



Kristi M.  
Howell-Ikeda

## President's Message

**A**re you a promiscuous networker? Do you try to meet everyone in a crowded room? Are you "linked into" or "friends" with over 500 people? If you're doing that, please stop. He or she who leaves an event with the most business cards or has the most "friends or connections" does not win. In fact, they don't win, they lose. They've lost the opportunity to build their network in trying to win at the act of networking.

The "act" of networking is certainly a means to building your "net work". But it's more important to build your network through building relationships than building your rolodex. Too often I see people going to every opportunity possible to meet people. They spend so much time "networking" that they forget to build their net work and that's what's really important.

I often like to step back at networking events and watch...have you ever? Don't be that person that spends 30 seconds giving everyone their elevator speech and handing out a business card. It's amusing...but not effective.

Years ago, the chamber published a "networking tips card" and two of the points were: Acknowledge friends & acquaintances; and Focus on making new contacts.

Honestly, for years, I've been writing and speaking on those tips, but my theory has changed. Focus on building relationships... real valuable relationships. Spend time talking to friends and acquaintances. Why...because they know people you don't. I've met far more people that I've built a net

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## Marketing?! Now?! Are You @\$\*#!@ Kidding?!

BY KEN GLEASON

To survive this recession, most businesses have looked everywhere to cut costs. And one of the first areas to feel the scissors is the marketing budget. It's understandable. You don't see your advertising every day. You don't usually see instantaneous results. And frankly, it's a heck of a lot easier to cut - emotionally and legally - than your people.

But those who stop marketing are missing a huge opportunity, specifically because so many of their competitors are doing the same. While everyone hunkers down and tries to weather the storm, your customers are still out there. They're still spending money (albeit less) and they're still looking for companies that can deliver the goods and services they want. And you may never have a better opportunity to get their undivided attention. When your competitors go quiet, it's the perfect time to make some noise. In fact, it's been shown that companies who increase advertising budgets in a recession can actually increase market share at a lower cost than when the economy is good.

At this point, you might be thinking, "Sure, I'd love to spend more on marketing, but the money just isn't there." Believe me, we understand. But the good news is that, with the right approach, you can accomplish a great deal even on a limited budget. The trick is to make your investment work extremely hard. *Here's how:*

### Know your audience:

Do you really know what they're thinking? What they want and need? Do your

products and services deliver above and beyond their expectations? What do they think of you and your organization? Do you need to win them back? Do they even know you exist? Do a little research, question your employees, question your customers, investigate the competition. Your marketing will work harder when it's informed by rich intelligence.

### Develop a plan:

Most small businesses use the shotgun method of marketing. A sales rep comes by and convinces you that radio is the way to go. Then someone else sells you on church bulletins. Someone else on inserts in the local paper. Next thing you know, you don't really know where all your marketing money is going - much less if it's doing any good. If you want your money to work harder, put it against a well-conceived marketing plan. Know what you want to say and to whom you want to say it. When you follow a plan, it helps focus your efforts on the tactics and vehicles that best reach your intended audience.

### Get creative with your tactics:

Sometimes traditional media like newspapers, outdoor or radio are exactly what you need. Sometimes an all-interactive approach might make sense. But when you have a small budget, sometimes you have to get creative with your approach. Put your ads on flyers and hand them out. Post them on the bulletin board at the local

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# THE Communicator

Digitally Published  
Monthly by the Burlington County  
Chamber of Commerce

CONSULTING, LAYOUT,  
DIGITAL PUBLISHING AND HOSTING  
Chameleon Advertising & Marketing  
Moorestown  
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Advertising and Article  
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## President's Message

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work with by personal introductions than you'll ever meet by trying to have the biggest stack of business cards at the end of night.

How do you get those introductions? You need to know people. They need to know you and your reputation. Simply having someone's business card in my rolodex doesn't mean I know them. Its just means I've met them.

After all, who are you going to follow up with? The guy who leaves at the end of the night with a business card from everyone.... whom you spent 30 seconds with...who oh, by the way, is going to scan in those cards and then send you a mass invite to "link in" to him or "be his friend" Or the person who a colleague, client or friend as introduced you to ....whom you had a 10 or 15 minute conversation with?

