



Kristi M.
 Howell-Ikeda

President's Message

I feel like social networking has taken over my life. Don't get me wrong, I think it's a good thing. Anytime we can network with thousands of people for free...it's good for business. The only problem is managing everything – from my business email to LinkedIn to Facebook and the rest. I recently had a friend tell me that she received an email through Match.com asking if perhaps they'd met at networking event the week before; and they sure had. There are so many questions, concerns and issues sometimes I don't even know where to start.

First, let me give you the positives. Through social networking sites like LinkedIn and Facebook, I have been able to reconnect with several old friends and colleagues. I've been able to see pictures of kids and hear updates on people I haven't seen in 20 years. On top of that, I posted a little note on Facebook about a marketing job opportunity and within minutes I had people telling me they knew people, including a sorority sister who happens to teach marketing at a local university.

Ok...it works. But you also have to be careful. One of my friends commented that they were interested in the job posting I mentioned. Panic set in as I immediately took off their comment. Why? Because their boss is also one of my friends. I used to know who my friends were, now I need to know who their friends are also.

My very tech savvy friend tells me it's easy, but I need a whole day to set-up my privacy

— continued on page 2

NEVER IN HISTORY HAS THE Need Been Greater



BY BUCK BUCHANAN, PRESIDENT & CEO, USO OF PENNSYLVANIA AND SOUTHERN NJ, LIBERTY USO

The USO of Pennsylvania and Southern New Jersey has been supporting men and women of the U.S. Armed Services and their families since 1941. Yet with record numbers of Guardsmen deploying from our New Jersey bases (the largest deployment of area reservists since WWII), their need for support has never been greater!

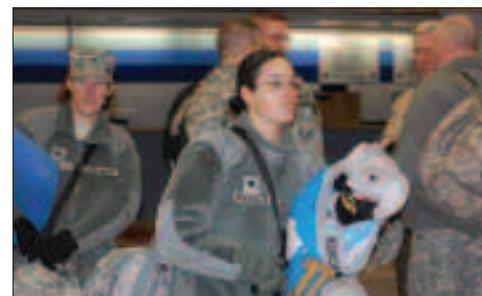
Never heard of us? We are The United Service Organizations (USO) of Pennsylvania and Southern New Jersey, or Liberty USO. We receive no funding from the government and rely solely on the generosity of people and companies in our service area to donate their time, money, and

56th Stryker Brigade, 28th Division (4,000 troops) and will soon be sending the 28th Aviation Brigade (2,500 troops).

Where are we and what do we do? The newly renovated, world class USO center in the Philadelphia Airport provides military members a place to relax while traveling. We offer a host of amenities and services, all at no cost to our troops. The USO center at McGuire AFB, NJ supports unit deployments and redeployments to and from the combat zones of Iraq and Afghanistan with send off and welcome home meals, as well as the good wishes of our dedicated volunteers. We also support troops on long term



Guard personnel board a plane for Iraq



56th Strykers prepare to deploy

in-kind products to back our mission of providing comfort and hospitality services to active duty military, activated reservists, and their families.

What troops? The 50th IBCT of the NJ National Guard has over 3,500 of their soldiers currently deployed to Iraq. The PA National Guard has just deployed the entire

medical rehab at Ft. Dix with a well furnished and comfortable dayroom.

You can help by volunteering or donating, whether financially or through in-kind services or products. Visit libertyuso.org for additional information, the calendar of upcoming fundraising events, and other programs we offer to support our troops. •

CLICK TO JUMP | WHAT YOU'LL FIND INSIDE THIS MONTH:

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Mt. Laurel, NJ 08054
Ph (856) 439-2520
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bccoc.com
communicator@bccoc.com

President's Message — continued from page 1

settings limiting my connection's access. I guess I have the same take on it as everyone; it's got its good points and its bad points.

I just don't have time to manage the bad points, especially when I only intended to go on Facebook for social reasons, to connect with old friends and family. Honestly, I panicked when I received my first "friend request" from a business associate. But, now that I've seen it work for business networking I'm a fan. The question is do I have time to manage it and do I even want to deal with it.

