



Kristi M.  
 Howell-Ikeda

## President's Message

### **K**now Your Audience.

Recently, I received an unsolicited marketing email, I usually don't open them but this one highlighted the president of an association speaking at a national event and I thought, perhaps he might be a good speaker for one of our events, so I opened it.

What a big mistake. There was no tangible information in it. It had several links to websites including a video of the association's president. I honestly thought that I had received the email in error since it seemed so focused on the people who belonged in the organization. It clearly wasn't designed to sell me anything.

I figured I've wasted enough time in just opening it, so I hit reply and wrote "Kindly remove me from your email." I got a response that said, "We can save Burlington County a fortune in healthcare costs." Ok, now it's a game. I had to write back. So I wrote, "Burlington County what?, The government?, BCCOC and our members?, Please be more specific." He responded back to me with "Just read what I attached and then I'll be happy to introduce you to other municipalities that we work with." Not only did the sender not know who I was when he sent the email, but when I clarified who I was, he didn't pay attention. He didn't even attempt to tailor the message to me. On top of that, what he sent was a seven page report on something that I have absolutely no interest in, so even if the report said that it could save us millions of

— continued on page 2

## Ready to Be Your Own Boss and Own Your Own Business on "Main Street"?

BY MIKE WILLMANN

If you've ever dreamed of having your own business along one of the County's picture-postcard Main Streets...or if the recession has left you without a job and you're ready to be your own boss, then mark September 11 on your calendar.

That's the day that the Burlington County Chamber and the County's Department of Economic Development have chosen to introduce everyone to the opportunities available along the County's "Main Streets."

Sign up for the Chamber's Quarterly Economic Development Forum and ride the River LINE for a special tour of five of the revitalized River Route communities that are open for business and whose Main Streets are bursting with opportunity:

- Beverly
- Riverside
- Burlington
- Riverton
- Palmyra

In each location, local leaders will discuss the community's downtown plan and present detailed information on commercial real estate and development opportunities along their "Main Streets."

This tour will focus on small business growth and investment in the retail, office, and professional sectors.

The day starts with a continental breakfast at The Lily Inn in Burlington and concludes with lunch at the Café Madison in Riverside and a presentation on the benefits of being in a downtown community by Joe Getz, Principal, JGSC Group.

You'll also find out why the economic

downturn hasn't stopped the revitalization of the River Route and why real estate investment professionals have started buying again.

"The bottom feeders are out," County economic development specialist Darlene Scocca says, "and that's a very positive, long term sign."

Scocca explains that "bottom feeders" are the investment professionals who make a living buying real estate at rock bottom. And, she says, they are starting to pop up with money to spend on projects like "rehabbing older townhouses."

Commercial realtor and former River Route Advisory Committee chair Jeff Lucas adds that "Bottom feeders are historically three years ahead of the market," so he's looking at the end of 2011 or the beginning of 2012 as his turnaround time.

Scocca and Lucas also agree that we'll see more redevelopment on the commercial side than new development. Which is where the business opportunities along the County's "Main Streets" come in.

What businesses might actually end up faring well during the downturn?

History tells us it will be discounters (e.g., Columbus Market), plus food outlets that offer low prices ("value meals") companies that feed the stay-at-home-and-save money lifestyle (like Netflix), and auto body shops and parts stores (for those who don't take advantage of "cash for clunkers").

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# THE Communicator

Digitally Published  
Monthly by the Burlington County Chamber of Commerce

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## It Pays To Go Solar: A Win/Win for You and the Environment

BY JEFF LINCOLN



New Jersey has introduced the best set of solar incentives in the Nation (we're #1) for business and home owners! These new state-wide programs not only give businesses an upfront rebate (currently set at \$1.00 per watt on commercial systems up to 50 kWh), but also institute a 15 year program where your solar panels will produce an income!