The internet has given those rolodex builders a new tool....thanks to Linked In and Facebook, they are at on the net! They are linked in to 2,000 people and have 1,000 friends. They don't know them. They probably couldn't recommend them or be

recommended by them.

Someone recently pointed out to me that I wasn't "linked in" to nearly as many people as they thought I should be. I could be. I could have thousands of linked in connections and thousands of friends...but where will that get me in the end...connected to some not so reputable characters that I barely know that could damage my reputation...no thank you.

Recently at "women's event" not related the Chamber a woman asked me if I found the event valuable? She was new business and this was her first event of this nature. She felt like she hadn't really talked real business with anyone there. She said she met perfectly nice people but felt like it was more social. I said to her, they weren't "networking" they were "building relationships". They wanted to get to know you and they'll "network" with you from there. She got it and to me that's natural, because as women, we build relationships not rolodexes.

So focus on building a network – a strong group of people who know you...who you know ...who can refer you and you can refer to... and not the art of having the most business cards at the end of night. •



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# CHAIRPERSON'S MESSAGE: 2009 At a Glance



CHAIRPERSON  
RENEE C. VIDAL, ESQ.

When people look back on 2009, gloomy thoughts may come to mind for many. For the Burlington County Chamber of Commerce, there were a lot of great goings-on over the past twelve months. Thanks to the many people who keep this Chamber going - from Kristi (not to mention our star staff - Ashley and Barbara!), to the members of the Board and countless volunteers - the Chamber hosted over 52 events this year. There was something for every business person.

Here are some highlights:

The **Golf Outing** was a blast - The second time was the charm, and our rain date was a beautiful, sunny day that was perfect for golf! If you didn't get to taste my "elixir," you will have to come back next year! At the end of the day, we enjoyed some networking time and dinner.

The **Women's Business Forum** was a great success! This colloquium, focusing on business issues that affect women, has been growing each year into a fantastic regional event. We are already excited about planning next year's event!

If you attended any of our **Business After Business**

**Networking** events, you undoubtedly had an excellent opportunity to network, meet up with colleagues you haven't seen in awhile, and meet new people from other organizations. This year, we joined up with the National Association of Women Business Owners, South Jersey Chapter and the area local business associations for two great networking events. We also had the pleasure to introduce **Colonel Gina Grosso**, the Joint Base Commander of our nation's first Tri-Service Joint Base, to the business community.

In October, we welcomed **Pete Ciarocchi**, owner of Chickie & Pete's, at this year's **Business Showcase & Forum**. To say Pete was entertaining is an understatement. It was a great way to start the Showcase.

We also had the opportunity to hear many captivating speakers at our monthly general membership lunch meetings, including former **Governor Christie Todd Whitman**, Jack Donnelly (Governor's Office of Economic Growth), Luke Tillie (Federal Reserve Bank), and coming up this month, we will welcome Dr. Richard McCormick, President of Rutgers, the State University of New Jersey.

As we look forward to the holidays and a new year, we also look back at what has been a year of great events. I hope that each of you have benefitted from your Chamber membership and continue to be involved and active throughout the upcoming year. I look forward to seeing you at future events. Happy holidays! •

## IT'S B-A-A-C-K!

COMING  
MARCH  
2010!

### THE COMMUNICATOR IS BACK IN PRINT

We will be moving *The Communicator* from a monthly online, to a quarterly print publication. Find the next issue of *The Communicator* in your mail box!

Look for your 2010 issues coming to you via the mail, in print starting **MARCH 2010**. Call 856-439-2520 today and reserve your ad space! Reach key businesses in Burlington County and beyond.

### 2010 COMMUNICATOR AD RATES

1x INSERTION	2X INSERTION	3x INSERTION	4x INSERTION
1/6 not available	1/6 \$120	1/6 \$115	1/6 \$105
1/3 \$200	1/3 \$195	1/3 \$190	1/3 \$180
1/2 \$320	1/2 \$310	1/3 \$190	1/2 \$280
Full \$540	Full \$520	Full \$500	Full \$460





## BCCOC MEMBER OF THE MONTH

# Moorestown Wealth Management Group

“No matter your age or stage of life, the time to plan **YOUR** financial future is now.”