My next favorite site, LinkedIn is designed for business networking, so I can handle that. We've used LinkedIn to promote Chamber events as well as give members a forum to post questions and engage in dialogue. I encourage our members to use our BCCOC group more for forums. If used correctly and to its potential, it can be a great way for members to give and get referrals. Go ahead and post your questions, concerns and input on BCCOC's LinkedIn Group. I bet someone out there can help you.

LinkedIn becomes an issue for me when it comes to referrals or as they call them

endorsements. If you Google LinkedIn, the search says "LinkedIn: Relationships Matter". Networking is after all about relationships, whether they are on-line or in person. Most of us probably do business on second and third party referrals unknowingly. I always ask for introductions to people I want to meet, so now it's just happening online.

I recently read that social networking is all about connections. But is it about connecting to as many people as you can or about building relationships? Maybe I'm a little too uptight. I want to know the people who are connecting to me. Meeting you once or twice isn't going to do it for me. Online connections are more permanent than any referrals or connections we've ever given before.

My conclusions, you ask...social networking sites are good if used with common sense. Think before you "friend request" or "ask for an endorsement". On that note, BCCOC has already hosted one forum on using LinkedIn. Social Networking for Business is the topic of our May luncheon. So we're committed to getting you the knowledge you need to use these resources effectively.

So good...
You'll hardly be
able to stand it.



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BCCOC MEMBER OF THE MONTH

Peirce College's Paralegal Studies Program Debuts in New Jersey

Peirce College's highly acclaimed Paralegal Studies program has the distinction of being the only ABA-approved bachelor's degree program in the Philadelphia region. Now, you can earn this degree in New Jersey at Burlington County College in Mt. Laurel.

Whether you are currently working in a law office or looking to embark on an exciting path to the field of law, Peirce Paralegal Studies is the program for you!

Driven by dedicated faculty members who practice law and make it their mission to demystify the legal process, Peirce's Paralegal Studies Program provides:

- Seamless degree completion for community college students and graduates with an associate degree
- 14-week courses conveniently offered at the Mount Laurel campus of BCC
- Ties to the legal community, affords students networking opportunities and job placement

- A reputation for high-quality graduates who are prepared for the career challenges in the legal field
- A diverse array of students who enliven classroom discussions with life and work experiences



- A vibrant student association that provides networking opportunities, encouragement and support
- Professional connections at the local, regional and national levels including the South Jersey Paralegal Assoc., the Philadelphia Assoc. of Paralegals, the Philadelphia Bar Assoc., the American

Assoc. for Paralegal Education and the American Bar Association

Peirce College embraces working adult learners, career changers and first-time college students. All students receive support services that smooth their way to success.

The Peirce Paralegal Studies program is ideal for individuals who want to parlay their interest in law into a solid career. Peirce graduates enjoy career success in major law firms, corporate offices, business, government, and industry or use their degree as a foundation for law school.

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For more information, please call Carolyn Stone at 888.GO.PEIRCE, ext. 9248 or visit peirce.edu/bcc.



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Chairperson's Message: 20/20, Prudence and Viable Alternatives



CHAIRPERSON
RENEE C. VIDAL, ESQ.

Last Friday I watched 20/20 - Life on the Edge and was overwhelmed and disconcerted by the stories about a successful hedge fund manager turned pizza delivery man, a

six year old girl who pretends that the roof of the homeless shelter where she is staying is the backyard she once had, and the class of teens feeling the intense stress of their parents' economic hardships (including the story of one teen who looks forward to school as it is the only time he gets to eat). So why am I writing about my emotional response to a TV news magazine's expose of perhaps the most desperate situations that

are resulting from this economic downturn?

I believe that as business owners, managers and employees in a business community, we have an obligation to make socially responsible business decisions to minimize the impact of the recession upon our community. While I am confident that our business community will survive this economic cycle, there are circumstances where prudence requires business decisions about reductions in workforce, services or costs to maintain a viable, healthy business. We should consider choices that have the least impact upon our community.

