



Kristi M.  
Howell-Ikeda

## President's Message

Welcome to the first online edition of The Communicator. Your BCCOC Board has made the decision to go green and reduce our paper consumption by now providing the The Communicator online. It's the same great monthly newsletter with educational articles, new member announcements, events and lots of great information – just digitally presented.

It's even better. You can email a writer right from their article. Have readers click through to your ad right to your website!

So consider advertising in the new online Communicator and reach prospective clients immediately. No more remembering to look up the website later – just click now!

In these tough economic times everyone's asking the same questions. How do we keep going? How do we continue to develop business? Where do we cut back?

I've seen so many "specials" in the last few months. Everything from "Buy One Get One Free" to "Create Your Own Meal - \$9.95". That's my favorite, because it's on my way home at night. I pause and wonder if they really are discounts or are they gimmicks. But more so, I wonder if they are actually bringing in business and if they are, is it the type that's going to come back.

Now is not the time to throw out the business plan and start implementing every special and gimmick you can think of. As a matter of fact, you need your business plan now more than ever. If you haven't dusted it

— continued on page 2

## SBA Launches Small/Rural Lender Advantage Initiative in New Jersey

### New Loan Service to Foster Small Business Growth in America

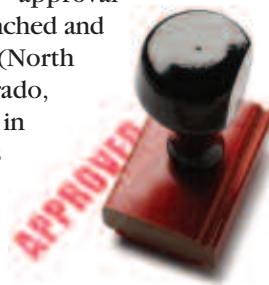
The U.S. Small Business Administration today extended an initiative aimed at fostering greater economic development in America by making it easier for New Jersey's smaller community banks and credit unions to use SBA loan products to finance small businesses.

Small/Rural Lender Advantage is part of the agency's 7(a) loan program and encourages smaller and/or rural lenders (lenders making 20 or fewer SBA loans a year) to offer SBA loans by streamlining the SBA's loan application and approval processes. This initiative was launched and tested in SBA's Region VIII (North Dakota, South Dakota, Colorado, Wyoming, Utah and Montana) in January. Following enhancements to further streamline it, SBA is now taking the initiative nationwide and is extending it to SBA's Region II, which covers New York, New Jersey and Puerto Rico and the U.S. Virgin Islands.

"Small community based banks play a major role in financing small businesses throughout America, particularly rural America," said SBA Acting Administrator Sandy K. Baruah. "These businesses often depend on support from their local banks. Through the Small/Rural Lender Advantage initiative, the SBA is showing its commitment to helping banks expand access to private capital for entrepreneurs in small communities."

#### The Key Features of Small/Rural Lender Advantage Include:

- A shorter, simplified application for loans of \$350,000 or less
- An expedited SBA loan processing time of 3-5 days for routine loans
- Reduced financial documentation requirements
- An SBA guaranty of 85 percent for loans



of \$150,000 or less; 75 percent if the loan is larger

- Loan applications that can be faxed or emailed to SBA
- A simplified loan eligibility questionnaire to help small or occasional SBA lenders understand SBA's eligibility criteria; and
- Specialized assistance to small/rural lenders on complex eligibility issues.

This new service is intended to increase SBA's market penetration with smaller community-based lenders. Small businesses account for two-thirds of all America's jobs, but the number of banks nationwide taking advantage of SBA loan programs has declined by almost 400 over the past two years. By streamlining its loan procedures and processes and reducing the paperwork, SBA is intent on winning them back.

"We have targeted 45 lenders throughout New Jersey to participate in SBA's Small/Rural Lender Advantage," said SBA's New Jersey District Director, James A. Kocsi. "In fact, our financial team is hitting the ground running trying to meet with as many community lenders as possible and to sign them up for this new initiative. We view this program as a way for us to increase SBA lending activity in New Jersey."

"Small businesses are the growth engines of the American economy," said Baruah. "SBA is very proud to introduce Small/Rural Lender Advantage as another financial tool to spur economic growth and job creation."

For more information about all of the SBA's programs for small businesses, call the SBA Answer Desk at 1-800 U ASK SBA or TDD 704-344-6640, or visit the SBA's Web site at [sba.gov](http://sba.gov).

# THE *Communicator*

Digitally Published  
Monthly by the Burlington County  
Chamber of Commerce

CONSULTING, LAYOUT,  
DIGITAL FILE AND HOSTING  
Chameleon Advertising & Marketing  
Moorestown  
(856) 722-0080

Advertising and Article  
Submissions Deadline  
1st of the Month



100 Technology Way, Suite 110  
Mt. Laurel, NJ 08054  
Ph (856) 439-2520  
Fax (856) 439-2523  
bccoc.com  
communicator@bccoc.com

## President's Message — *continued from page 1*

off in a while, there is no time like the present. If you don't have one, sit down and think about your goals, objectives and key principles of moving your business forward. Too often, we start to panic when the economy gets tough and make rash decisions without measuring them up against our business plans. The quick fix makes me nervous. It might get it over a rough spot but will be it sustainable.

