

NORTH JERSEY REGIONAL CHAMBER OF COMMERCE

BUSINESS MATTERS



The Voice of North Jersey Business

3rd Quarter 2012



OPTIMIZE BUSINESS SOLUTIONS

Ivan Jackson, Founder and CEO

Christopher Lang, Co-Founder and President

AS A SMALL BUSINESS OWNER, YOU SPEND ENOUGH TIME WORRYING ABOUT THE DAY TO DAY

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WORRY ABOUT YOUR ONLINE MARKETING.

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North Jersey Regional Chamber of Commerce

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Publisher and Editor: Naoma Welk, Welk Ink
Graphic Design: Megangela Graphics LLC

Subscriptions are available at \$45/year.
Contact Naoma Welk at naomawelk@aol.com to purchase a subscription.

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Cover Photograph: Dan Epstein
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Publisher's Note



Business Matters site. The site is easy to navigate and visitors will find it easy to read, easy to email and easy to print. Included in the site are tabs that help you communicate with us; we are looking forward to hearing from you. I hope that you will list our site as one of your favorites on your browser.

Also in this issue we are featuring news about some of our dedicated advertisers. Be sure to read *Home Away from Home* about AVE, *A Daytime Nightmare* about Cartridge World, *Are Your Customers Finding YOU* about Your Cyber Partner, and *We've come a long way baby!* about Integrated Healthcare of Montclair's Zerona.

Also featured is a story about DataScreening, a long time Chamber member that has just been named a "Make Mine a Million \$ Business."

If you are looking for a gift, look no further than page 6 to get some ideas.

Tech Tips advises businesses about managing inappropriate web use and The Coach's Corner continues to offer advice for career management.

I hope you enjoy this issue.

Naoma
Naoma Welk, Publisher
Naomawelk@aol.com

INTRODUCING www.businessmattersnj.com

This issue's cover story is about a Chamber member business that "puts the power of online marketing into the hands of local small/mid-size businesses." Ivan Jackson, Founder, and Christopher Lang, Co-Founder, showed off some of their skills when they designed and developed the Business Matters web site.

The stunning home page of the new Business Matters web site showcases the four most recent magazines, which means that when you participate in an issue, it will stay up on the home page for an entire year and after that, it will be available in the archives. This new online presence is one more reason to advertise in Business Matters magazine. To let someone know about your business, direct them to the

OOPS!

In the last issue we incorrectly listed the telephone number for Rob Breslau, Prestige Custom (see story on page 7 - 2Q issue). The correct number is 908.533.3009. You can also email him at rob.prestige@gmail.com.

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Ivan Jackson and Julian Carrera examine the home page for the On the Road project.

OPTIMIZE BUSINESS SOLUTIONS

Putting the power of online marketing into the hands of local small/mid-size businesses

By Naoma Welk

businesses approach online marketing. Jackson and Lang's company is focused on offering a better, more nimble and more cost effective approach to online marketing for small to mid-sized businesses. Do they turn away large companies? NO! However, their bread and butter clients are smaller companies that need customized products and services.

THE PROCESS

When you contact Optimize Business Solutions they don't try to sell you on a new website or a new prepackaged marketing strategy. They take time to get to know you, your business and your company's goals. Some clients simply want to create an email list; others want to show off a new product. Still other clients need a site that showcases their work. Regardless of a client's need, Optimize Business Solutions will create a credible, measurable, goal and results-driven online presence.

Jackson explains, "The first thing we do is visit the client or arrange a conference call and speak with management and employees. We want to understand the inner workings of their business. Then, we research the competition to find out what has -- and what has not -- been effective in terms of an online presence and then, suggest a custom-tailored online strategy." After identifying a client's business goals, Ivan and Christopher put together a measurable action plan and develop metrics to track and help their clients achieve those goals.

Optimize Business Solutions works with clients to help define a marketing strategy that can grow with the business. Since online marketing is an ongoing process, strategies are created to be revised. Ivan and Christopher stick around and serve as their clients' long-term social media partner.

Even business owners who don't have an internet presence know that a web site is one of the first steps in launching a social media presence. When Ivan and Christopher meet with clients, they first determine which particular platforms are best suited to the client's business. Next, they map out a strategy for their clients' to best communicate with their ideal customers. Consistency is very important and Optimize Business Solutions keeps each internet tool consistent and recognizable. Lang explains, "A big part of the value we provide our clients is the ability to service their entire online marketing needs, from strategy to execution and across the entire online marketing spectrum."

One of their clients is a gentleman who is an investment firm manager by day and a musician by night. Ivan and Christopher built his web site, integrated an online marketing campaign and helped him start his blog. Lang says, "Since this particular client manages his own content and blog, he didn't need all of our services. Instead, we provided him with a roadmap to get started. Now we help him maintain a consistent, updated look to his media tools. We continue to serve as his strategic advisors and meet with him monthly to brainstorm and see if we can help him. He is one of our more 'hands-off' clients,

but no less important."