Because labor costs are usually the largest variable cost, they are usually looked at first when cutting costs. With unemployment at 8.1 percent, we should be concerned about contributing to the jobless rate. As an alternative to lay-offs, consider whether a salary reduction is feasible. It keeps your

staff employed, saves jobs in the community, and will save your business recruiting and training costs when business picks up.

Other cost cutting measures to consider:

- Instituting green policies such as turning off lights and electronic devices not in use and reducing paper usage, which saves money and reduces your carbon footprint;
- Allowing employees to telecommute;
- Recycling within your office by reusing office furniture and electronic equipment.

We each need to make decisions that are best for our businesses. I am not suggesting otherwise. I am suggesting that you consider viable alternatives that keep people employed that work for your business model. I believe it will not only help the family of each person whose job is saved, but will help our community to a faster recovery. •

WELCOME NEW MEMBERS

Breakaway Communications, LLC

1 Eves Drive, Suite 160, Marlton
856-988-1157

A full service, virtual advertising and graphic design firm specializing in print and interactive marketing for small to large companies.
breakawaycommunications.com

Fire Suppression Support Services

200 Campbell Drive, Suite 223, Willingboro
856-778-3051
Provides form, clean agent and fire suppression chemicals.
fsss.us

JADA Creative Communications, Inc.

950 Mt. Holly Road, Edgewater Park
609-835-4314
Full service graphic design services, including brand development, trade show exhibits, promotional, logo and web design.
jadacreative.com

Kortair Productions

239 Salina Road, Sewell
856-589-7755
The Andy Kortman Show - radio program and radio ad sales.
andykortman.com

*This month we welcome members
who joined us in February.*

Laurel Creek Country Club

701 Centerton Road, Mt. Laurel
856-234-7663
Private country club.
laurelcreek.org

MetaSense, Inc.

100 Technology Way, Suite 320, Mt. Laurel
856-873-9950
Metasense, founded in 1999, provides state of the art staffing, web design and software development services.
metasenseusa.com

NFI Distribution

400 Richards Run, Burlington
609-239-3010
Transportation, warehousing and logistics.
nfiindustries.com

SMH International, LLC

100 Technology Way, Suite 210, Mt. Laurel
856-642-9595
SMH International is a service disabled veteran owned small business that provides innovative solutions for the warfighter.
smhintl.com

Taylor Design Group, Inc.

100 Technology Way, Suite 125, Mt. Laurel
856-914-1666
TDG is a full-service planning and landscaping architecture firm, specializing in fresh perspectives and innovative solutions to land use issues.
tdgplanning.com

TranSEND IT, Inc.

100 Technology Way, Suite 240, Mt. Laurel
856-778-0123
Payment processing technology, credit, debit, gift and loyalty cards.
transendit.com

Universal Soccer Academy, LLC

PO Box 156, Medford
609-254-0335
Professional soccer training for serious soccer players.
universalsocceracademy.com

Wired2Save, LLC

99 Springfield Meeting House Road, Jobstown
609-723-1216
Wired2Save reduces the carbon footprint without lifestyle changes by helping to reduce the demand on the energy grid while saving money.
wired2saved.com



Members in the News

Cipriani Builders, Inc. in the News

Kyle Baptiste, Remodeling Consultant with Cipriani Builders, Inc. in Woodbury, earned the Certified Green Professional Designation awarded by the National Association of Home Builders (NAHB). The designation recognizes a high degree of



Baptiste and Cipriani

professional competence in the practices of green building. Baptiste has been in the building and remodeling

field for seven years and a member of the Cipriani staff since 2007.

Cipriani also announced that it is among the first remodelers in the Tri-State area to “go green,” by building smarter, maximizing energy efficiency, and doing what makes sense.

Jay Cipriani, president of Cipriani Builders, Inc., was appointed to the Board of Directors of the New Jersey Remodelers Association. A member of the Association since 1983, Cipriani has served on the consumer Arbitration and Membership Committees.