Now, more than ever, building sustainable relationships can be a foundation for your business's future. Refer and be referred is going to be my new slogan for 2009. It's a two way street, though.

In this economy, so many people cut back on marketing and advertising. But what does that cost you in the long run? That should be one of the last things you cut. I know it's the easiest cutback. It doesn't affect employees. Once you lose your market share, it's going to cost you even more to get it back and eventually it will affect your employees and maybe more of them than you first anticipated.

Think about it. You want to build your

business, yet you cut back on your external presence. Enhance your plan with free opportunities. Social networking sites are a great way to increase your visibility. Don't forget real networking too, there are many low cost and free networking opportunities including your own BCCOC. Be cautious on overdoing the "free" it might not be where you're going to meet your next client because really, you need to be where you're prospective business is?

Lets talk about those specials again. If you can bring the business in the door with a special, like the \$9.95 meal, have a plan to keep them coming back. If you're in retail, now's the time for bounce back coupons and limited offers. Some of us just can't resist a bargain.

In other industries, its time to go that extra mile maybe offering complimentary services, certainly demonstrating how invaluable that client is to you. Oh and ask for referrals. Now's the time to sit down and figure how we can collaborate together. It's about keeping our County and South Jersey's economy strong. •



PRO  
COMPUTER  
SERVICE.COM

**856.596.4446**

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

**Reduce your IT costs  
by up to 25% or more.**

**Your personal IT resource...**

- Full service IT support
- Business & residential support
- Server Virtualization
- Voice and Data Cabling
- Website Design
- Systems Integration

**Sometimes a geek just isn't enough...  
You need a Pro**





## SAVE THE DATE

2009 Burlington County Chamber  
of Commerce Golf Invitational

May 4, 2009

*Sponsorship opportunities coming soon!*

## 2009 BREAKFAST BEFORE BUSINESS HOST SIGN-UP

### Sign up now to host one of our Breakfast Before Business Card Exchanges

You provide the location, food and beverages, the Chamber staff and members will provide a great networking event for you and your business.

#### Benefits Include:

**Advertising:** 4 weeks listing your sponsorship (including company logo) in weekly E-News, 2 months in *The Communicator*, and inclusion on BCCOC's website.

**Direct-to-Member-Promotion:** At the event a company representative will have 3 minutes to address the audience about your company's products and services.

— COMPLETE, CHOOSE YOUR DATE SELECTION AND MAIL OR FAX (856-439-2523) THIS FORM —  
Breakfast Before Business are booked in advance on a first come first served basis.  
Members must be in good standing to be considered. Limit of one BBB event annually.

*LOOK FOR OUR SPECIAL AFTER HOURS EVENTS IN MARCH, JUNE & OCTOBER!*

### '09 BREAKFAST BEFORE BUSINESS 8:00 am – 9:30 am

July 14th    Aug. 11th    Sept. 15th    Dec. 8th

Event Location \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



**BURLINGTON COUNTY**  
**Chamber of Commerce**  
*The Voice of Business*

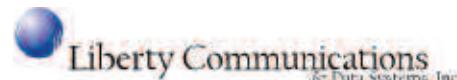
100 Technology Way, Suite 110, Mt. Laurel, NJ 08054  
Ph (856) 439-2520 Fax (856) 439-2523 bccoc.com

## BCCOC MEMBER OF THE MONTH

### LIBERTY COMMUNICATIONS: Making the Connection in South Jersey

Long gone are the days when telephones were simple appliances in your office. Today's phone systems are dependable multitask-ers that can do far more than just route calls. Features once only available in large installations are now common in small and medium size businesses.

Liberty Communications & Data Systems, located in Moorestown, has been a local telephone vendor of choice for countless area businesses for the past



12 years. Founded in 1996 by seasoned telecom veteran, Gerry Gordon, the company specializes in custom designed telephone systems. When asked about his product line Gordon stated, "We offer an excellent selection of systems, whether you are simply replacing your current system and are looking to streamline your call intake, or if you have a VOIP (Voice Over Internet Protocol) need, we can help you make the right choices."

Liberty also offers products beyond telephone systems. Gordon had this to say about some of the other popular products his company offers, "We have a large demand from companies looking to integrate faxing, allowing faxes to be sent directly to your computer desktop. We also see a large need for Presence Management, we can secure your site and regulate access, we also make it easy to monitor your companies time and attendance." In addition to fax integration and presence management Liberty also offers BlueTooth integration with desktop office telephones, unified messaging, and dial tone services.

