



# THE BUSINESS NETWORK

## THE NEWSLETTER OF THE LAKEWOOD CHAMBER OF COMMERCE

[www.mylakewoodchamber.com](http://www.mylakewoodchamber.com)

Editor: Pam Ulrich

Jan. 2007

The Lakewood Chamber of Commerce had its installation of officers and board members on December 12, 2006, in the Mansion at Georgian Court University.

**PROMOTING  
BUSINESS  
PROSPERITY  
SINCE  
1917**

Mission: To Serve,  
Educate and  
Communicate  
To Our  
Members While  
Promoting  
Opportunities  
For Business  
Growth In The  
Lakewood  
Community

The officers and board members would like to wish the membership a

**Happy, Healthy and Prosperous New**



On December 12, 2006, the Lakewood Chamber of Commerce had the induction of its new President, Jim Farrell. Jim Farrell, CFO of Single Throw, Inc. will be the President of the Lakewood Chamber and Rosann Zulauf, Commerce Bank, will be the Immediate Past President. Thank you, Rosann, for a job well done.

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The Lakewood Chamber would like to thank William Bowe, Esq. for traditionally being the Chamber's Master of Ceremony at the Annual Holiday Party.

Another tradition is the door prize – a donation of 10 pounds of chocolate from Stephen and Vivian Reed. Thank you to a terrific couple for their support and generosity to the chamber. They also donated a case of wine for the Holiday Party. The chamber would like to thank Kathy Okaly, Kathy volunteers her time here at the Chamber and does an excellent job. Above in the right hand corner you will see our Executive Board. We would like to congratulate two new comers to our executive board: Jason Campagna, D'Elia Funeral Home and Bruce Kramer, CPA, J. H. Cohn. Above are pictures of, Maureen Stankowitz, Terry Moncrief, Stanley Federowicz, Kathleen Mead, Bruce Kramer, Rosann Zulauf, Jim Farrell, Ben Waldron, and Jason Campagna.



## Member News:

- **Save the Date!** June 26, 2007, Tuesday, the Lakewood Chamber will be having its Annual Golf Outing at "Galloway National Golf Club." This is a celebration of the Chambers 90th Anniversary. The web-site is: [www.gallowaynationalgolf.com](http://www.gallowaynationalgolf.com)
- The Lakewood Chamber of Commerce will be celebrating its 90th Anniversary this year, 2007.
- **Thank you to Dr. Ron Rotem for donating \$1,400.00 to Ocean of Love.**
- **The Girl Scouts of Ocean county has a new name and it is now the Girl Scouts of the Jersey Shore. If you need more information you can go to the web-site:** [www.ocgsc.org](http://www.ocgsc.org)
- **Save the Date!** 20th Annual Women of Distinction Dinner will be presented by the Monmouth Council of Girl Scouts on Thursday, March 15, 2007 at Jumping Brook Country Club.

- Our condolences to Neil Brodsky, Esq. of Carluccio, Leone, Dimon, Doyle & Sacks on the passing of his dad in November.
- Our condolences to the family of cartoonist, Bill King, who passed away in December 2006. Bill drew the sports characters in the cartoons in the Asbury Park Press and also did the characters for the honorees at the Lakewood Chamber Annual Awards Dinner.
- Our condolences to Gary Gellman and family on the loss of his mom, Camille Gellman, this December.
- Our condolences to Christopher Ruisi and his family on the loss of his mom, October 2006.

The **Community Resource Committee** would like to thank everyone who has contributed \$1.00 or more during our General and Industrial meetings. The donations are given to Emergency Services - Ocean County, and The David Brunelle Parent Resource Center for the purpose of purchasing food and staples for the less fortunate in the Lakewood area. Please note these services are available to anyone through Emergency Services -Catholic Charities, 200 Monmouth Avenue, Lakewood, or The Dave Brunelle Parents Resource Center at 655 Princeton Avenue, Lakewood. Thanks again for your continued support.