The vast assortment of possible online marketing options can be dizzying. Most are expensive but there are some that are not. Ivan and Christopher suggest their clients begin with an in-depth analysis of their current online marketing situation, create measurable goals and then work out a plan of attack that fits both the client's budget and their online marketing goals.

One of the newest web sites Lang and Jackson developed is for Business Matters magazine: www.businessmattersnj.com. Ivan explains, "This site is perfect for the magazine as it is today. On the home page, the site showcases the four most recent issues and another page presents archived issues. Visitors can read each issue, learn about NJRCC, reach out to the publisher and research advertisers." Ivan smiles, "However, let's say Business Matters grows into something like Time Magazine. Then, we would tweak the web site to meet the size and scope of a larger magazine."

Although Optimize Business Solutions meets the needs of smaller businesses, they also have the experience, expertise and depth of resources to work with larger companies. They have the ability to provide an entire online marketing department, online marketing project planning and management, strategic advisory roles and implementation. Optimize Business Solutions provides soup-to-nuts services at a fraction of the cost a company would spend to build an in-house team.



Christopher Lang and Ivan Jackson strategize a client's social media campaign.

Optimize Business Solutions has a number of strategic partnerships including their joint venture with Countess Communications, an Emmy award winning video production company. They also work with a number of writers as well as a traditional print marketing company. With all of these services available under one umbrella, Optimize Business Solutions

can provide a variety of services that maximize a client's online marketing efforts.

Ivan's background is in marketing and Christopher's is in technology development and project management. Jackson explains, "Long, long ago when we worked at the same ecommerce company, we found we both strongly agreed with the concept of exceeding our customers' expectations. We wanted to make customers happy, not just solve problems. When I sold technology solutions to businesses, I knew I could depend on Christopher to make sure customers were happy over the long term. He doesn't just fix a problem; he identifies potential problems before they have a chance to occur. We are constantly looking to improve our game and skill set. In turn we can improve our customer's ROI. One of our favorite phrases is, 'I think I know a better way to do it.' We share our ideas with clients and if it makes sense, we run a few tests and see if the idea really has legs."

Christopher explains, "Online marketing is something that is continually evolving and as business owners we have to grow right along with our client base. It is our sincere goal to help our clients grow online in a manner that is well thought out, goal oriented, and measurable yet tailored specifically to their budgets."

Together they are a small businesses' dream team. To learn more about Optimize Business Solutions and what they can do for you, visit www.optimizebusinessgrowth.com or phone them at 1-800-816-8571.



Jay Morrison and Christopher Lang assess an image.

Optimize Business Solutions takes a consolidated approach to the way small businesses utilize online marketing. They offer month to month integrated online marketing systems and customizable tools tailored to customers' specific needs and budget.

Optimize Business Solutions can:

- Develop strategic online marketing campaigns
- Design and maintain web site/social media platforms
- Provide Search Engine Optimization
- Create compelling graphic designs
- Design social media marketing maps
- Provide smart social media marketing outsourcing services
- Optimize local search engine and relevant directory submissions
- Create custom social media page design
- Provide offline marketing assistance
- Create online/offline integrated promotions, contests, etc.

We've come a long way baby!

Non-invasive body slimming and fat burning with no recovery time

Dr. Tyran Mincey has been building Integrated Healthcare of Montclair, a successful holistic chiropractic practice for more than 15 years. He also has a satellite office in Manhattan. Mincey and his team have helped a wide range of patients resolve an array of health issues. About a year ago, Dr. Mincey added ZERONA to his practice and now he helps people both look and feel better. Zerona offers one of the least expensive ways to eliminate fat from one's body.

In 2010, the Federal Drug Administration approved ZERONA cold laser for the use of non-invasive body slimming. In the ZERONA FDA trials, participants lost an average of 3.5 inches in just two

weeks when they spent less than an hour relaxing under a cold laser light. Dr. Mincey explains, "With ZERONA, we have seen fat losses of as much as 14 inches in just 2 weeks. Of course results vary from one person to another but the track record is impressive."

Patients who combine ZERONA with expert holistic healthcare and body balancing have seen winning results. Cold laser had been used for more than 40 years and in the last 15 years cold laser has been used to control pain. Most recently, practitioners have used cold laser to lose fat. Dr. Mincey smiles, "Historically, there have been no known side effects of ZERONA, but one of my patients disputes that claim. She says her side effects included looser clothing, more compliments and an increase in her energy level."

For more information on ZERONA or to make an appointment call 973-744-1155 or email Dr. Mincey at integrated1@earthlink.net. Visit the website www.wholistic-chiro.com and look for Dr. Mincey's listing in the Professional Resource Directory.



Dr. Tyran G. Mincey DC, DIBAK
Diplomate in The International
Board of Applied Kinesiology

Are Your Customers Finding YOU or Are They Finding Your Competition?

By Felicia Lucco, Your Cyber Partner

Over 90% of consumers use search engines over traditional sources to research products or services in their local area before they buy. This reinforces the importance of being visible in a variety of media, especially local searches. The old adage, "location! location! location!" is even more true on the Internet where over 75% of those ready to buy do business with the companies on the front page of the search results. Will your business be on the list?