For additional information on Liberty Communications, their products and services visit [libertycds.com](http://libertycds.com) or you can reach them directly at (856) 762-1222. •

# THE Communicator

## SUBMITTING ARTICLES

Articles must be of informational value to our members and non-marketing in nature. The company, it's products or services cannot be mentioned within the article. Author's will be given a credit line. We recommend articles be 300 to 350 words in length. We reserve the right to edit all articles for content and/or length. Submission deadline is the 1st of each month preceding the publication month. Prior to writing or submitting an article, contact the chamber office to be scheduled on the editorial calendar. Your article may be rejected if it is not submitted by the deadline.

## MEMBERS IN THE NEWS

We welcome information on you, your company, employees and the community. If your company has new hires, received an award, introduced a new product or service or has other news that would be of interest be sure to tell us about! Only free events will be listed. Limit your Member News to 50 words *or less!* We reserve the right to edit all Member News for content and/or length. Submissions will be reviewed for relevance and timeliness. Members not published in Members in the News in *The Communicator* will be considered for posting in the Members In the News section of *bccoc.com*

## THE COMMUNICATOR ONLINE

### Full Color Ads · Live Website and Email Addresses

*The Communicator* is sent monthly to over 2,000 members and business supporters of the Burlington County Chamber of Commerce.



## AD SIZES and RATES COST ARE PER INSERTION

AD SIZE	NEW!	1X	3X	6X	12X
1/6 Vert. 2.5W x 5.125H		N/A	\$105	\$ 95	\$ 75
1/6 Horiz. 5.25W x 2.475H		N/A	\$105	\$ 95	\$ 75
1/3 5.25W x 5.125H		\$180	\$170	\$150	\$120
1/2 8W x 5.125H		\$290	\$270	\$240	\$200
Full 8 1/2W x 11H		\$490	\$460	\$420	\$370

## ADVERTORIAL RATES

SIZE	ONE INSERTION PER QUARTER PER COMPANY
1/2 8W x 5.125H	Approx. 350 Words \$300 per insertion
Full 8W x 10.5H	Approx. 550 Words \$500 per insertion

## AD SPECS

Ads may be supplied four color. Ad files are to be supplied as press-ready pdf files, built to size. Email pdfs to [communicator@bccoc.com](mailto:communicator@bccoc.com). Additional charges may be incurred if file needs work.

## ADVERTL. SPECS

Advertisals offer information in an editorial format. Supply advertorials as press-ready pdf files, built to size.

## RESERVE YOUR SPACE! COMPLETE THIS INSERTION FORM AND SEND IT TO BCCOC WITH FULL PAYMENT. SEND PDF FILES TO [COMMUNICATOR@BCCOC.COM](mailto:COMMUNICATOR@BCCOC.COM)

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

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

PHONE \_\_\_\_\_ EXT. \_\_\_\_\_ EMAIL \_\_\_\_\_ FAX \_\_\_\_\_

AD SIZE:  1/6 VERTICAL  1/6 HORIZONTAL  1/3  1/2  FULL PAGE ADVERTORIAL:  1/2  FULL PAGE

NO. OF INSERTIONS: \_\_\_\_\_ MONTHS TO RUN (2009):  FEB  MAR  APR  MAY  JUNE  JULY  AUG  SEPT  OCT  NOV  DEC

CHECK ONE: \_\_\_\_\_ PICK-UP/RERUN AD \_\_\_\_\_ NEW AD WILL BE SUPPLIED FOR EACH INSERTION \_\_\_\_\_ OTHER SCHEDULE (SPECIFY): \_\_\_\_\_

TOTAL DUE: \$ \_\_\_\_\_ PAYMENT:  CHECK  CREDIT CARD  VISA  MASTERCARD  AMEX

CARD NO. \_\_\_\_\_ EXP. DATE \_\_\_\_\_ SECURITY CODE: \_\_\_\_\_

NAME ON CARD \_\_\_\_\_ SIGNATURE \_\_\_\_\_

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

♦ ALL ADS MUST BE SUBMITTED ELECTRONICALLY, SEND PDF FILES TO [COMMUNICATOR@BCCOC.COM](mailto:COMMUNICATOR@BCCOC.COM). BUSINESS CARDS AND HARD COPY NOT ACCEPTED. ♦

OFFICE USE REP: \_\_\_\_\_ DATE REC'D: \_\_\_\_\_ ACCEPTED: \_\_\_\_\_

Make checks payable to Burlington County Chamber of Commerce. Full payment is required with ad space reservation. Location of the ad and space is not guaranteed. To reserve ad/advertorial space, insertion form and payment must be received. No order is final until the BCCOC office confirms space and receipt of payment.