Less than one month after these N.J. incentives were introduced (February 2nd, 2009), President Obama signed the Stimulus package which include new Federal incentives for solar. Commercial buyers will get back 30% of the total price of their solar investment in the form of a Federal grant

dollars, he lost me and a potential sale.

**Know who I am or what I represent.** If you know this, you can usually tell me why your product or service can help me.

**Respect my time and get to the point.** The gentleman who emailed me didn't know me. There is no way I am taking 30 minutes out of my day to connect to links and read a 7 page report for a service that I have no idea may or may not help my business. Even when I engaged in an email conversation, he made no attempt to tell me why or how his association could save me money.

**Be personal when you can.** If you don't know me, at least pretend. Instead of "Hi All" a simple mail merge could produced a "Dear Kristi" – that would have been nice. The first line could have said, "Dear Chamber Leader", to make it more appealing.

**Answer my questions.** I asked specifically how his organization could help me and instead of answering me or even asking me more questions, he said read what I attached and then you can talk with some municipalities that we do business with. Yeah right, because I've already told you that I'm not a government entity. The problem was, the sender had no idea who he was

sending his email to or he would have been able to answer my questions, but he couldn't.

I could give you countless examples that come in through telephone calls, by email, in the regular mail and sometimes in person. Personally, I love the plumber who's wasting his letterhead, business cards, time and postage by sending his information to me and everyone in our building....we're all renters. Grant it, I may need a plumber at home, but now I'm so unimpressed that it won't be him. The sad thing is if he took the time to understand the businesses around him, one of those letters might actually produce results. I've seen it all.

Just like the plumber, the association that emailed me has not only lost my interest for this particular item, but after that experience, I have no interest in ever opening another email from them or attending a meeting they may be associated with.

I'm always impressed when someone knows exactly how their business can help me because they know my business and I know they've taken time to know who I am. In the long run, they truly care about our relationship and not just the quick sale. And that my friends.... is what really matters. •

which will be paid out within 60 days after installation!

When you combine the State and Federal incentives together, you have the best set of solar incentives ever available anywhere in the United States. You can now turn your roof into a profit center and have a positive cash flow beginning in Year One (this includes paying off your loan). This means you are able to increase your company's profits beginning immediately.

Not only does this investment make financial sense, but it also will greatly reduce your businesses carbon footprint. As a nation, as a state, and as individual businesses, we all need to get away from using polluting carbon-based forms of energy. By converting your business to Solar Power, you are making a strong statement to everyone that you are going to be part of the solution. You can now GO GREEN and save thousands each year for the next 40 to 50 years!

Since your solar system should last over 40 years, it is critical that you think long term and select a system that has a superior guarantee backed by a financially strong and

reputable business. Although many solar panels are sold with a 25 year guarantee, you want to make sure that the company you are buying your panels from will be around to help you in 10, 20 or 40 years. Having a first-class product guarantee but with no company to service that guarantee can be a costly mistake.

Also realize that your solar investment will add value to your building and business but only if it is a high-performing system. Although most solar panels look similar the day they are installed, they will perform very differently 20 years down the line. Go with an industry leader and know your investment will increase in value as it saves you more money year after year.

Now is that time for all businesses and home owners in New Jersey to learn more about how you can profit from GOING SOLAR! Help the environment while improving your bottom line.

Now that's a Win/Win situation you can't afford to pass up! •

*Jeff Lincoln is a Solar Design Consultant with Green Energy People/BP Solar. For more information, contact Jeff at [jeffl@greenenergypeople.com](mailto:jeffl@greenenergypeople.com)*



## BCCOC MEMBER OF THE MONTH

### Samaritan Hospice Caring for Your Loved Ones at Home

In the 1970's, a new approach to healthcare arrived in the United States from England. The philosophy asserted that when nearing the end of life, individuals should not be isolated and sent to an unfamiliar hospital room to die alone. Instead, people should receive comfort care where they live and be surrounded by loved ones who are also being supported. This focus on caring rather than curing was called hospice.