Taylor Wiseman & Taylor Receives Awards

Cecilia Byrne-Schmidt of Taylor Wiseman & Taylor (TWT) in Mt. Laurel received the 2009 Merit Award from the New Jersey American Society of Landscape Architects for the residential design category. TWT provided landscape architecture, land surveying, site planning, engineering design and construction layout for the Cahn residence project, situated on 2.8 acres in Cherry Hill, which exemplifies traditional English architecture and classic garden design in new construction. Robert Telschow, Jr. Level II Certified Survey Technician, received a National Society of Professional Surveyors Award for his ALTA/ACSM (American Land Title Association/American Congress of Surveying & Mapping) Survey Map of the Assisted Living at Colt’s Neck project in the National Map/Plat contest.

Capehart Scatchard Announces New Attorneys

Capehart Scatchard announced that former managing shareholder, Bruce L. Harrison, has rejoined the firm as a member of the Labor and Employment Department in its Mount Laurel office. Harrison joined the firm in 1975 where most of his practice was litigation-oriented, defending private businesses in claims relating to his areas of primary focus. From 2006 until 2008 he served as Vice President and General Counsel at Metrologic Instruments, Inc. The firm also announced that Ana-Eliza T. Freire, Esq. joined the Workers’ Compensation Department in its Mt. Laurel office. She represents insurance carriers and employers in the defense of workers’ compensation claims at all stages of litigation. The Hamilton resident received her law and undergraduate degrees from Florida State University College of Law, cum laude.

YMCA of Burlington County Announces New Board Members



D’Orazio



Taylor

The YMCA of Burlington County has announced the addition of two new members to its Board of Directors for a two-year term. Gene D’Orazio is Executive Vice President and Chief Operating Officer for Cornerstone Bank in Moorestown. He holds various other board positions including Vice President of the South Jersey Bankers Association and Treasurer of the Haddonfield Cultural Events Commission. Pat Taylor is the Office Manager for Douglas H. Sell, CPA in Moorestown and owns a bookkeeping, payroll and tax preparation services business. Her numerous community activities include serving as Treasurer of the Board of Directors of Main Street Burlington NJ, Inc.

Bowman & Company LLP Named One of Best Places to Work

Bowman & Company LLP, in Voorhees, has been recognized as one of the Best Places to Work in New Jersey by *NJBIZ*, for the second consecutive year. The award ranking is based primarily on the results of an employee survey along with the company’s workplace policies, practices, philosophy, systems and demographics. Bowman & Company will be honored at an awards ceremony on April 23, 2009 in East Brunswick.

Samaritan Hospice Receives Grants

Samaritan Hospice of Marlton received two \$2,000 grants from the Ellis Family Charitable Foundation. One grant will provide care for those in Burlington County who are unable to pay for services. For those without insurance coverage, the grant will allow Samaritan to continue its mission to provide hospice services for all, regardless of ability to pay. The other grant will help fund the organization’s Transitions program in Burlington County which provides a support network for those not physically or psychologically ready for hospice.

Advocates from the Alzheimer’s Association Delaware Valley Chapter Attended Public Policy Forum in Washington, D.C.

Advocates from the Alzheimer’s Association Delaware Valley Chapter attended the 2009 Alzheimer’s Association 21st Annual Public Policy Forum in Washington, D.C. from March 23 to 25. Advocates from seven Southern New Jersey counties joined hundreds of Alzheimer’s supporters from around the country to participate in sessions that provided updates on the latest Alzheimer’s research and public policy efforts and have their say in front of legislators.

Pro Computer Service LLC Announces New Chief Operating Officer



Pro Computer Service LLC of Medford has announced that Traci Jordan has been named the Chief Operating Officer. She is responsible for running the daily operations of the company including client relations, technical service and administration. The Medford resident previously worked in account management, university financial aid, and as an analyst with an investment firm on Wall Street. •

Send your Member News, announcements, new hires and awards to communicator @bccoc.com. (100 word maximum)

April 3rd Annual General Membership Breakfast

SPONSORS



Maximize your membership by learning more about your BCCOC membership opportunities. From committee to sponsorships to low cost advertising, this Free Chamber 101 Event is sure to help you build leads, development connections and make the most out of your BCCOC membership.