856-439-2520 FAX: 856-439-2523 WWW.BCCOC.COM 100 TECHNOLOGY WAY, SUITE 110 MOUNT LAUREL, NJ 08054

# Americans With Disabilities Act Amendments: Don't be Caught Unaware in the New Year

BY DAVID A. RAPUANO, ESQUIRE

**R**ecently enacted changes to the Americans With Disabilities Act of 1990 ("ADA"), which became effective on January 1, 2009, will give the law new relevance to New Jersey employers. The ADA, which covers employers with 15 or more employees, prohibits employment discrimination against individuals with disabilities. Much more than a simple anti-discrimination law, the ADA also requires that covered employers provide "reasonable accommodations" to applicants and employees with disabilities to enable them to perform the essential functions of their jobs, unless such accommodation would cause the employer an "undue hardship." The recent amendments do not alter the original three-pronged definition of disability in the ADA, which is a physical or mental impairment which (1) "substantially limits" one or more "major life activities," (2) a "record of" having had such an impairment, or (3) being "regarded as" having such an impairment.

Over the past 10 years, several Supreme Court decisions interpreting the ADA have considerably restricted the ADA's definition of disability and have offered employers significant protection from the broad potential reach of the law. As a result, New Jersey employees, protected by the much broader disability and reasonable accommodation provisions of the New Jersey Law Against Discrimination have generally ignored the ADA when making employment claims.

On September 25, 2008, the President signed the ADA Amendments Act ("Act"), which specifically rejects the employer-friendly reasoning of several Supreme Court decisions, broadening the interpretation of who is disabled for reasonable accommodation purposes and significantly expanding the class of individuals protected from discrimination. The Act specifically rejects the holding of *Sutton v. United Air Lines*, 527 U.S. 471 (1999), and requires that the effects of mitigating measures used by individuals, such as hearing aids, insulin, or even learned coping mechanisms, (other than eyeglasses and contact lenses) now be

disregarded in determining whether an individual meets the definition of disability. The Act also rejects the Court's holding in *Toyota Motor Manufacturing, Kentucky v. Williams*, 153 U.S. 184 (2002), which imposed a restrictive definition on the meaning of the terms "substantially limited" and "major life activity." These changes will mean that many individuals who were not considered disabled under the ADA now will be and may be entitled to reasonable accommodation.

The most significant change for New Jersey employers may be the Act's reinterpretation of the "regarded as" prong of the definition of disability. Before the amendments, to be "regarded as" disabled, an individual's employer must have not only regarded them as suffering from a physical or mental impairment, but also believed that the perceived impairment substantially limited the individual in one or more major life activities. Under the Act, an individual with an impairment can be "regarded as" having a disability, even if the employer only perceives them as impaired and does not perceive them to be limited in any major life activity. Thus, an employer may be found to have discriminated against an employee by taking any negative job action based on an impairment (except short term impairments with an actual or expected duration of six months or less) even where the employer does not believe the individual to be substantially limited. The Act does clarify, that an individual who is only "regarded as" disabled is not entitled to a reasonable accommodation.

These ADA amendments, especially the change to the "regarded as" prong, make it critical that every covered employer review their ADA compliance procedure, as well as ensure that managers and supervisors are aware of their legal obligations. Given the increased risk of litigation by employees alleging that some negative job action is based on any of the wide range of health



*On January 1, 2009 changes will be enacted to the Americans With Disabilities Act ("ADA")-which covers employers with 15 or more employees.*

impairments which do not substantially limit any major life activities, managers and supervisors must be reminded of the importance of documenting employee performance and conduct issues so that the real, non-discriminatory, reason for such job action can be established. Also, the ADA amendments give employers a good opportunity to review their procedures for handling employee disability issues, including the required interactive process for communicating with disabled employees regarding reasonable accommodations. •

---

*David Rapuano is a Partner in the Labor and Employment Law Department of the law firm of Archer & Greiner, headquartered in Haddonfield. David concentrates his practice in representing both public and private sector management in virtually all areas of labor and employment law. Mr. Rapuano is also the Chairman of the Chamber's Employment Practices Committee*

## January 13th Breakfast Before Business

HOST



Join us for networking, refreshments and more!

**Location:**

Laurel Corporate Center  
6000 Midatlantic Drive, Mount Laurel  
(rear entrance, lower level foodwerx canopy)

**Time:**

8:00 – 9:30 am

**Cost:**

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

**Deadline to Register:**

January 12th

## January 21th Annual Installation & Recognition Dinner

Join us as we say install our 2009 officers and say "Thank you" to our members for making 2008 a success!

**Location:**

Riverton Country Club  
1416 Highland Avenue, Cinnaminson

**Time:**

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

New this year, Dessert Networking Reception included with your ticket

Look for your invitation coming soon.

• SAVE THE DATE •

## WOMEN'S BUSINESS FORUM

JUNE 3, 2009

THE ENTERPRISE CENTER AT BCC

KEYNOTE SPEAKER:

MINDY HOLMAN

PRESIDENT AND CEO OF HOLMAN ENTERPRISES

## February 3rd 2009 Legislative Priorities Summit

SPONSORS



BLUM/WALSH

Hear from some of our state wide business associations and what they are doing to set a business friendly agenda in Trenton.