Search engine optimization (SEO) is the process of having your web site recognized by search engines. It is a complex and dynamic process that requires a well-thought out, ethical strategy to achieve long-term success.

As more and more individuals and organizations use SEO and pay-per-click advertising as part of their website's marketing strategy, competition for

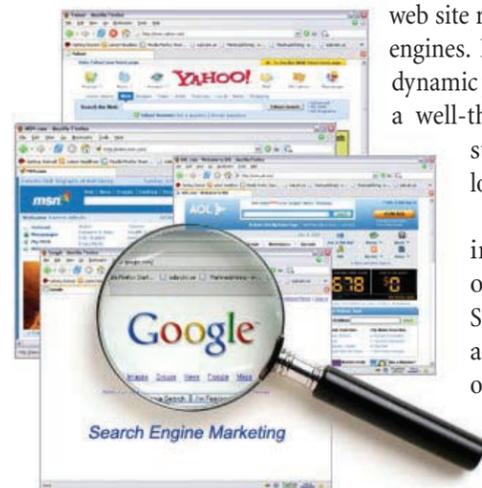
ranking in search engine results will become increasingly fierce. At Your Cyber Partner, we help clients compete effectively while maximizing every dollar they spend.

We use a variety of services to increase our clients' visibility (such as Google Map! and Google Locals) and secure placement on directories and map listings. Through our automated systems, we have the ability to conduct research, target your preferred zip codes, and even contact current and previous customers to gain positive online marketing results for your business!

Whether someone is looking for a yoga studio, realtor or organic food store, the internet is where it happens. Unfortunately, most websites are being used as an online brochure. That means that only people who are already familiar with your company will know how to find you online.

Having your website listed at the top of the organic search results on Google and other search engines can transform it into a powerful source of business development. Many of our clients have told us that our SEO services generated more sales for their company than all other forms of advertising!

(See our ad listed in the Professional Resources Directory.)



Kimberly Slezak Wins

make mine a million \$ business



DataScreening's Kimberly Slezak won the **Make Mine A Million \$ Business** contest, sponsored by Count Me In (CMI) for Women's Economic Independence and American Express Open.

In July, Slezak attended a power-packed day at Barnard College in NYC to pitch her background screening business to a panel of judges. Heather Mangrum, COO of CMI, explains, "The contest was held in two stages: a verbal presentation and a written presentation. Following the verbal presentation, Kimberly was one of the 50 "pitch" winners. In her two minute speech, Kimberly explained why DataScreening is looking to hire an experienced sales representative who could bring in an estimated \$250,000 - \$300,000 in sales next year."

In the second phase, each contestant provided a written presentation about their business with financials that proved that the candidate

can take their business to the next level. Slezak was one of ten winners. The award package consists of a \$1,000 gift card from American Express and a six-month business accelerator, which entitles them to business coaching, training and capacity development.

Mangrum says, "During this second stage, our winners will be coached to help grow their businesses to \$1 million in revenue within 18 to 36 months." Sessions are held two to three times a month and will be facilitated by experienced business coaches who are focused on helping the winners reach their \$1 million goal. In addition, the winners will have assistance from local and national public relations organizations and online access to motivated community groups of other successful women business owners who have won previous Count Me In competitions.

Data Access Inc. DBA DataScreening is a certified Women's Business Enterprise by the Women's Business Enterprise National Council (WBENC), an organization chartered to enhance and promote procurement opportunities for women-owned businesses since 2006. DataScreening has been in business since 1996.

Check out the Professional Resource Directory for DataScreening's listing and to find out even more about DataScreening visit www.datascreening.com.

A Daytime Nightmare

Oops I forgot and let the printer run out of toner...again!!

You are on a tight deadline to finalize and deliver a proposal to a potential client you have been wooing for two years. Everyone in your department has worked late for the last three weeks and the project is finally nearing completion. You are finalizing and printing up decks for your Monday presentation.



OOPS!

Not so fast. You just ran out of toner. You reach into the storage area, feel around for the replacement cartridge but discover an empty shelf. Someone forgot to place a supply order and your project has ground to a halt. Before you "go postal," you remember that Jim Feeney of Cartridge World just might have the toner you need. You stop crying long enough to dial the phone.

Mrs. Feeney (Marie, a.k.a. "da Boss") answers your call, checks the stock and verifies that indeed, they DO have your toner. No one on your team is available to drive to the store, but the project can't move

forward without toner. Jim gets on the phone: "Sure, we have your ink - how many do you need?" At those low Cartridge World prices, you may as well stock up, so you ask Jim if he has additional cartridges. "Yes, we do," chirps Jim. "I know this is an emergency and I can bring them over right now. Would that be OK?" You don't know whether to keep crying or just kiss the phone.

Cartridge World has more than 1,700 locations worldwide. Since 2008, Jim Feeney's Cartridge World of Woodland Park has been the premier "Local Ink and Toner Expert" for residential and business customers in our area. He stocks a full line of black and color ink cartridges and black and color toner cartridges for all major brands of printers, copiers, fax (including HP, Epson, Canon, Brother, Lexmark, Dell and Samsung) and postage machines.