**Julie Vanore, Chairperson**

The **Program Committee** surveys members in order to identify meeting topics/programs that will help them meet their business needs. Topics address the needs of all Chamber members whether your business is small or large, in the UEZ zone, or located in another town. Topics address the needs of line workers, support staff, and management. The committee is interested in your input regarding future programs. Call the Chamber Office with your ideas and help us to help you.

**Kathleen Mead, Chairperson**

The **Future Business Leaders of America:** Chairman, Charles Mandell, Esq. works closely with the Lakewood High School pupils in connection with real life situations in the business world and mentors them in their future endeavors. The Chamber also holds an **FBLA Day** to encourage participation. **Rothstein, Mandell, Strohm, and Must,** 150 Airport Road, Lakewood, NJ 08701.

**Charles Mandell, Esq., Chairman**

## COMMITTEES

Most of the programming for the Lakewood Chamber of Commerce is accomplished through the committee structure. **Members need not be elected to the Board of Directors to serve on committees.** It is important to have a wide volunteer base to have diverse and lively discussions. Following is a list of our permanent committees. Please contact the Chamber office or any committee chair for more information.

**Awards Committee** (Rosann Zulauf) selects and honors people and organizations whose efforts have made a difference in the community.

**Business Issues / Retail Committee** identifies and discusses issues affecting business in the Lakewood Community.

**Bylaws Committee** (Charles H. Mandell, Esq.) reviews and monitors current bylaws and suggests changes to the Board of Directors as required by law.

**Communications Committee** (Fran Kirschner) assists in the production of the bi-monthly newsletter.

**Community Resources Committee** (Julie Vanore) assists families in Lakewood by providing food and necessities to boost the quality of their lives.

**Education/Scholarship/Mentoring** (Brianna Douglas) interacts with schools and colleges for business educational purposes. It also administers the Chamber's scholarship and mentoring program.

**Golf Outing** (Stanley Federowicz) plans, promotes, and organizes the annual golf outing. This annual program raises funds for scholarships and offsets Chamber operating costs.

**Industrial Committee** (Sam Soprano) provides speakers for meetings and seminars, which address the needs of Lakewood's industrial businesses.

**Marketing / Membership & Retention Committee** (Rosann Zulauf) promotes and markets Chamber membership. She suggests benefits and opportunities for service to members, which will encourage growth.

**Program Committee** (Kathleen Mead) assists each committee in scheduling a meeting topic.

**Special Events Committee** helps the Chamber interact with the township and the events that take place in the community

**Technology Committee** (Jim Farrell) assists the Chamber and its members with technology issues. Promotes the use of technology throughout the Chamber.

## Announcements

Withum, Smith & Brown has been named Business of the Month by the Chamber. Terry Moncrief, the First Vice President of the Lakewood Chamber.

- Fran Kirschner, Frantasy Enterprise, and Jim Farrell, Single Throw, Inc. have been named Business Persons of the month by the Lakewood Chamber.
- Please log on to the Chamber web site and see the first of its kind our Podcast.



Geoff Brown, Lakewood BlueClaws, was given a token of appreciation by the Lakewood Chamber at the Annual Awards Dinner on November 14, 2006. Congratulations Champs.



LET THE CHAMBER WORK FOR YOU!

## JOIN A COMMITTEE!

HELP YOURSELF AND THE COMMUNITY

ADDRESS IMPORTANT ISSUES!

- Awards Dinner Committee
- Marketing Membership & Retention Committee
- Business Issues/Retail Committee
- Communications Committee
- Community Resource Committee
- Education Committee
- E-Newsletter Committee
- Golf Committee
- Industrial Committee
- Legislative Committee
- Program Committee
- Special Events Committee
- Technology Committee

As a member of the Lakewood Chamber of Commerce, there are so many ways you can help yourself and the community you live in. One way is to get involved and let your voice be heard by playing an active role in all events and committee functions. **YOU ARE IMPORTANT** and your ideas and concerns are welcome here at the Lakewood Chamber. If you would like more information about how to get involved, please call Maureen or Pam at the Chamber office 732-363-0012, and we will direct your interests to the appropriate chairperson.