A group of South Jersey volunteers heard this message and founded Samaritan Hospice (originally Hospice of Burlington County) in 1980 as the first hospice in the area. Their grassroots effort grew to care for families in homes, assisted living facilities and nursing homes throughout Burlington, Atlantic, Camden, Gloucester and Mercer counties, while maintaining the original intent of assuring dignity and quality of life when coping with a life-limiting illness.

Samaritan provides a team of healthcare professionals including a physician, nurse, social worker, spiritual support counselor, certified home health aide, complementary therapists and volunteers to care for and educate the patient and their family. Medication and medical equipment are delivered right to the home. All of these



services are 100% covered by Medicare, Medicaid, private insurance and VA benefits and, as a not-for-profit organization, Samaritan Hospice has never turned anyone away for inability to pay.

Samaritan offers specialized programs to address issues that may arise within

individual populations at the end-of-life including children, Jewish and Catholic patients, veterans and patients with heart failure. To further meet community needs, the Samaritan Center for Grief Support offers services to anyone coping with a loss, including counseling sessions, free support groups and crisis debriefing after a tragedy affecting a school, business or community.

The National Hospice and Palliative Care Organization recently selected Samaritan as the sole New Jersey partner for its Caring Connections workplace outreach initiative, It's About How You LIVE - At Work. The project is striving to increase awareness about the prevalence and needs of working caregivers as well as provide resources and support for employers of those caring for ill or elderly family members.

For more information, call 800-229-8183 or visit [samaritanhospice.org](http://samaritanhospice.org).

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# Photography and Your Marketing Strategy

BY ANDREA J. TORRE BROWN, CR. PHOTOG., CPP

Let's face it, Image is Everything. It is the key to the way others see and judge you and your business. Technology and the digital revolution have made our society quite a visual society. The photography and graphics you are using in your marketing campaign can be crucial. So what are the images you are using in your campaign saying about you or your company?

## Photography

Photography is "the art or process of producing images by the action of radiant energy and especially light on sensitive surface (film or a CCD chip)". Photography when done correctly can convey messages, create moods, and provoke emotions. It can affect us on so many levels. Remember it also affects customer buying and spending. How powerful is that?

Here are some tips to capturing the best photographic and graphic images and enhance your marketing strategy:

- When developing your marketing

campaign consider using photography on your website, in literature and even your business cards.

- Layout your marketing message using wording and graphics as a whole. Do not design each section as a separate component.
- Consider composition and color tones as part of your branding.
- Any image must have good lighting, quality color and tone, great composition and outstanding presentation.
- Personalize your photography. Limit the use of stock images. Stay true to yourself. Let people see you and your business.
- Update your website, literature, business cards on a regular basis. It tells people you care about your business and makes you more credible.
- Work closely with a professional photographer or at least consult with one to get their ideas and artistic input. Be careful when choosing a professional



photographer since anyone with a camera can call themselves a professional. Be sure to analyze their work and ask questions prior to hiring anyone. Many photographers are certified today as a way to set industry standards.

These guidelines will hopefully get you well on your way to making your image shine.

For more information, join us on September 17th for our Marketing Roundtable. Jump to page 12 for details. •

*Andrea J. Torre Brown is the owner of the Torre Studios in Burlington, President of the Board for the Guild of Professional Photographers of the Delaware Valley, and serves on the BCCOC Marketing Committee. Contact Andrea for more information at [andreajt@comcast.net](mailto:andreajt@comcast.net)*



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# Members in the News

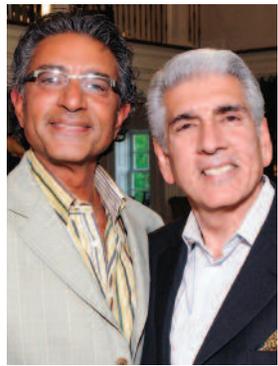
## Chamber Companies Receive Lifetime Achievement Awards

Businesses Committed to Burlington County (BC2) hosted their First Annual Lifetime Achievement Awards in June. Taylor Wiseman & Taylor, J.S. Hovnanian & Sons, and Capehart Scatchard were among the five companies honored.