These are wise words that need to be heeded. Every day is another opportunity to plan and save for your future goals - and if unacted upon, a opportunity lost. Whether your primary goal today is to save for a new home, a college education, or retirement, Moorestown Wealth Management Group has the knowledge, experience, and resources to work with you to create a realistic financial plan that is funded through sound investment strategies.

We favor asset allocation to help reduce risk to your portfolio while spreading your holdings among a variety of industries, companies and investment types where they can benefit from a broad range of investment opportunities. Our professionals understand that financial goals represent more than just money - they embody the aspirations our clients value most.

Over time financial needs and goals can change. That's why it's important to regularly review your plan. Education and objectivity are the cornerstones of our business. We pride ourselves on offering conflict free advice. Our professionals are extensively trained in investment planning as well as a wide range of investment opportunities, representing a number of reputable financial institutions.

Moorestown Wealth Management Group provides services in the following areas:

- Retirement Planning
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- Investment Planning
- Estate Planning Strategies
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For more information, visit the Moorestown Wealth Management Group website at [moorestownwealthmanagement.com](http://moorestownwealthmanagement.com) or call 856-914-3488. *Securities offered through LPL Financial, Member FINRA/SIPC*

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[sharbell.com](http://sharbell.com)

## Marketing?! NOW?!

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supermarket. Get out in the community and share your passion and expertise, and then hand out cards or something creative connected to your talk that they can take away as a reminder. Just get out there.

**Get creative with the work:** it's been said that one well-produced, creative ad can do the work of ten. It makes sense. If your ads are well-designed, creative, engaging, compelling and on-strategy, many more people will actually notice it, and many of them will be moved. If it's cluttered with every message you want to communicate and it looks and sounds like everyone else, you're wasting your money because no one will care.

There's not a business owner out there who doesn't want to succeed. And most of you know that you can't succeed if no one knows you exist. But that doesn't mean you need to spend a fortune. You just need to spend smart. •

*Ken Gleason is Creative Director of The Marathon Group. For more information, contact Ken at [kgleason@themarathongroup.com](mailto:kgleason@themarathongroup.com).*



# Members in the News

## Tim Irons Elected to Board of Trustees of The Drenk Foundation



*Tim Irons, principal, The Haines & Haines/T.C.*

Tim Irons, agency principal at The Haines & Haines/T.C. Irons Insurance Agency, has been elected to the Board of Trustees of The Drenk Foundation.

The Drenk Foundation raises awareness and support for The Drenk Center, a private, non-profit organization headquartered in Hainesport, NJ. With sites throughout the state, The

Drenk Center offers a continuum of behavioral health services to more than 7,000 children and adults annually. Services include prevention programs, emergency and crisis intervention, outpatient therapy, psychiatric services, adolescent residential programs, and case management services.

Tim has served on many non-profit boards of directors, and he marks his 26th year in the insurance business in 2009. Tim and his family are residents of Lumberton.

## Rutgers Food Innovation Center Announces New Food Industry Training Program

The Rutgers Food Innovation Center (FIC) has launched a national educational program consisting of in-class and on-site food safety training, online business planning courses and on-demand videos, and an array of specialized services targeted at the food industry. These educational resources are designed for food industry employers and employees, food business entrepreneurs, as well as community farm market participants and organizers.

Lou Cooperhouse, Director of the Rutgers Food Innovation Center, indicates that "The Rutgers Food Innovation Center has received considerable interest from entrepreneurs and established businesses about the availability of education and training programs for the food industry, as these did not exist. These classes are now available online, in-class and on-site to meet the personalized needs of our clients. These new programs allow us to expand the reach of our Center to food businesses throughout New Jersey, and our online classes can be of great value to entrepreneurs worldwide."