**Speakers:**

Jim Leonard, VP of Government Affairs for the NJ State Chamber

Laurie Ehlbeck, State Director, New Jersey, NFIB

Sara Bluhm, Assistant Vice President, Energy and External Affairs, NJBIA

**Location:**

Mt. Laurel Marriott  
915 Route 73, Mount Laurel

**Time:**

8:00 am	Networking and Registration
8:30 am – 10:30 am	Breakfast and Program

**Cost:**

\$25 Members • \$30 Prospective Members and Guests

**Deadline to Register:**

February 2nd

## February 10th Breakfast Before Business

HOST



Join us for networking, prizes and refreshments!

**Location:**

YMCA of Burlington County  
59 Centerton Road, Mount Laurel

**Time:**

8:00 – 9:30 am

**Cost:**

FREE to Members • \$10 Prospective Members and Guests

**Deadline to Register:**

February 9th

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

## February 18th General Membership Luncheon

SPONSOR

### Mr. Big's Self Storage

*Special Networking Lunch! Start the New Year off by developing leads and connections at this month's BCCOC Luncheon. Join us for extended networking. Everyone will introduce themselves to all attendees. Three members will be chosen to give a two minute commercial on their business. Don't miss it!*

**Location:**

Deerwood Country Club  
845 Woodlane Road, Westampton

**Time:**

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

**Cost:**

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

**Deadline to Register:**

February 16th



## There's A Better Way To Do Lunch.

Sponsor and attend  
BCCOC's monthly  
luncheons.

Only five 2009  
sponsorships remain.

Call  
(856) 439-2520

The BCCOC has added another  
benefit to your membership!

## Member to Member DISCOUNTS

Reach out to prospects by offering a discount through  
the Burlington County Chamber of Commerce's  
Member to Member Discount Program.

Take this opportunity to supply and obtain benefits  
and discounts from Chamber members.

### It's easy!

Just follow the these steps below:

- Submit your company's discount, coupon or wording to Monique at [mkramer@bccoc.com](mailto:mkramer@bccoc.com). All coupons need to be in jpeg format.
- Supply us with your logo and url

Search for discounts online on at  
[bccoc.com/memberdiscount](http://bccoc.com/memberdiscount)

## The Communicator is "live"

See a website address of a company you want  
to check out? **Simply click on the url and  
their site will be launched for you.**

Just read about a great Chamber offer and  
want to contact the office? **Simply click on  
the email address.**

Don't wait, be a part of the new,  
interactive Communicator now,  
contact Monique at  
[mkramer@bccoc.com](mailto:mkramer@bccoc.com)



# Members in the News

## RYEBREAD's Angelo Butera Becomes LEED Certified

Angelo Pappas Butera of RYEBREAD Architects was designated as a LEED Accredited Professional by the U. S. Green Building Council (USGBC). LEED stands for Leadership in Energy & Environmental Design. LEED Professional Accreditation distinguishes design professionals with the knowledge and skills to successfully steward the LEED building certification process. According to the USGBC, LEED Accredited Professionals (LEED APs) have demonstrated a thorough understanding of green building practices and principles and the LEED Rating System. Only a fraction of licensed architects have attained this accreditation. Mr. Butera concentrates on sustainable architecture, and was recently responsible for the new library with green strategies at Fort Dix Elementary School in Pemberton. Butera is a founding partner of RYEBREAD Architects, a resident of Evesham, Past-President of the Mount Laurel Rotary and Githens Center, and an expert on the Americans with Disabilities Act. He is a licensed architect in New Jersey, Pennsylvania, and Ohio, as well as being a licensed planner and interior designer in New Jersey.

## The Marathon Group Earns National Awards for Web Site Design and Web Site Content

The Marathon Group, a full service advertising, marketing and public relations firm, is proud to announce it has received two eHealthcare Leadership Awards for web site design and content. The Marathon Group won silver for Best Health Care Content for Saint Barnabas Heart Centers' site: [saintbarnabas.com/services/cardiac](http://saintbarnabas.com/services/cardiac). The agency also received a distinction for Best Site Design for the overall Saint Barnabas Health Care System web site, [saintbarnabas.com](http://saintbarnabas.com). "To be judged against our peers nationwide and receive two awards is a testament to the talented and skilled members of our web team," said Michael J. Slusarz, president of The Marathon Group.