Richard McGuire, Taylor Wiseman & Taylor's Vice President, accepted the 2009 Lifetime Achievement Award on behalf of his firm. In his acceptance speech, Mr. McGuire spoke of the many projects TWT has completed in Burlington

County, including the Doubletree, where the event took place.

J.S. Hovnanian & Sons was recognized for their commitment and dedication to Burlington County through their leadership and excellence in home building. J.S. Hovnanian & Sons'



*Peter and Steven Hovnanian from J.S. Hovnanian & Sons*

Principals and brothers Peter and Stephen Hovnanian accepted the award on behalf of the company. "Our company's success is attributed to our commitment to providing the best in quality construction and customer service for both our buyers and the communities we serve," said Stephen.

## Dan Caldwell is Honored with the Volunteer of the Year Award

Dan Caldwell of Stout & Caldwell Engineers, LLC was recognized by the Northeastern Economic Developers Association for outstanding volunteer leadership of Burlington County's River Route Advisory Committee. The Burlington County River Route is a collaborative effort by the County and twelve municipalities to revitalize a 17-mile segment of the Route 130 Corridor that parallels the Delaware River from Palmyra to Florence in Burlington County. In just over three years, 203 major businesses have invested more than \$2 billion in new projects within this 52 square mile area, creating more than 3,000 new jobs in the process. Pivotal in this investment, has been transit-oriented development up and down the \$2 billion River LINE, the new light rail link that runs through the region on its way between Camden and

Trenton. Under Caldwell's leadership, the River Route Advisory Committee has designated 179 properties or projects to be included in its work and 127 have been completed to date. The completed projects include 4,882 residential units and 18,835,952 square feet of retail, commercial, and industrial space.

## The Bank Hires Assistant Vice President/Branch Manager

Katie Baldwin, of Mt. Laurel, has been hired as Assistant Vice President/Branch Manager of The Bank's Hainesport office. In this position, she will be directly responsible for business development, building retail business and client relationships, generating revenue and demonstrating superior customer service and commitment while representing The Bank through community activities.



*Baldwin*

Baldwin holds a Bachelors degree in Communications from State University of New York: Oswego and a Masters degree in Education from St. John Fisher College of Rochester, NY.

## Samaritan Nurse Honored for Service

Samaritan Hospice nurse liaison Jeanette Poole, BSN, RN, CHPN, of Bordentown received the not-for-profit organization's quarterly employee Dove Award for service excellence.



*Poole*

Poole has been with Samaritan for 11 years and currently works within area hospitals, meeting with healthcare professionals, offering educational opportunities and speaking with patients and families in need of Samaritan Hospice care. Poole received the award, in part, in recognition of her

outstanding customer service. She exemplifies the art of listening and responding to the needs of those coping with a life-limiting illness.

Samaritan Hospice created the Dove Award to recognize employees who exemplify at least one of the organization's five pillars of excellence - people, service, quality, finance and growth.

## Bowman & Company LLP Promotes Four to Manager

Accounting and management consultants, Bowman & Company LLP announces the promotion of four valued colleagues. Accountants Tara Burns, CPA, RMA, PSA; Janice Grassia, CPA, RMA; and Stefanie Spinelli, CPA, RMA were promoted from Supervisors to Managers.



*Grassia*

Christopher M. Stapleton of the Information Technology Department was promoted from Supervisor/Application Specialist to Manager for Bowman and 601 Information Systems Inc.



*Spinelli*

Bowman & Company LLP is the largest Southern New Jersey accounting and management consulting firm. It specializes in providing audit, accounting, tax planning and preparation services, as well as employee benefit plan administration and management consulting services to a range of commercial and non-profit clients.