## Parker McCay Welcomes Seven New Associates

The regional law firm, Parker McCay, is pleased to announce that Stephen M. Bacigalupo II, Grant G. Berger, Breanne, M. DeRaps, Kiera McFadden-Roan, Erin P. Mullen, Carl Tanksley, Jr., and Mary Wu have joined the firm as Associates.

Mr. Bacigalupo focuses his practice on school law. Mr. Berger concentrates his practice in the areas of construction law and litigation, local government law and appellate law. Ms. DeRaps concentrates her practice in the areas of corporate and business transactional law, as well as estate planning and administration. Ms. McFadden-Roan focuses her practice in the areas of general litigation and insurance defense. Ms. Mullen concentrates her practice in the area of medical malpractice defense. Mr. Tanksley focuses his practice in the area of school law. Ms. Wu concentrates her practice in the areas of bankruptcy and foreclosure.

## Samaritan Social Worker Honored for Service

Caring for patients and their families at the end of life can take an emotional toll, even on trained healthcare professionals. Samaritan Hospice employees throughout Camden County have an extra tool in their toolkit to cope with these feelings - their team member, social worker Sherri Brake, LSW.

Brake is a member of an interdisciplinary team consisting of physicians, nurses, spiritual support counselors, certified home health aides, bereavement counselors and volunteers supporting families coping with a life-limiting illness. She keeps her finger on the pulse of her team and can identify and react to who is stressed, who needs extra support and who is cruising okay.

Brake's support, counsel and compassion extend to her co-workers, patients and their families, and have done so since she joined Samaritan Hospice five years ago. In recognition of these efforts, Brake received the not-for-profit organization's quarterly employee Dove Award for Service Excellence.

## SBA Launches New Online Training Course: Winning Federal Contracts – A Guide for Women Entrepreneurs

Women who own small businesses will be able to use a new online U.S. Small Business Administration training course to learn how to identify and take advantage of federal contracting opportunities. The new training course, Winning Federal Contracts: A Guide for Women Entrepreneurs, is part of an ongoing government-wide initiative to promote opportunities for women-owned businesses in the area of government contracting.

This free online tutorial is a practical and easy to use guide that walks a woman-owned small business through the contracting process. SBA is committed to ensuring that women-owned businesses receive at least 5 percent of federal contracts and believes better training opportunities are central to meeting this government-wide goal.

"Federal contracts can provide unique opportunities for women entrepreneurs and small business owners to grow their businesses and create jobs, particularly during these tough economic times," Administrator Karen Mills said. "It's also a win for federal agencies, by contracting with women-owned small businesses; they are working with some of the most innovative and dynamic companies in the country."

## Protocall's Nancy Tvarok Participates in the Breast Cancer 3 Day

Nancy Tvarok, Director of Training and Development for Protocall Staffing and 5 year cancer survivor, participated in this year's Breast Cancer 3 Day in Philadelphia October 16-18th



*Left: Nancy Tvarok, Protocall Staffing, with Jess Tvarok*

with her daughter Jess. Their team, Brown Eyed Girls, not only braved rain, cold temperatures and lots of mud, but they raised more than \$5,500 for breast cancer research.

Collectively, the 2,500 Philadelphia walkers were able

to raise more than \$8 million for Susan G. Komen for the Cure and the National Philanthropic Trust Breast Cancer Fund.

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## DECEMBER 4th

### Solving The Puzzle: Helping to Put The Pieces Together For Your Business Team

SPONSOR



Every company needs a professional team to support their enterprise. This seminar will present a dynamic representation of the team and provide you with important information to help you make your business successful.

#### Speakers:

Greg Spewak, CPA, Ruotolo, Spewak & Co  
Richard B. Charny, Esq., Partner, Charny, Charny & Karpousis, P.A.  
John Taulane, District Manager, ADP  
Doug Lubenow, Owner, Lubenow Agency  
Stephen D. Leightman, AWM, First Vice President, Leightman Evans Group of RBC Wealth Management  
Sheri Desartez, Owner, Looking Forward Coaching, LLC.