Feeney explains, "We focus on customer service. We know people can buy supplies anywhere. What they can't buy is our kind of customer service. Our products are 100% satisfaction guaranteed; delivery of in-stock items are free to qualified businesses and are usually made the next day (with emergency exceptions)." Typically, Jim's items are 20% to 30% less than big-box office suppliers.

Jim, Marie and their little dog, Puppy can be found at Cartridge World, 1590 US Hwy 46 West, just steps away from the new Fairway Market. You can also reach him at 973-256-5610 and via email at jfeeney@cartridgeworldusa.com. Ask about their online ordering system and look for Jim Feeney in the Professional Resource Directory.



Suitable for Kissing

Q: Who is always happy to see you? Who doesn't argue with you? Who is always in a good mood? And, who doesn't ask you if they look fat?

A: The four-legged family member who is your pride and joy.

Artist Denis Orloff can capture your pet's image in watercolor and frame it under glass so that your kisses won't smudge the painting. Are you worried that your pet won't sit still long enough to be painted? Luckily for Denis and the pet, Denis works from photographs that guide him through the portrait.

From some of Denis' recent paintings (shown here), you can see he captures more than an image; he captures your pet's personality. This is a great gift for the holidays for your own family or for someone else who loves his pet. Denis paints more than dogs...he paints cats, horses, pot-bellied pigs, birds...any animal that doesn't talk back.

Make someone happy this holiday season with a portrait of their best friend. Contact Denis Orloff at 973.454.3836 and or at denis@comcast.net. To see more paintings, visit www.paint-my-pet.com.



Abigail



Shiraz



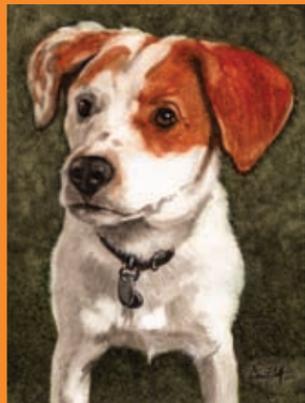
Jed & Bailey



Stretch



Rocky



Ginny



Romeo



Chance



TAKE A PEEK!

North Jersey Federal Credit Union just launched a newly redesigned website. The update of www.njfcu.org, offers improved navigation with a clear and efficient navigational path to improve visitors' online experience.

The new website describes an array of services including products, services, loans and promotions. Tabs along the top of the homepage mean direct and easy access to Personal Banking, Business Center, Learning Center, Joining NJFCU, etc. Be sure to look for NJFCU's current rates on the home page.

NJFCU invites customers and visitors to stay in-touch for the latest news. Like them on Facebook or follow them on Twitter @NJFCU.

NJRCC Calendar Of Events 2012

October 24 – 6:00 - 9:00 pm

Oktoberfest

Barnyard & Carriage House 754 Totowa Road, Totowa

November 14 – 5:30 - 7:30 pm

Mega-Net 2012

Maggiano's Little Italy 390 Hackensack Avenue, Hackensack

RSVP by November 8

December 6 – 6:30 – 11:00 pm

2012 Star Award Gala

Westmount Country Club 728 Rifle Camp Road, Woodland Park

For details and to register for each of these events, please visit www.njrcc.org

Home Away From Home

By Ashley Cerasaro

AVE by Korman Communities specializes in flexible-stay accommodations that offer a unique lifestyle for both business travelers and chic renters. Each of its three New Jersey communities – Clifton, Union, and Somerset – features elegantly furnished apartment suites and contemporary unfurnished rental residences with business-class services and flexible-leasing options. “Whether you’re staying with us temporarily or making AVE your permanent home – our resort-style amenities and exceptional service will take the hassles and worries out of your life and provide ease of living,” says Lea Anne Welsh, AVE president.

AVE Clifton's proximity to Manhattan and the Meadowlands make it a haven for working professionals. Its suites offer views of a lap pool, teak-wood deck, and landscaped tranquility garden with fountain; some even grant views of the Manhattan skyline. This ultra-luxe community is located only 3 miles from the Meadowlands, home to the Meadowlands Sports Complex and Metlife Stadium, which is host of the 2014 Super Bowl, and less than 1 mile from the Passaic train station, which provides access to Hoboken and New York City in 30 minutes. Nearby Montclair offers plenty of entertainment, from fine dining on Bloomfield Avenue to art exhibits at the Montclair Art Museum to live entertainment at The Wellmont Theatre.



