaways, tickets for the Monmouth University Bob Dylan and Count Basie Theater Natalie Cole concerts, a custom Cadillac Callaway golf club bag and more.

The event was sponsored by TD Bank, Provident Bank, Seaview Orthopaedic & Medical Associates and The Coaster. The GOTCC wishes to thank everyone associated with this worthwhile cause; Lou Russo and Millennium Radio NJ, all our sponsors and gift donors, Mayor Larkin and Manager Brannen of the Township of Ocean, Dr. Richard Ponton, Superintendent Lysko and the Ocean Township Board

of Education, all Ocean Township PTAs, Andrea Phox Photography, Nick Gradone of Atlantic Kitchen & Bath, John Lombardo and his staff at Branches, Greater Media, Central Jersey Bank, Aurora Financial Group, Two River Community Bank, Staples, JM Printing & Graphic, Speedpro Imaging, our entire committee of hard-working volunteers, including Dana Agrios, Elana Aurichio, Bill Bintliff, Nick Blanda of Aurora Financial

Group, Cathy Fahey, Laura Huderwitz of Provident Bank, Kathy King of Central Jersey Bank, Jacqueline Leiva of Keeping It All Together, Kim Rise-Somerville of Two River Community Bank, Teri Sciamarelli or Case Design & Remodeling, Marie Siciliano of the Gavin Agency, Maria Sporn of Insurance Office of America and Lois White or Piccola Italia, and all those who attended and supported the good cause.

WHY AREN'T YOU PROMOTING YOURSELF IN THIS ISSUE?

When you read this issue, did you think "I should have had this or that in Publicize? Then, "I am so busy, I never remember or have the time to submit the information?" Did you know:

- ⇒ "Ocean Today" is sent to all Chamber members and 12,000 homes, a potential to reach more than 25,000 people? And promoting yourself in our Publicize! column is a free benefit of membership!
- ⇒ We will shortly launch our new Website at www.gotcc.org, where Publicize! will be included for more exposure.

Too busy to remember? Here's how to take the stress out of the process:

- ♦ Use your cell phone! Set your calendar to send you a monthly reminder to send out a release to the Chamber and/or local media. Target date, 1st of the month.
- ♦ Use Google Calendar - and let it send you a monthly reminder via email. If you don't know how, ask someone. Once it's set up, it's a breeze.

When something newsworthy happens, pin the information on your bulletin board, put a sticky note on your monitor or add it to Google calendar or YOU WILL forget! It's like assuring yourself that you will remember if you don't write eggs on your grocery list. Chances are, you won't. Or, make it easy and just email the information whenever it surfaces!

Remember to send out press releases to the media whenever appropriate. We will cover how to write and where to send a press release in a future issue.