Location:

Riverton Country Club
1416 Highland Avenue, Cinnaminson

Time:

8:00 am Registration and Networking
8:30 – 9:30 am Sit-down Breakfast and Program

Cost:

FREE to BCCOC Members** • \$20 Prospective Members and Guests

Deadline to Register:

Call for space availability

Sponsors:

Additional sponsorships pending

*** This event is Free to members registered by the deadline. Due to the nature of this event no-shows will be billed \$20. A limited number of guests will be admitted. This event will be limited to the first 150 members registered. We cannot accommodate walk-ins. You will receive registration reminder via email 48 hours prior to the event, if you do not receive that email and believe you are registered, please contact the Chamber office.*

April 14th Breakfast Before Business

HOST



Build connections and develop leads at our monthly free networking event.

Location:

Parkway Plaza in the Willingboro Town Center
200 Campbell Drive, Willingboro (Park in rear of office building next to BCC)

Time:

8:00 – 9:30 am

Cost:

Free for BCCOC Members • \$10 Prospective Members and Guests*

Deadline to Register:

April 7th

April 20th 2009 Voice of Business Awards Dinner

SPONSOR



Join us to recognize the following individuals and companies who have demonstrated excellence in commitment to the Burlington County business community through extraordinary efforts: Mark J. Baiada of Bayada Nurses; Mayor Thomas Harper of Wrightstown Borough; Christine Bizarro of Medco Health Solutions, Inc.; Nancy Tvarok, Protocol; Thomas/Boyd Communications; Thomas Phoenix International, Inc; Hill International, M.E.N.D. Inc.; Viridian Partners, LLC; and Always There in Home Healthcare, LLC.

Location:

Deerwood Country Club
845 Woodlane Road, Westampton

Time:

5:30 pm Reception
6:30 pm Dinner and Program
Dessert Networking Reception immediately following

Cost:

\$ 65 per person
\$750 for reserved tables of 10

Sponsorship Opportunities:

(Includes one ticket and corporate logo on event signage)
Reception Sponsor \$400
Dessert Networking Reception Sponsor \$250

Registration Information:

Registration by invitation only.
Registration will not be available on-line or via *The Communicator*.

FREE Roundtable Forums *Exclusive Members-Only Events*

Space is limited. Reservations are required. Register at bccoc.com

■ **The Basics of "Listen First" Training**

Facilitator: Kathy Custis, Team Member, YMCA of Burlington County
Date: April 15th
Time: 8:00 am
Location: Burlington County Chamber of Commerce
Host: Employment Practices Committee

May 4th 2009 Golf Invitational

TOURNAMENT SPONSOR



More than a day on the golf course...great day for team building, thank your clients and staff, promote your business.

Location:

Burlington Country Club
170 Burrs Road, Mount Holly

Time:

11:00 am Registration Opens
11:30 am Lunch Opens
12:30 pm Shotgun Start

Modified Scramble

Reception, Dinner and Awards immediately following tournament.

Cost:

\$175 Per Golfer • \$700 Corporate Foursome

Sponsorship Opportunities:

Tee Sponsorships \$100
Other Sponsorships \$350 - \$500

Deadline to Register:

April 24th

May 12th Breakfast Before Business

HOST



Build connections and develop leads at our monthly free networking event.

Location:

10 Cadillac Drive, Burlington

Time:

8:00 – 9:30 am

Cost:

FREE to BCCOC Members • \$10 Prospective Members and Guests*

Deadline to Register:

May 5th

** Prospective members and guests must be pre-registered; we are unable to accommodate non-member walk-ins for networking functions.*

May 20th General Membership Luncheon

SPONSOR



Online Networking for and in Your Organization: With the explosion in popularity of social networks such as Facebook, LinkedIn and Twitter, your organization must learn how these can effectively impact the marketing of your organization. But do you really want your employees spending their entire day on Facebook?

Speaker:

Howard Yermish, HowardYermish.com LLC – Online Strategy and Marketing

Location:

Braddocks
39 S. Main Street, Medford

Time:

11:45am – 12:15 pm Registration and Networking
12:15 – 1:30 pm Lunch and Program

Cost:

\$30 Members • \$40 Prospective Members & Guests*

Deadline to Register:

May 15th



There's A Better Way To Do Lunch.