#### Location:

aloft  
558 Fellowship Road, Mount Laurel

#### Time:

8:00 – 8:30 am Registration, Breakfast and Networking  
8:30 – 11:00 am Program and Q&A

#### Cost:

\$25 Members • \$35 Prospective Members and Guests

**Deadline to Register:** November 30th

## DECEMBER 8th

### Breakfast Before Business

HOST



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

#### Location:

Sam's Club  
2521 Route 130 South, Cinnaminson

#### Time:

8:00 – 9:30 am

#### Cost:

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

**Deadline to Register:** December 4th

*\*Prospective members and guests must be pre-registered; we are unable to accommodate non-member walk-ins at events.*

## DECEMBER 16th

### General Membership Luncheon

SPONSOR

Moorestown Wealth Management Group

#### Speaker:

Dr. Richard M. McCormick, President, Rutgers, The State University of New Jersey

#### Location:

Braddock's  
39 South Main Street, Medford

#### Time:

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

#### Cost:

\$30 Members • \$40 Prospective Member and Guests

**Deadline to Register:** December 9th

## JANUARY 12th

### Breakfast Before Business

HOST



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

#### Location:

Re/Max Connection Realtors  
1000 Lincoln Drive East, Suite 28, Marlton

#### Time:

8:00 – 9:30 AM

#### Cost:

FREE for BCCOC Members • \$10 Prospective Members and Guests

**Deadline to Register:**

January 6th

## JANUARY 13th

### Annual Installation and Recognition Dinner

Join us as we say install our 2010 officers and say "thank you" to our members for making 2009 a success!

#### Location:

Deerwood Country Club  
845 Woodlane Road, Westampton

#### Time:

5:30 – 6:30 pm Cocktails and Networking  
6:30 pm Dinner and Program

Dessert Reception to Follow

#### Cost:

\$65 per person • \$750 for a reserved table of 10

**Deadline to Register:** January 6th

## FREE Roundtable Forums *Exclusive Members-Only Events*

SPACE IS LIMITED. RESERVATIONS ARE REQUIRED. [CLICK HERE TO REGISTER.](#)

### ■ What's The Value of an Idea? How the Cash Conversion Cycle Can Help Your Employees Reinvent the Workplace

Facilitator: Nancy Tvarok, Director of Training and Development  
Protocall Staffing

Date: December 10

Time: 8:00 am

Location: Burlington County Chamber of Commerce

Host: Employment Practices Committee

### ■ Do's and Don'ts of One-on-One Evaluations: Coaching for Reviews

Facilitator: Susan McCann, Vice President,  
Human Resources, Samaritan Hospice

Date: January 14

Time: 8:00 am

Location: Burlington County Chamber of Commerce

Host: Employment Practices Committee

### Burlington County Today: An Economic Outlook

*In Partnership with Burlington County College and Burlington County  
Board of Chosen Freeholders*

SPONSOR:



Dates: February 23, May 25, August 6 and November 5

Time: 7:45 – 8:15 am Registration and Networking

8:15 – 9:30 am Program

Location: Burlington County College, Laurel Hall, Rm 320, Mt. Laurel

## BE IN THE KNOW

CHECK YOUR EMAIL  
EVERY FRIDAY FOR A LIST OF  
UPCOMING BCCOC MEETINGS  
AND EVENTS. CHOOSE YOUR  
EVENTS AND REGISTER!

## LET'S DO BREAKFAST... *and* LUNCH!

MARK YOUR CALENDARS!

2010 Breakfast Before Business and  
General Membership Luncheon  
Networking event schedule

### BREAKFAST BEFORE BUSINESS

- February 9th
- April 20th
- May 18th
- August 17th
- July 20th
- September 21st
- November 16th
- December 14th

### GENERAL MEMBERSHIP LUNCHEONS

- February 10th
- March 10th
- May 12th
- June 9th
- July 14th
- August 11th
- October 13th
- November 10th
- December 8th

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## LUNCH and LEARN

### S E M I N A R S

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**NEW!** – Join us in 2010 for a series of  
seminars on proven business skills!