## J.S. Hovnanian & Sons Broke Records At The 2008 MAME Awards

J.S. Hovnanian & Sons had a banner year at the MAME Awards on November 5th, winning a record-breaking 23 awards. The MAME (Major Achievement in Marketing Excellence) Awards, presented by the Builders League of South Jersey (BLSJ), recognizes leaders in the industry, providing cutting-edge solutions to the home building industry. For the second time in company history, J.S. Hovnanian & Sons received the "Community of

the Year Award" for two communities in the same year. The company also received the "Commitment to Excellence Award" for the fourth time. No other builder in the 15-year history of this award has received this honor as many times as J.S. Hovnanian & Sons. "We are honored to be recognized for our hard work and commitment in building excellent communities for our homeowners," said Garo Hovnanian, marketing director for J.S. Hovnanian & Sons.

## Innovative Benefit Planning, LLC Welcomes Two New Members

Carli Gannone was an account representative in the staffing industry with the responsibility of increasing their client base. Her success is an asset the privately held firm looks to replicate for their employee benefit consulting. Nicole Offerman was formerly a financial advisor with Ameriprise Financial where she built a comprehensive financial planning practice. At Innovative, her focus will be in retirement plan consulting, analyzing plan designs, investments and new regulations. Innovative is excited to have these two additions on board.

## Workers' Compensation Shareholder Addresses SJH Employer Forum

Capehart Scatchard Shareholder, Stephen T. Fannon, Esq. recently spoke at the SJH Employer Forum in Vineland. In his presentation, he spoke on the top challenges in New Jersey workers' compensation, recent developments in New Jersey workers' compensation, complicated compensability issues and critical tactics for resolving complex cases. Mr. Fannon, a Marlton resident and co-chair of the 17 lawyer Workers' Compensation Department, concentrates his practice in the representation of employers, self-insured companies, third-party administrators, and insurance carriers in workers' compensation defense.

Capehart Scatchard is a diversified law firm of 53 attorneys with offices in Mt. Laurel and Trenton, New Jersey. •

*Send your Member News, announcements, new hires or awards (100 word maximum please) to [communicator @bccoc.com](mailto:communicator@bccoc.com)*

## Annual Dinner Sponsorship and Advertising Opportunities

### NEW! The Year in Review!

The Annual Dinner's program book will have ads and photos from 2008!

#### TABLE SPONSOR

Includes 10 TICKETS at a reserved table, and company name and logo will be in the Year in Review program book \$750

#### DINNER SPONSOR

Includes TWO TICKETS; your corporate logo on the invitation, half page ad in the Year in Review program book and display of logo on dinner banner \$500 (Limit five)

#### RECEPTION SPONSOR

Includes ONE TICKET, display of logo on reception banner, quarter page ad in the Year in Review program book, company name and logo will be promoted in the Chamber's Annual Installation Dinner printed marketing materials \$350

#### ★ ★ ★ NEW SPONSORSHIP POST EVENT, DESSERT RECEPTION SPONSOR ★ ★ ★

Includes ONE TICKET, logo on the invitation, logo on reception signage and recognition in the Year in Review program booklet. \$250

#### YEAR IN REVIEW PROGRAM BOOK ADVERTISING RATES

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Inside Back Cover \$350 (8W x 10.5h) | <input type="checkbox"/> Back Cover \$400 (8W x 10.5h) |  |
| <input type="checkbox"/> Full Page \$200 (8W x 10.5h)         | <input type="checkbox"/> Half Page \$100 (8W x 5.125h) | <input type="checkbox"/> Qtr Page \$75 (4W x 2.562h) |

**For sponsorship and advertising opportunities,  
call Monique Kramer at (856) 439-2520 [mkramer@bccoc.com](mailto:mkramer@bccoc.com)**

## We Would Like to Thank our Renewing Members

### Accu Staffing Services

Burlington

Member Since 2001

### Arthur J. Gallagher

### Risk Management Services

Marlton

Member Since 1997

### Bandwave Systems

Burlington

Member Since 2006

### Crossroads Programs, Inc.

Willingboro

Member Since 2001

### Fairways Insurance Services, Inc.

Cinnaminson

Member Since 2002

### New Jersey Regional Council of

### Carpenters

Burlington

Member Since 2006

### Weidel Realtors

Bordentown

Member Since 1991

## ECONOMIC SPOTLIGHT

## County Plan for Rte. 206 Corridor Set for Unveiling in 2009

BY MICHAEL WILLMANN

The initial results of an eight-year effort, involving thirteen municipalities in Northern Burlington County, to plan for the future of the Route 206 corridor will be made public early in 2009.

The Northern Burlington County Growth and Protection Plan (GAPP) will represent the work of a 52-member Steering Committee, comprising four representatives from each of the 13 communities.

The participants have included elected and appointed officials, concerned citizens—with input and assistance from representatives of the Builders League of South Jersey and the regional chapter of the National Association of Office and Industrial Properties (NAIOP).

The group has also received help from the state Departments of Agriculture, Environmental Protection, and Transportation, the Office of Smart Growth, the Pinelands Commission and the leadership at of the US military's newly designated Megabase, which includes Fort Dix and McGuire Air Force Base.