## Breaking News at the Chamber

The Lakewood Chamber of Commerce is now introducing “blog” and “podcasting.” You have two ways to find the Lakewood Chamber blog:

- Click on the word “blog” in the Lakewood Chamber E – newsletter.
- Go to [www.lakewoodchamber.blogspot.com](http://www.lakewoodchamber.blogspot.com)

It has arrived: A Podcast, profiling the Lakewood Chamber of Commerce. This Podcast is sponsored by Tracy Cavanaugh of America’s First Funding Group. This is the first in a series of Podcasts on issues relating to business in New Jersey.

Interested in sponsoring a future Podcast? Call Jim Farrell at 732-451-0820 ext. 102 for more information. Interested in sponsoring the Lakewood Chamber blog? Call Pam at 732-363-0012.

### “Ask Fran”

Do you have a question about public relations, writing, or grammar? Then “Ask Fran.” Your answer will appear in our E-Newsletter and Newsletter. (Be sure to let us know if we can mention your name and your company.)

**Question:** I see the word “myself” often used incorrectly (or at least I think so). For example, I received e-mails that contained the following: “One of the clients of John Doe and myself is considering using. . .” or “Could you please send the information to John Doe and myself?” or “Beverly and myself had a great time.” In these examples, is the use of “myself” incorrect? This has bothered me for some time because I see this usage often. Please help!

**From:** Bruce Kramer, Partner, J.H. Cohn, LLP

**Fran’s Answer:** You are right to be bothered with the usage of “myself” in the examples you gave. (I, myself, never use the word.) The word “myself” has only two uses: 1) When it shows emphasis or 2) when it illustrates what you, yourself, did.

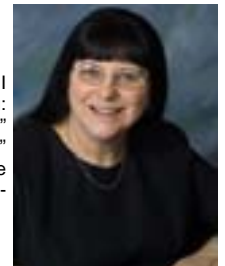
Examples: a) I, myself, made all the phone calls for the chamber. (Emphasis-You could have said, “I made the all the phone calls. . .”) b) I knocked myself out trying to lose weight. (Reflexive pronoun, reflecting back to the subject and showing what you did.)

Your e-mails should have read: One of John Doe and my clients is considering. . . Please send information to John Doe and me. Beverly and I had a great time.

Fran Kirschner

732-363-3988

Frantasy Enterprises, LLC



Citizen of the Year Awards were held on Tuesday, November 14, 2006, at the Ramada Inn, Toms River. The honorees : Sovereign Bank, J. Knipper and Company, Inc., Wilbur Wittemann of Lakewood Jazz, and The Marzarella Family of All County Aluminum. It was a very successful event with approximately 180 people in attendance. What are the chances that two of our honorees would be connected in the community and also at our Awards Dinner? Well it did happen. Wilbur is Matthew Marzarella's music teacher. Matthew plays the trumpet in Wilbur Wittemann's music class. Two very different honorees, honored for different reasons in the community, yet they are connected by one very special student Matthew Marzarella. Congratulations to all the honorees .





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**UPCOMING EVENTS.....UPCOMING EVENTS...**

## **Calendar of Events**

- **Wednesday, January 10, 2007**, Industrial Luncheon, Ramada Inn, Toms River at 11:30 a.m.
- **Thursday, January 18, 2007**, New Member Orientation, Chamber Office at 8:30 a.m.
- **Monday, January 22, 2007**, Board Retreat, Ramada Inn, Toms River at 5:00 p.m.  
**Lakewood Chamber Board of Directors.**
- **Tuesday, June 26, 2007**, Annual Golf Outing, Galloway National Golf Club. The details will follow.

**Reminder to save the above dates**

***“ 2007 is the Lakewood Chamber’s 90th Anniversary”***