Sponsor and attend one of BCCOC's monthly luncheons. You'll have a nice meal, make some new connections and catch an interesting speaker. There's even dessert.

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Economic Spotlight Workforce Training Opportunities

BY LEW NAGY



Most businesses today are justifiably concerned with return-on-investment. Businesses often measure this return solely on their relation to financial resources such as cash flow, production and 401Ks.

There is one area of investment, however, that can bring many years of satisfying return: investment in the workforce. Globalization, advances in technology and customer satisfaction drive our economy and the ability to maintain a competitive edge is paramount to economic survival.

Currently, New Jersey offers small businesses several financial incentives to provide workforce training at reduced or no cost to the company. In some instances, supplemental dollars are available to assist in training employees on various levels.

Here are some examples of how small business can economically invest in workforce development.

Literacy Training

English as a Second Language, Basic Math, Basic Computer, Basic Communication *may* be available at no cost within a state-wide grant through NJ Community Colleges.

Customized Workforce Training (grant supported)

Companies that can send at least 10 people to a short course *may* be eligible for financial assistance through the NJ Department of Labor. This grant may not cover all costs but the reimbursement can be substantial. Community colleges are the prime provider of this training.

Customized Workforce Training (non-grant supported)

Companies working with community

colleges can customize training to meet the specific workplace needs of their workforce. College trainers work with the company to design training. Length of training, day of training and course content are custom designed through collaboration. Class sizes are usually seven or more.

Individual Professional Development

Community colleges regularly offer scheduled short courses on a variety of workplace related subjects. Registration is open to as few as one employee.

In addition to the literacy training described above, additional training is available in any number of topics including all levels of computer training (from Excel to Red Hat), management, leadership, supervision (from basic leadership to conflict resolution), customer service, lean manufacturing (Lean, 5S, Pull) and project management to name a few. •

Lew Nagy, Director of Workforce Development at Burlington County College, is a member of the Chamber's Economic Development Committee.

JOB FAIR 2009

Admission is
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STOP BY!

Representatives from area businesses and industry will be available to discuss job opportunities and provide career information on their respective companies

Burlington County College

• **Pemberton Campus** •

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In the Parker
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Breakfast Before Business at the YMCA of Burlington County held on February 10th



Howard Yermish, HowardYermish.com LLC; Renee Vidal, Chairperson, BCCOC; Jason Henckle, Branch Manager/Business Development, South Jersey Federal Credit Union; and Glenn Ashton, Manager, Amica Insurance.



Overview of attendees at Breakfast Before Business



Hosts Melissa Zinni, V.P. of Finance and Mike Stricker, Marketing Director, YMCA of Burlington County - Mt. Laurel.

The General Membership Luncheon held at Deerwood Country Club held on February 18th



Peter Foster, Managing Partner, Moorestown Wealth Management



Lunch Sponsor Ron Urban of Mr. Big's Self Storage

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HOW DO I GET THE MOST OUT OF MY BENEFITS BROKER RELATIONSHIP? Re-discovering what your organization **really** needs

BY TERRIANN PROCIDA

According to the Society for Human Resource Management, the number two most important factor in employee satisfaction is benefits. Additionally, employee benefits came in third as an HR function most critical to contributing to a company's business strategy. Considering those rankings, the competitive and effectiveness of your employee benefit package is paramount to the success of your organization. HR professionals and business owners realize the importance of leveraging all resources to develop a package to attract and retain top performers.

One of the first resources considered is the role of a benefits broker. Many HR professionals work with the broker they inherited from their predecessor. Are you getting what you need from your broker OR are you getting what the broker thinks you need? All benefit brokers are not created equally.

This first thing that should be considered is what you're looking for in the broker

relationship. Start by asking yourself questions about why you are considering a broker or a broker change and what you expect to get. The advantage of having a broker is having one that has strengths in services that suit your organization's needs. Having a suited broker can save your HR team hours of work and your organization

Are you getting what you need from your broker OR are you getting what the broker thinks you need?

money. The services a broker provides can be beneficial not only to the HR professional but also the organization's employees.