#### Location:

BCCOC Offices (Training Room)  
100 Technology Way, Mount Laurel

#### 2010 Lunch and Learn Dates:

- February 24th
- March 24th
- April 28th
- May 26th
- June 23rd
- July 28th
- September 22nd
- October 27th
- November 17th

#### Cost:

\$20 per person, per seminar

*Advance Registration Required*

## WHAT'S THE VALUE OF AN IDEA?

# How the Cash Conversion Cycle Helps Your Employees Reinvent the Workplace

BY NANCY TVORAK

If this economy has taught me anything it's how to be creative. As the Director of Training and Development for Protocol Staffing I'm always asked, "How do I keep my staff motivated and identify opportunities to improve the way we do business?"

Wow, this is a difficult question in the best of times and frankly I was out of answers. So I decided to do a little research. It seems to me that **what's old is new** again so I looked to the basics and found an old idea whose time has come again.

The Cash Conversion Cycle, even though the title sounds financial it's relevant to all aspects of an organization so everyone can get involved.

The premise of the cash conversion cycle is the length of time between spending money and making money. The shorter the time, the stronger your organization. I decided to test the theory.

I looked at the primary areas of our organization, sales, operations and accounting and listed them on a chart. I gave a copy of the chart to each employee in our organization and asked them to identify a

better way to eliminate mistakes or improve the way we do business. Keeping in mind that their idea had to improve our cash cycle time and it had to be measurable. I asked the employees to make notes on the chart of any **ideas that improve a situation** during the business day.

Each employee had the chart on their desk and at the end of the month I had many good ideas and they all came from our employees.

Some ideas were so simple to incorporate we implemented them immediately. Other ideas are long range and ultimately could change the way we do business. Most importantly it **gave our employees a voice** and a way to be recognized for their efforts.

We gave out an award for the best idea and recognized the employee in our internal newsletter.

This little idea empowered our staff to be **creative** and ultimately, their creativity has

strengthened our organization. Of course it doesn't hurt that the cash conversion cycle has been improved! It gave us a **common goal and a common idea** and that is the sign of a motivated team.

As organizational leaders it is our job to empower employees. The greatest asset any organization has is its employees. Keep the creativity flowing in your organization by providing outlets for your employees to be heard. You don't want your best asset and all of their ideas walking out the door.

*During the December 10th Employment Practices Roundtable I will provide a mini workshop on this topic. I hope to see you there. Click here for information on this Roundtable. •*

*Nancy Tvarok is the Director of Training and Development for Protocol Staffing. For more information contact Nancy at [Nancy@protocolstaffing.com](mailto:Nancy@protocolstaffing.com)*



## CAREER DEVELOPMENT ANALYSIS



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# Shots from the Business Showcase & Forum Held at the Merion • October 1, 2009



*Sandra Sciacca displays some of her design ideas and furniture at the Sciacca's Upholstering & Design Center booth.*



*Lyn Kremer, Publisher of the Philadelphia Business Journal, facilitated a free workshop on networking for Business Showcase & Forum attendees.*



*Noam Yalon engages a showcase attendee in a discussion about payroll services.*

*Renee Vidal, Flaster/Greenberg PC, Pete Ciarrocchi, Chickie's & Pete's (speaker), and Kristi Howell-Ikeda, BCCOC after the Kick Off Luncheon.*



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**PHILADELPHIA BUSINESS JOURNAL**

# WELCOME NEW MEMBERS

*This month we welcome members who joined us in October*

## **Bordentown City**

324 Farnsworth Avenue, Bordentown  
609-298-0604  
Municipality  
[cityofbordentown.com](http://cityofbordentown.com)

## **Doane Academy**

350 Riverbank, Burlington  
609-386-3500  
Since 1837, Doane Academy has been a school where students come to realize their interests, talents, and that they are called to have a significant impact on the world around them. Pre Kindergarten through twelfth grade, it is committed to developing intelligent, capable young people within a school culture where students are known, loved and strongly encouraged to realize their full potential.  
[doaneacademy.org](http://doaneacademy.org)