The work of the Steering Committee has been modeled after the County's extremely successful effort, on behalf of the 12 towns along the River Route corridor, that encompasses a 17-mile stretch of Route 130 and the Delaware River along the western border of the County.

That effort, based on "a grassroots, consensus-based planning approach," has brought more than \$2 billion in new investment and 3,000 new jobs to that 52-square mile area.

"The Route 206 Plan will be another example of our 'bottom-up' approach to planning," says the head of the County's award-winning Department of Economic Development and Regional Planning, Mark Remsa.

The Route 206 corridor is considered the backbone of the County's "farm belt," which covers more than 230 square miles—just a little less than a third of the entire county. The area is home to 87,000 residents, according to the 2000 census, about 20% of the total County population.

The planning was initiated by the County Freeholders in November 2000 "to achieve smart, sustainable growth and development in the rural farm belt region" of the County, says Remsa.

Along the way, the 13-town coalition worked hard to get \$300,000 in Smart Growth funding from the state to examine what "smart growth" initiatives might bring versus a future based on a continuation of the status quo.

The region comprises all or parts of thirteen municipalities located outside of the Pinelands Commission jurisdiction north of Florence Township along the Delaware River to Bordentown Township and south along both sides of Route 206 to the Red Lion Circle in Southampton Township:

Those municipalities includes Bordentown City, Bordentown Township, Chesterfield Township, Eastampton Township, Fieldsboro Borough, Mansfield Township, New Hanover Township, North Hanover Township, Pemberton Borough, Pemberton Township, Southampton Township, Springfield Township, and Wrightstown Borough

"Northern Burlington County is experiencing significant development pressures," explains Remsa, "creating concerns about preserving the region's rural character and agricultural land base while addressing needs for economic growth."

"The completion of Interstate 295 north of Bordentown has made more accessible northern Burlington County's relatively affordable housing and developable land that is in close proximity to central and coastal New Jersey job markets," says Remsa.

And the designation of Dix-McGuire-Lakehurst as the nation's first military Megabase has additionally increased the need for coordinated planning, he adds. •

The "Farm Belt"  
initiative started by  
13 towns  
began in 2000

## 10 Tips for Doing Business at Networking Events

1. Prepare a one-minute summary of your business.
2. Have business cards in your pocket.
3. Be friendly, outgoing, and wear a name tag.
4. Acknowledge friends and acquaintances.
5. Focus on making new contacts.
6. Talk to people while standing in food or beverage line.
7. Include new people and introduce them to your contacts.
8. Encourage others in your company to attend, but never sit at the same table.
9. Enter drawings and raffles, they're usually sources of contacts.
10. Follow-up with contacts you make via e-mail, telephone, etc.

*The author, Michael Willmann is President & CEO of WMSH Marketing Communications located in Haddonfield. Mr. Willmann also serves as committee chair for the Chamber's Economic Development Committee*

# WELCOME NEW MEMBERS

*This month we welcome members who joined us in November:*

## Biz Buzz, Inc.

1951 Old Cuthbert Road, Suite 401,  
Cherry Hill  
856-429-9000

A membership based internet community providing business, event, county, expert, networking and resource information. Optimize your web presence with BizBuzz, where the resource never stops. We're always on. [sbbizbuzz.com](http://sbbizbuzz.com)

## Fentell Remodeling, LLC

2301 Evesham Road, Suite 702, Voorhees  
856-667-4180

Fentell Remodeling is a Design/Build firm that allows people to design a project within a budget without assumptions or surprises. We design and build kitchens, additions, custom building and commercial fit-outs.

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

## foodwerx, Featuring Nicholas Caterers

Laurel Corporate Center  
6000 Midlantic Drive, Mount Laurel  
856-231-8886

Foodwerx featuring Nicholas Caterers founded in 1998 has established a reputation as the area's premier caterer. Our mission is to create unique events centered around remarkably great food and service. Whether orchestrating elegant parties for leading corporate and cultural institutions or serving the smallest office event, we produce the most creative world-class cuisine with flawless execution for our prominent host.

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

## HeartSTONE Group, Inc.

163 Route 130, Building 1C, Bordentown  
609-324-1900  
[heartstonegroup.com](http://heartstonegroup.com)

## Innovative Benefit Planning, LLC

1630 Riverton Road, Cinnaminson  
856-786-4300

Innovative Benefit Planning is an employee benefit planning and financial services company that combines innovation with integrity. Our people, experience, and sound financial services, have helped thousands of organizations and their employees achieve their employee benefit planning goals and more. [ibpllc.com](http://ibpllc.com)

## RLS Accounting

119 Knotty Oak Drive, Mount Laurel  
856-465-3090

Accounting, bookkeeping and tax services provided to individuals and help small businesses lower taxes, increase profits and better manage their cashflow.