Business professionals enjoy a carefree lifestyle at all AVE communities. Each offers fully furnished, one- and two-bedroom suites dressed with the comforts of home – from cookware to luxury bed and bath linens. “This isn't a place you stay temporarily; it's a place you live,” Welsh says. Internet cafes boast a flat-screen TV, daily local newspapers, and complimentary weekday club breakfast featuring Starbucks coffees and Tazo hot teas. Travelers can maintain their exercise and health regimens as each community has 24-hour high-tech fitness facilities featuring treadmills, elliptical machines, and recumbent and upright bikes. There also are spa services with massage therapy and yoga and Pilates onsite with a personal trainer. But AVE understands its residents are here to work, that's why each community provides business-class services including a center with high-speed iMac computers, a 24-hour business center with a fax, copier, and scanner, a multi-media theatre, a conference suite fully equipped with video teleconferencing and presentation equipment, an Internet café, and guest services featuring valet dry cleaning.

Long-term residents are drawn to AVE's modern unfurnished suites, which offer generous living spaces blending comfort and convenience. Each community offers unparalleled resort-style amenities including architect-designed swimming pools, Zen gardens, state-of-the-art fitness centers, movie theatres, and resident socials.



An ultra-luxe community located in the state's largest office market, AVE Union offers resort-style living with easy access to urban conveniences. An interior courtyard boasts a lap pool, tranquility gardens with pergola seating, landscaped foundations, and a conversation fire pit. The Raritan Valley train line, a few steps from its front door, offers an 8-minute ride to Newark Penn Station. From there, Manhattan, Hoboken, and Jersey City are a quick ride by NJ Transit train or the PATH. Nearby Westfield, a 12-minute train ride, offers a mix of casual and fine dining, as well as upscale chains and boutiques in its walkable downtown.

AVE Somerset is a retreat nestled in the wooded corporate parks of Somerset County. Its garden-style residences encircle a resort-style pool, sundeck with lounge chairs, and barbecue area. This gated community's Exit 10 location off Interstate-287 offers a 10-minute drive to the upscale Bridgewater Commons Mall in Bridgewater and downtown New Brunswick where residents can revel at its countless fine-dining establishments, museums, and live-entertainment venues. The Raritan Valley train line is also less than 3 miles away, which travels straight to Newark Penn Station, New Jersey's major hub, and then to New York City.



Since Korman Communities owns and operates its properties, it has guest service teams onsite. “Our dedicated staff is committed to delivering excellence and ensuring that our residents always feel right at home,” Welsh says. “From reservation to check-in to day-to-day living, we have staff available to personalize each stay, assisting with special requests, lease terms, and local information.”

AVE is more than a residential community; it is a lifestyle choice where business travelers and chic renters enjoy fine-living and superior amenities right at home.

MEET OUR NEW MEMBERS

We are pleased to announce that 13 companies have joined the North Jersey Regional Chamber of Commerce during the last quarter, making it one of the largest chambers in the state. Please join us as we welcome our newest members and we hope you will patronize them whenever possible.

CLEANING & MORE

Get it Cleaned

Get It Cleaned has maintained an impeccable reputation for efficiency, value and integrity since 1992. Get it Cleaned offers the housework solution for busy people who don't have the time needed to clean and maintain a home environment. Available services include laundry, errands, home help, handyman, lawn care, snow removal, power washing and clean outs. Check on the web site for commercial office janitorial cleaning services (www.janimaster.com).

Marilyn Fernandez

P.O. Box 2443
Clifton, NJ 07015
973.856.3193
info@getitcleanednj.com

EATERIES

Sputino Wine Bar & Italian Tapas

At Sputino's, guests are encouraged to explore any and every taste on the menu. That's because we specialize in authentic Italian tapas: small, delicious portions that you're encouraged to mix and match depending on how hungry you are. There are no rules at Sputino -- just the freedom to order, eat and talk with friends. The same holds true with wine. We will guide you through our expansive all-Italian wine list, while you discover exotic new tastes and tapas-friendly pairings along the way. As for our environment, it's created to not just celebrate food, but the experience of those who enjoy it - open, sophisticated, relaxed - the perfect place to sample and sip your way through an evening.

Michael Guido

70 Kingsland Road
Clifton, NJ 07014
973.661.2435
sputino@dohertyinc.com

The Shannon Rose

Before you even step foot into The Shannon Rose Irish Pub, the pub-shop exterior architecture and Gaelic phrases on the façade of the building will make you feel like you've been transported to Dublin. Inside you'll find four bars, large dining rooms and a friendly staff. The menu features an abundance of mouthwatering appetizers and traditional Irish fare, including corned beef and cabbage, shepherd's pie, and Guinness beef stew. The pub is open daily for lunch and dinner.

In the Irish tradition, The Shannon Rose offers 19 beers on tap, great scotch malts and Irish whiskeys. With live entertainment, televised sporting matches, and unique events and promotions such as St. Patrick's Day, Halfway to St. Patrick's Day, and In the Biz Night, The Shannon Rose truly has something for everyone!

Carolyn Blagojevic

98 Kingsland Road (Clifton Commons)
Clifton, NJ 07014
973.284.0200
shannonroseclifton@doherty1.com

ENERGY CONSULTANT

Lime Energy

Lime Energy's mission is to be the leader in developing and implementing economically viable clean energy solutions that benefit our communities, realize financial savings for our customers and protect our environment.