Focus groups are a terrific way to identify the areas your HR department may need the support of a broker. Identify what your team needs to accomplish your strategic goals. Is it process improvement, better employee

communications, compliance guidance, claims assistant / analysis, audit capabilities, etc.? Once you have developed a list of requirements, then you can approach the market to locate a broker who can contribute to the success of your team.

The questions, "Why do I need a broker and which services will benefit me" are the most important questions to ask of your team before beginning the process. Discussing these subjects first will surely bring rewards to all parties involved. •

Terriann Procida is Principal of Innovative Benefit Planning, LLC and a member of BCCOC's Employment Practices Committee.

General Membership Luncheon Feb. 18th



Jim Igo, President of Delanco Federal Savings Bank and Chairperson of BCCOC Membership Committee; Anna Bogiatzis, Vice President, Financial Institution Alliances, Alpha Card Services; and Kristi Howell-Ikeda



Jim Rumsey, Sales Representative, Cipriani Builders, and Kristi Howell-Ikeda, President/CEO, BCCOC

BCCOC would like to thank our **RENEWING MEMBERS**

601 Information Systems

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Moorestown
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Mt. Laurel
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Burlington County Times

Willingboro
Member Since 1972

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Cherry Hill
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International Products Corporation Burlington

Member Since 1991

Liberty Lake Day Camp

Columbus
Member Since 2007

National Employee Management Resources, LLC

Marlton
Member Since 2007

Peirce College

Willingboro
Member Since 2006

Pioneer Credit Recovery

Moorestown
Member Since 2007

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Riverside
Member Since 2008

Swamp Queen

Cherry Hill
Member Since 2007

KEEPING COMMUNICATIONS COST-EFFECTIVE IN A TRYING ECONOMY

BY TOM LAVERTY, SENIOR SALES EXECUTIVE, KATHRYN LANE, SALES ASSISTANT/MARKETING EXECUTIVE, LIBERTY COMMUNICATIONS & DATA SYSTEMS, INC.

Every company has certain monthly operational expenses that can really add up, but that's just the cost of doing business, right? Wrong. The current economy has left many businesses searching for creative new ways to cut costs, and one successful method is to perform an audit of your monthly telephone bills.

The average company is paying upwards of 30% more than they should on their dial-tone services alone. Telephone carriers are notorious for charging customers for services they don't need and upping service rates with little or no notice.

Given the confusion of monthly telephone bills, it may seem more like a job for Sherlock Holmes to unlock these mysterious savings, but there are some simple steps you can take to ensure you are charged fairly.

First, call your provider and ask for a list of your billable services; many services that incur a monthly fee are already provided to



The average company is paying upwards of 30% more than they should on their dial-tone services alone.

you via your business telephone system and can be cancelled.

Second, determine your monthly usage and adjust your minutes and bundled packages accordingly. Often companies are paying for either too much or not enough service, and this can cause huge costs monthly. Minute charges are also constantly

changing, so make sure you are being charged the latest rates.

Another area to look out for is your monthly taxes. Many carriers mask charges as "taxes" and you should ask for a complete description of these to verify that they are truly taxes. Non-profits should be especially contentious of their tax charges as there are special billing structures that reflect your Non-Profit status.

Another great place to start is by inquiring with the Burlington County Chamber of Commerce for a list of companies that will provide complementary billing audits to chamber members. These organizations can provide non-biased, professional recommendations on carriers, service plans, and products—helping you make sense of the constantly changing connectivity landscape.

Before you write another check to your carrier, do some research to find out exactly what you are paying for - happy savings! •



Burlington County Chamber of Commerce 2009 Golf Invitational

MONDAY | MAY 4

Burlington Country Club

170 Burrs Road, Mount Holly, New Jersey

11:00 am	Registration Opens
11:30 am	Lunch Opens
12:30 pm	Shotgun Start

Modified Scramble

\$175 Per Golfer
\$700 Corporate Foursome

**Lunch, dinner, prizes
and more included!**

More than a day on the golf course...