## **DocuVault Delaware Valley LLC**

1240 Forest Parkway, Suite 100, West Deptford  
856-853-5160  
DocuVault Delaware Valley, LLC is a full-service information management company. It is the region's premier record storage, shredding, media vaulting and scanning company.  
[docuvaultdv.com](http://docuvaultdv.com)

## **Hilton Garden Inn**

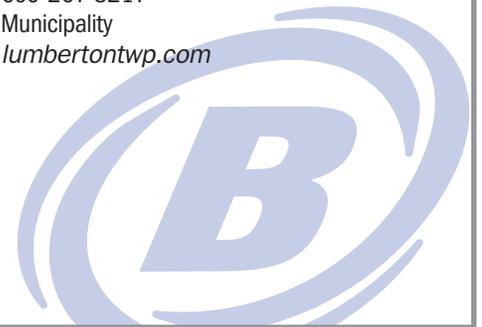
111 Hancock Lane, Westampton  
609-228-4101  
The new Hilton Garden Inn Westampton hotel is the premier hotel in the Burlington County, Central New Jersey area. The easy access to both Philadelphia and New York makes it the perfect hotel for both the business and leisure traveler.  
[hgi.com](http://hgi.com)

## **Infinity Title Agency, Inc.**

33 East Main Street, Unit #2, Moorestown  
856-727-0818  
Infinity, a mid-sized Title Insurance Agency, operates from a central office located in the heart of the Moorestown Business District. Since 1992, its motto has been "Endless Efforts Toward Customer Satisfaction"  
[infinitytitle.com](http://infinitytitle.com)

## **Lumberton Township**

35 Municipal Drive, Lumberton  
609-267-3217  
Municipality  
[lumbertontwp.com](http://lumbertontwp.com)



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

### **Lakeside Collision CARSTAR**

Mount Laurel  
Member Since 1995

### **Lamon Auto Body**

Mount Holly  
Member Since 1996

### **Bowman & Company, LLP**

Voorhees  
Member Since 1983

### **The Children's Home**

Mount Holly  
Member Since 1986

### **Brandywine Realty Trust**

Mount Laurel  
Member Since 1992

### **Family Service of Burlington County**

Mount Holly  
Member Since 1997

### **DoubleTree Guest Suites**

Mount Laurel  
Member Since 1998

### **WMSH Marketing Communications**

Haddonfield  
Member Since 2002

### **H F Bookkeeping & Training Services, LLC**

Maple Shade  
Member Since 2003

### **All That Blossoms**

Mount Laurel  
Member Since 2004

### **Ruotolo, Spewak & Company**

Mount Laurel  
Member Since 1990

### **Cornerstone Bank**

Multiple Locations  
Member Since 1999

### **Crossroads Programs, Inc.**

Willingboro  
Member Since 2001

### **HeartSTONE Group, LLC**

Bordentown  
Member Since 2008

### **Gold, Meltzer, Plasky & Wise, PA**

Moorestown  
Member Since 2003

### **Innovative Benefit Planning, LLC**

Cinnaminson  
Member Since 2008



# Members in the News

— continued from page 5



## Virtua is again named as a #1 Best Place to Work

Virtua, South Jersey's largest healthcare provider, has once again been honored by the *Philadelphia Business Journal* as a #1 Best Place to Work in the Delaware Valley. For the second year in a row, Virtua has

Accepted the award (L to R): Andrew Faupel, Virtua Dir. of Wellness; Matthew Zuino, VP and COO, Virtua Medical Group; and Debra Moran, VP of Operations at Virtua Berlin and Post Acute Services

been inducted into the "Hall of Fame" category, marking the non-profit as the best of the best places to work.

Virtua, as evaluated by its employees, ranked

above hundreds of other companies, securing its place based on the strengths of its benefits and programs. The award highlights Virtua's achievements in creating a positive work environment that attracts and retains employees through a combination of working conditions and company culture.

"Virtua's employees are our most important resource, and this recognition reinforces that belief," said Richard P. Miller, Virtua president and CEO. "Our staff members know that they have an important voice in what we do and how we do it."