Lime Energy is a national leader in designing and implementing energy efficiency programs for utilities, government agencies and private enterprises. Our innovative solutions enable our clients to meet their energy savings and carbon reduction goals across a portfolio of facilities, driving increased profitability and competitiveness. We bring proven results and over 25 years of experience that enable us to scale energy efficiency programs to meet increasing clean energy regulations

Biaggio Campisi

3 Conveny Boulevard
Woodbridge, NJ 07095
732.791.5380

ENTERTAINMENT

46 Lounge

At 46 Lounge, guests get NYC style without the NYC commute. 46 Lounge's trendy contemporary design features Italian metallic tile, a Brazilian cherry dance floor and a posh VIP area with custom lighting. Guests can enjoy three designer martini and wine bars and a tropical outdoor patio with two tiki bars for the warm weather.

The chef offers an international menu with Latin, Asian, Italian and Mediterranean influences. Small plates and appetizers are tailored to complement our wines and cocktails. They are as suitable for a light dinner as they are for a high energy night of partying.

Hubert Serna

300 Rt. 46 East
Totowa, NJ 07512
201.998.4001

HEALTH & WELLNESS

Center for Autism at Caldwell College

Caldwell College is committed to autism treatment because New Jersey has the highest prevalence of autism in the nation. Two years ago Caldwell College launched an autism center to serve the families and children of North Jersey affected with autism spectrum disorder. A team of highly trained professionals guide parents and teachers in a clinic that provides the most effective autism treatments currently available.

The Ph.D. program builds on Caldwell's uniqueness in this area and completes the continuum of scholarly preparation and training for new leaders in the field of ABA."

Beth Kornstein

120 Bloomfield Avenue
Caldwell, NJ 07006
973.618.3226

MEET OUR NEW MEMBERS

CHC Associates

Retailers of gifts and health products, CHC Associates offer an array of well-known Amway Products, including Nutrilite® vitamins and dietary supplements, Artistry skincare and make-up products, eSPRING water purification, Atmosphere air purification, iCOOK cookware and Satinique® hair care products.

Carle Haeefe

P.O. Box 2194
Clifton, NJ 07013
973.865.5132
chc@markerman.com

Elements Therapeutic Massage

At Elements, we focus on providing a superior therapeutic massage experience. Whether your massage is to provide relief from pain, to release tension, reduce stress or simply relax and feel your best, Elements Therapeutic Massage is committed to promoting your well-being.

When deciding on the perfect massage, your preferences for light or deep pressure are important, but the most serious consideration is your health and physical condition. The team at Elements helps you better understand your options so you can get the greatest therapeutic benefit from your massage every time.

Neil Nosenchuck

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Totowa, NJ 07512
973.256.7700
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MARKETING

Moral Outreach Group LLC

Moral Outreach Group focuses on offering social media management services through contemporary forms of communication. Although the use of Social Media is growing, not everyone is a user. Many small- and medium-sized Non-Profits and Government Departments lack the capacity to communicate their message to their target audiences online and we want to help those organizations who are not using social media learn how to reach their ideal audience. ►

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New Jersey Apartments for Rent Magazine

This magazine helps people who are searching for an apartment in Central New Jersey get started. Guides and Neighborhood Reviews will certainly point you in the right direction. Choose from the areas you are most interested in to learn about the city's living style, demographics and neighborhoods. Once you find the area best suited to your needs, finding an apartment will be easy. When you know where you would like to live, the magazine helps by providing information about neighborhoods, towns, rent prices as well as pet-friendly landlords.

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Rosa and Castan Associates is a Parsippany, NJ based company that provides technology management consulting services to help organizations take control of their technology. We look at the whole technology picture in an organization including computers, server, network, telephones, infrastructure, and security to develop an IT strategy that minimizes costs and maximizes performance and productivity.

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MANAGING INAPPROPRIATE WEB USAGE IN YOUR COMPANY

Many companies no longer view inappropriate web browsing by employees as a serious business problem. Often businesses simply choose to ignore this problem since they feel there are more pressing issues to address. However, not addressing this issue may significantly cost your business in many ways.

THE SCENARIO

Let's say your employee uses your business network to visit a pornographic web site. He is working late, no one else is in the office and the employee feels there is no chance that he could be caught. The employee sits at a computer and starts to browse inappropriate web sites.

BEHIND THE SCENES

What happens when someone visits a pornographic web site? Text and images are displayed on the web browser and anything displayed on the web browser is normally stored on the hard drive. This means that pornographic images are simultaneously stored within your corporate network.

The web browser stores the web sites visited, the system writes cookies that track information about those visits, the system's registry also logs the visit and (depending on the network configuration) the network may write a log of the visit and browsing activity. Further, the unsavory web site logs your network computer's IP address. Even if the browsing history is deleted, most of the other items are still present on your computer and network.

THE RISK

Imagine someone's surprise when he uses the same computer to search for a document or image and pornographic content pops up instead. Naturally, Murphy's Law may take over and these items could surface at the least opportune time--such as in front of customers or co-workers.