- Great day for team building
- Thank your clients and staff
- Promote your business

Can't join us? Be a sponsor!

Tee Sponsorships - \$100
Other Sponsorships - \$350-\$500

For more information call (856) 439-2520
Visit www.bccoc.com for registration
and additional information

BURLINGTON COUNTY Chamber of Commerce
The Voice of Business

TOURNAMENT SPONSOR



APRIL 20th 2009 VOICE OF BUSINESS Awards Dinner

Join us at the Deerwood Country Club in Westampton as we recognize the following individuals and companies who have demonstrated excellence in commitment to the Burlington County business community through extraordinary efforts:

Mark J. Baiada of Bayada Nurses; Mayor Thomas Harper of Wrightstown Borough; Christine Bizarro of Medco Health Solutions, Inc.; Nancy Tvarok of Protocall; Thomas/Boyd Communications; Thomas Phoenix International, Inc.; Hill International; M.E.N.D. Inc.; Viridian Partners, LLC and Always There in Home Healthcare, LLC.



INTERACTIVE MARKETING AD OPPORTUNITY

Reach over 1,500 people weekly in BCCOC's well read (and forwarded) weekly emailed

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Send us your predesigned ad as a jpeg file (or for \$25 we can design your ad for you!) Send us your message (no more than 25 words), logo, email *and* website url!

Ad size: 2.35"w x 3.3"h

E-News reaches over 1,500 business people and leaders in Burlington County and the surrounding communities.

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Get our members interacting with *your* company, product or service, contact Emily today at ereynolds@bccoc.com.



Event Registration bccoc.com

APRIL + MAY

To register for BCCOC events: fax this form to **856-439-2523**; mail to 100 Technology Way, Suite 110, Mount Laurel, NJ 08054 OR register online to bccoc.com (calendar of events).

COMPANY NAME _____ CONTACT NAME _____
STREET ADDRESS _____ CITY _____ STATE _____ ZIP _____
PHONE _____ EMAIL _____ YES, BCCOC MEMBER (M) PROSPECTIVE MEMBER (NM)

APRIL 3 Annual General Membership Breakfast

BCCOC MEMBER **FREE** PROSPECTIVE MEMBER \$20.00

ATTENDEE 1) _____ 2) _____ 3) _____

APRIL 14 Breakfast Before Business

BCCOC MEMBER **FREE** PROSPECTIVE MEMBER \$10.00

ATTENDEE 1) _____ 2) _____ 3) _____

MAY 4 2009 Golf Invitational

PER GOLFER \$175.00 CORP. FOURSOME \$700.00

REGISTER ONLINE AT BCCOC.COM

MAY 12 Breakfast Before Business

BCCOC MEMBER **FREE** PROSPECTIVE MEMBER \$10.00

ATTENDEE 1) _____ 2) _____ 3) _____

MAY 20 General Membership Luncheon

BCCOC MEMBER \$30.00 PROSPECTIVE MEMBER \$40.00

ATTENDEE 1) _____ 2) _____ 3) _____

TOTAL DUE FOR ALL EVENTS CHOSEN:

\$ _____ CHECK ENCLOSED CHARGE CREDIT CARD (PLEASE COMPLETELY FILL IN INFORMATION BELOW) I/WE WILL PAY AT THE DOOR

CARD TYPE: VISA MC AMEX CARD#: _____ EXP. DATE: _____ SECURITY CODE: _____

CARD BILLING ADDRESS _____ CITY _____ STATE _____ ZIP _____

CARD HOLDER'S NAME _____ CARD HOLDER'S SIGNATURE _____

Event Registration Policy: Guests are welcome to all Chamber events. Business casual attire is welcome at most events. Registration is required for all events. Occasionally we can still accept registrations after the deadline date. However, registrations made less than 3 business days prior to the event will be charged the non-member fee. Cancellations must be made no later than 2 business days prior to the event to avoid the event charge, unless otherwise specified. Non-members must pay in advance for all events.