## Want to see YOUR name or your company's name in The Communicator?

Email: [communicator@bccoc.com](mailto:communicator@bccoc.com), and send us your press releases, announcements, new hires and awards. Starting in 2010, Member News will be published quarterly, space will be limited.



Christina M. Adinolfi Shea, Esq.

## Capehart Scatchard Adds Workers' Compensation Attorney

Capehart Scatchard is pleased to announce that Christina M. Adinolfi Shea, Esq. has recently joined the Firm's Workers' Compensation Department in its Mt. Laurel office. Ms. Adinolfi Shea represents insurance carriers and employers in the defense of workers' compensation claims at all stages of litigation.

She received her law degree from Rutgers University School of Law in Camden and her B.A. degree from Villanova University. Upon law school graduation, Ms. Adinolfi Shea worked as a law clerk to the Honorable Marie E. Lihotz, Appellate Division, State of New Jersey.



## Tri-Service Joint Base Event at aloft, October 12

Colonel Gina Grosso, Joint Base Commander, speaks with Joe Skwara CFP, Ameriprise Financial, at the Tri Service Joint Base event October 12th.



## 8th District Assembly Race Candidate Forum, October 13th

Assembly Members Dawn Marie Addiego and Scott Rudder field some tough questions from BCCOC members at the October 13th Candidate Forum at the Marriott in Mount Laurel.



## General Membership Luncheon at Deerwood Country Club, October 21st

Joseph Rosales, The Customer Service Coach, LLC, talks with Lori Sacalis, Barron & Posternock LLP, at the General Membership Luncheon at Deerwood on October 21st.

## CHAMBER Corner Shots



## Welcome to The Neighborhood Event at Iron Hill, October 20th

William Crowe, The Drenk Foundation, Tim Irons, Haines & Haines-TC Irons Insurance Agency, Paul Costello & Sandra Sciacca, Sciacca's Upholstering & Design Center take some time to network and enjoy the new Iron Hill Brewery location in Maple Shade.

# MOVE QUICK! 2010 OPPS

## NEW COMMITTEE

the Business Education and Conference Committee

This committee will help plan our new fall business conference as well as our **Lunch and Learn Series** (see page 7).

For more information or to **JOIN NOW**, email Barbara Urban: burban@bccoc.com



## 2010 GENERAL MEMBERSHIP LUNCHEON

sponsorships available

Click [HERE](#) to download a sponsor form. **HURRY!** Limited number of sponsorships available.



## INTERACTIVE MARKETING AD OPPORTUNITY

Reach over 1,500 people weekly in BCCOC's well read (and forwarded) weekly emailed **E-News + Events**

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!  
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# Event Registration [bccoc.com](http://bccoc.com)

DECEMBER + JANUARY

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

COMPANY NAME \_\_\_\_\_ CONTACT NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_  YES, BCCOC MEMBER (M)  PROSPECTIVE MEMBER (NM)

**DECEMBER 4 Solving The Puzzle**  BCCOC MEMBER \$25.00  PROSPECTIVE MEMBER \$35.00  
ATTENDEE 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**DECEMBER 8 Breakfast Before Business**  BCCOC MEMBER **FREE**  PROSPECTIVE MEMBER \$10.00  
ATTENDEE 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**DECEMBER 16 General Membership Luncheon**  BCCOC MEMBER \$30.00  PROSPECTIVE MEMBER \$40.00  
ATTENDEE 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**JANUARY 12 Breakfast Before Business**  BCCOC MEMBER **FREE**  PROSPECTIVE MEMBER \$10.00  
ATTENDEE 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**JANUARY 13 Annual Installation and Recognition Dinner**

**CLICK HERE** TO REGISTER ONLINE

**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 \_\_\_\_\_

Registration and Refund Policy: 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. Event cancellations must be received no fewer than 3 business days prior to the event, to receive a refund, unless otherwise specified on the event registration. Events must be paid for in advance. BCCOC does not invoice for events. Members are requested to utilize the invoice emailed to them from the registration system to process payment and are encourage to pay at time of registration to guarantee their reservation. Non-members must pay in advance for all events.