LIABILITIES

If pornographic images appear, there are more issues to consider than just the embarrassment. Perhaps the innocent employee who finds the inappropriate materials claims that the incident creates a hostile work environment or that the presence of these types of images constitutes sexual harassment and your company has not taken enough steps to eliminate this threat. It's a good idea to have a discussion with your legal counsel about the full extent of these issues and possible liabilities.

It is also important to note that visiting pornographic web sites also exposes your company's network to viruses, malware, spyware and other possible Internet threats that may compromise your network and data.

QUESTIONS

To protect your company from possible Internet threats and liability concerns, ask yourself some key questions:

- Have I put current technology in place to manage and control inappropriate web surfing?
- Am I using current technology to protect my systems from the security threats posed by any risky web usage?
- And finally, am I regularly maintaining these systems to assure they continue to protect the systems from ever-changing threats?

POLICIES AND TECHNOLOGY

So how do you control your company's web surfing and protect your network yet still enable your employees to effectively use the Internet? It is important to note that there is no single silver bullet that addresses all of these concerns. The proper way to manage these concerns is through policy and technology.

Companies must develop a clear Internet usage policy for its employees. The policy must provide strict guidelines for employees, stating what is and is not acceptable Internet usage.

Taking control of your company's Internet usage also requires a high performance, high-quality firewall. The investment in a quality firewall is normally well worth the expense--not only for the peace of mind that you are protecting your network, but also because it can result in heightened productivity since restricting access to inappropriate and non-productive web sites often lead to increased productivity.

A quality firewall can also help you block access to specific web sites or even categories of web sites such as adult, gaming, social, gambling, and numerous other sites that are inappropriate for use at the work place. This type of firewall can track and report your employees' web activities.

TAKE TIME TO PLAN

Planning is key to the successful implementation of a strategy to take control of your company's Internet usage. It is important to ensure that any solution meets your needs and your budget. The solution should enable your employees to effectively perform their job without being handicapped by inflexible systems and procedures.

Proper implementation must be non-intrusive, provide the necessary management and reporting tools and establish a high level of security and protection. This is a task best assigned to savvy IT professionals with knowledge of security and managing the protection of your systems.

The Coach's Corner



4 The Most Critical Blocks to your Success...

How to Overcome Them and Get What You Want and Deserve

The fourth and final "Critical Block" that can keep you from achieving the success you want and deserve is **Limiting Beliefs**.

Beliefs can either help you or hinder you; **LIMITING BELIEFS are those that hold you back from success.** If you do not believe something is possible, you're not likely to attempt it. Even if you do attempt it, you aren't likely to devote much energy to achieving a goal that you believe is extremely difficult or impossible.

Limiting beliefs are general beliefs about the world, your environment and situation, and the people around you that stand in your way. More often than not, you accept a limiting belief as true because you've learned it from someone else, or from an "authority," such as the media, a book, or a movie. You assume that it's "just the way it is."

Mankind (and "womankind" too, for that matter), fortunately, has a history of eventually overcoming many limiting beliefs. Imagine how different the course of history would be if everyone believed that man would never walk on the moon, no one could run faster than a 4-minute mile, or a woman could never be president.

Here are a couple of common limiting beliefs that hold many of us back:

You have to give up everything and work really hard to achieve success.

Successful people are lucky, and you're not lucky.

You won't amount to anything if you don't have an advanced degree

You have to have money to make money.

There are several ways to challenge a limiting belief. Once you identify it, explore the effect the belief has had on your life. Then, look for proof of its truth (or lack of proof), and modify the belief or aspects of the belief to better serve you and not stand in your way. Simply examining the belief with questions like "How true do I believe that is?" or "Where did I get that notion from?" can also work remarkably well. Once you overcome a limiting belief, it can no longer hold you back.

This concludes the four-part series entitled: **How to overcome the blocks that keep you from achieving the success you want and deserve! Remember the acronym GAIL,**

that stands for Gremlins, Assumptions, Interpretations, and Limiting Beliefs. To request a copy of the entire article, please contact Harvey at harveyfnj@optonline.net

If blocks are keeping you from achieving the success and happiness you want and deserve, contact Harvey Feldman, Business Coach/Life Coach/Sales Trainer to explore how he can help you get beyond the obstacles and challenges that are holding you back, to where you want to be in all areas of your life and business. Harvey has enabled individuals in all walks of life, ranging from Senior Executives, Business Owners and Entrepreneurs, to middle managers and individuals in "transition" or facing life and employment challenges to succeed and achieve their goals and desires. For more information, and to schedule a complimentary "Business Breakthrough Coaching Session," contact Harvey at **201-962-8463** or at harveyfnj@optonline.net.

POWER NETWORKING GROUP

"IT'S ALL ABOUT WHO YOU KNOW"

The **Power Networking Group (PNG)** is the networking arm of the North Jersey Regional Chamber of Commerce whose mission is to help Chamber members grow and promote their businesses.

PNG members provide referral sources and business expertise to others in the group. Since 2005, PNG members have compiled nearly 1,000 business leads, the value of which is tens of thousands of dollars. Each member represents a specific business category.