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

## Reserve Today

### Luncheon Sponsorships

Sponsor one of the (only!) nine General Membership Luncheons being held in 2009.

#### How it works:

Luncheons are held on the 3rd Wed. of each month with the exception of Jan., April and Sept. Luncheons begin with networking at 11:45am, followed by lunch, and program at 12:15pm. Attendance average: 80 people. Call for locations and speakers. Cost \$450.

#### Benefits Include:

- 4 weeks listing your sponsorship (including company logo) in weekly E-News
- 2 months in *The Communicator*, and *The Communicator Member of the Month* Profile. Article on your company 300 - 350 words in length w/photo or logo. Published to coincide with your Sponsorship
- Listing on the BCCOC's website
- At the luncheon a company representative will have 3 minutes to address the audience about your company's products and services.
- Your company banner will be displayed at the luncheon and you will be able to place your promotional materials at each place setting.
- One complimentary lunch



100 Technology Way, Suite 110, Mt. Laurel, NJ 08054  
Ph (856) 439-2520 Fax (856) 439-2523 [bccoc.com](http://bccoc.com)

## 2009 REQUEST FOR LUNCHEON SPONSORSHIP

**Please indicate your 1st, 2nd and 3rd preference on the line preceding the date**

July 15th, Double Tree,, Mt. Laurel  August 19th, Braddock's, Medford

October 21st, Deerwood Country Club, Westampton

November 18th, Double Tree, Mt. Laurel  December 16th, Braddock's, Medford

Sponsorships are available on a first-come first serve basis and limited to one per lunch and one per company within a 12 month period. Sponsorships not booked at least 60 days in advance are not guaranteed placement in advertising and are not final until availability has been verified and approved by Chamber office. Payment must accompany your reservation to guarantee placement.

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

#### PAYMENT

\$ \_\_\_\_\_  CHECK ENCLOSED  CHARGE CREDIT CARD (FILL IN ALL INFORMATION BELOW)

CARD TYPE:  VISA  MC  AMEX  CARD#: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ SECURITY CODE: \_\_\_\_\_

CARD BILLING STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

CARD HOLDER'S NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_

# PUBLIC GYMS ARE NOT FOR ME

If you are like most people we meet, you want to change your body. Public gyms are not the answer! They are crowded, intimidating, confusing and most people are not getting the results they want on their own.

Fitness Together has worked for men and women ages 13 – 82. Many of our clients have no prior experience with exercise. Whether your goals include muscle tone, weight loss, an increase in muscle mass or cardiovascular health, we have the individualized program for you.

Our training facilities offer fully equipped private rooms for the best in one-on-one training. There is never a wait for equipment and you'll never wonder how to use it correctly. In this environment, all of the focus is on you.



**OUR CLIENTS LOOK GOOD IN PUBLIC BECAUSE THEY TRAIN IN PRIVATE!**

**CALL NOW AND RECEIVE:**

**1 FREE PERSONAL TRAINING SESSION**

**AND**

**1 FREE HEALTH AND FITNESS EVALUATION**



**Fitness Together  
110 Marter Ave, Suite 411  
Moorestown, NJ 08088**

**(856) 778-3700  
[www.ftmoorestown.com](http://www.ftmoorestown.com)**



► *Joseph Carita of Parker McCay, P.A., asks a question at the Congressional Forum.*

► *Mary Carricoli, Host of CN8 Money Matters, speaks to members at a General Membership Luncheon about the state of the economy.*



► *Robin Piatkowski of Hutchinson Plumbing Heating Cooling networks at the Economic Development Energy Forum.*

► *Lisa Post, Owner, E.J. Post Company, LLC speaks on the importance of having an emergency plan in place.*



**BURLINGTON COUNTY  
Chamber of Commerce**  
*The Voice of Business*

## JANUARY + FEBRUARY

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

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

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

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

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

YES, BCCOC MEMBER (M)  PROSPECTIVE MEMBER (NM)

### JANUARY 13 Breakfast Before Business

ATTENDEE 1) \_\_\_\_\_ 2) \_\_\_\_\_

BCCOC MEMBER **FREE**

PROSPECTIVE MEMBER \$10.00

3)

### FEBRUARY 3 2009 Legislative Priorities Summit

ATTENDEE 1) \_\_\_\_\_ 2) \_\_\_\_\_

BCCOC MEMBER \$25.00

PROSPECTIVE MEMBER \$30.00

3)

### FEBRUARY 10 Breakfast Before Business

ATTENDEE 1) \_\_\_\_\_ 2) \_\_\_\_\_

BCCOC MEMBER **FREE**

PROSPECTIVE MEMBER \$10.00

3)

### FEBRUARY 18 General Membership Luncheon

ATTENDEE 1) \_\_\_\_\_ 2) \_\_\_\_\_

BCCOC MEMBER \$30.00

PROSPECTIVE MEMBER \$40.00

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.