PNG meets every other Monday at 8:15 am at the NJRCC Board Room. **Membership in PNG is FREE** to all Chamber members; you must be a Chamber member to join. Contact Mitch Gurland at 201.790.4922 with any questions.



HARVEY FELDMAN, MBA, CEC, and Certified Sales Trainer, has over 35 years of experience in business and consulting. After operating his own successful business and marketing consulting practice for more than 20 years, Harvey studied to become an Executive and Life Coach, and received his CEC from iPEC, an accredited coaching institution. He recently added Sales Training to his repertoire, and is a Certified Training Instructor with Sales Training Institute. His unique background and experience have enabled him to help his clients

achieve amazing breakthroughs and results. As a result, his diverse background coupled with his contagious enthusiasm, Harvey brings anecdotal, dynamic, and insightful perspective to his roles as Executive/Business/Life Coach and Sales Trainer, blending both practical and personal insight into a results-oriented, profit-building presentation that delivers high value and ROI to his clients. Harvey is a member of Mensa and resides in Oakland, New Jersey. He can be reached at 201-962-8463.

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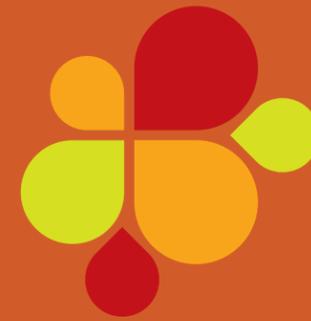
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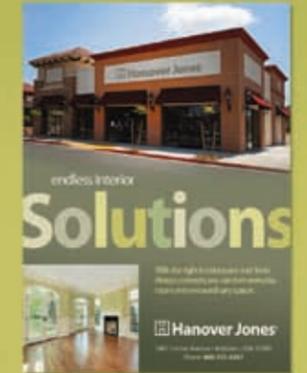
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The Young Professionals of North Jersey (YPNJ)

Raise \$1000 for Center for Autism at Caldwell College

On Wednesday, June 27th, the Young Professionals of North Jersey (YPNJ) hosted its latest After-Work Social at Cleveland's Bar & Grill in West Caldwell, to help raise awareness and money for the Center for Autism and Applied Behavior Analysis, located on the Caldwell College Campus.

Hanson & Ryan Insurance was the Title Sponsor for this energetic, fun and successful event. Over 150 people attended and enjoyed unlimited pizza, appetizers and drink specials provided all night by Cleveland's. Most importantly, the event raised \$1000 for this incredible organization!

The Caldwell College Center for Autism and Applied Behavior Analysis (ABA) provides services for children on the Autism spectrum and their families. The Center for Autism and ABA serves to supplement a child's current program or to serve as a temporary placement until an effective school program is found. Many services are provided for children at the Center, such as instruction in all skills domains, including language and social skills, the assessment and treatment of disruptive behavior, instruction in self-care skills, along with community integration instruction, such as attending a religious service or eating in a restaurant.

If you would like to learn more about the Center for Autism and Applied Behavior Analysis, please visit their website @ www.caldwell.edu/autism



YPNJ Committee Members: Kristin Ryan of Hanson & Ryan Insurance, Kristen Vanleeuwen of Dorfman Abrams Music LLC, Kimberly Slezak of DataScreening and Brian Tangora of the NJRCC present the \$1000 check to Dr. Sharon Reeve, Executive Director of the Center for Autism and Applied Behavior Analysis.

YPNJ Committee Members not present (Carrie Ryan of Hanson & Ryan Insurance, Lisa DeMarzo of Hanson & Ryan Insurance, Heather Kudlach of Anheuser-Busch, Joe Lebo of EYE to EYE Entertainment, Paul Lebo of EYE to EYE Entertainment, Ori Segall of Preferred Business Systems, Jeff Matta of Hudson Horizons, Stephanie Tangora of Hudson Horizons, Julian Carrera of Wireless Zone of



Brian Tangora, 1st Recipient of DeVry University's *Rising STAR Alumni Award*



On Saturday, June 9, 2012, DeVry University's New Jersey Chapter hosted its 1st Annual Awards Banquet at the Pines Manor in Edison, honoring Alumni for their achievements in business.

Brian Tangora, Vice President of the North Jersey Regional Chamber of Commerce and a 2010 graduate of DeVry University, was honored by becoming the New Jersey Chapter's first recipient of its *Rising STAR Award*. Brian was presented the award by Dan Becker, a fellow DeVry graduate and Vice President of GE Healthcare. The *Rising STAR Award* recognizes an alumnus 0 – 5 years post graduation who has already achieved success. In addition to the *Rising STAR*, DeVry University also presented awards for Alumni Volunteer Spirit, Distinguished Alumni, and Employer of the Year (Colgate Palmolive).



DeVry University has a nationwide network of 95+ locations, with three campus locations in New Jersey (North Brunswick, Paramus, and Cherry Hill), as well as online delivery. For more information, please visit www.devry.edu

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