## United Way Unveils New Website

United Way of Burlington County unveiled a brand new website encouraging visitors to "Live United." The easy to navigate site has the latest United Way news, photos and campaign information.

Visit [uwburlington.org](http://uwburlington.org) and learn more about how to give, advocate and volunteer not just during the campaign season, but year-round! Please join them in their efforts to support hundreds of programs throughout the community. •

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

*It's easy, click here: [communicator@bccoc.com](mailto:communicator@bccoc.com), and send us your press releases, announcements, new hires and awards (100 word maximum).*

## September 11th River LINE Business Opportunities

SPONSOR



Interested in the development opportunities along the River LINE? Ride the train with us as we tour Burlington City, Beverly, Riverton, Palmyra, and Riverside. In each location local officials will discuss the plan for the downtown and highlight the opportunities. The tour will conclude with lunch and a presentation on the benefits of the downtown communities.

**Lunch Speaker:**

Joe Getz, Principal, JGSC Group, LCC

**Registration and Networking Location:**



The Lily Inn  
214 High Street, Burlington

**Time:**

8:30 am	Registration, Coffee and Networking at The Lily Inn
9:00 am	Walking Tour of Burlington City Begins
9:50 am	Board the River LINE
12:30 pm	Lunch at Café Madison and Program

**Cost:**

\$45 Members • \$55 Prospective Members and Guests\*

**Deadline to Register:**

September 4th

## September 15th Breakfast Before Business

HOST



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

**Location:**

Laurel Creek Country Club  
701 Centerton Road, Mount Laurel

**Time:**

8:00 – 9:30 am

**Cost:**

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

**Deadline to Register:**

September 10th

## September 24th Annual State of the County Dinner



(Formerly Committee of 50)

**Speaker:**

Wayne Norris, Regional Sales Director, Hanley Wood Market Intelligence

**Topic:**

*Burlington County: The Land of Opportunity*

Learn what market research tells us about development and redevelopment opportunities.

**Location:**

The Merion  
1901 US Route 130 South, Cinnaminson

**Time:**

5:30 – 6:30 pm	Networking Reception
6:30 – 8:00 pm	Dinner and Program – <i>Dessert Reception to Follow</i>

**Cost:**

\$65 Members • \$75 Prospective Members and Guests  
\$750 table of 10

**Deadline to Register:**

September 18th

*Sponsorship and advertising opportunities available – call today!*

## September 29 7th District Assembly Race: Candidate Forum



Take your seat at the table. Learn how the candidates will work for you and your business. Bring your questions and concerns to this interactive forum and have your voice heard.

**Speakers:**

Leah Arter and Committeeman Harry Adams (R)  
Assemblymen Herb Conaway and Jack Connors (D)

**Location:**

A Touch of Class  
3001 Route 130 South, Delran

**Time:**

7:45 am	Registration
8:00 – 8:30 am	Breakfast Buffet
8:30- 10:00 am	Program followed by Question and Answer

**Cost:**

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

**Deadline to Register:**

September 25th

*Sponsorships \$150 each. Includes: 2 Complimentary tickets to the event, logo displayed whenever event is promoted, display literature on the sponsors table, banner displayed during event. Call the Chamber for more information.*

## October 1 Annual Business Showcase and Forum

### KICK-OFF LUNCH

**Speaker:**

Pete Ciarrocchi, Owner, Chickie's & Pete's

Learn about the expansion of this iconic Philadelphia bar to South Jersey and beyond. From the Taxicrab to Citizen's Bank Park and the Philadelphia International Airport, Chickie's & Pete's is everywhere. Learn about the marketing that has made this business a legend.

**Location:**

The Merion

1901 US Route 130 South, Cinnaminson

**Time:**

12:30 – 2:00 pm

**Cost:**

\$35 Members • \$45 Prospective Members and Guests

**Deadline to Register:**

September 24th

*Sponsorship opportunities available – call today!*

### ANNUAL BUSINESS SHOWCASE & FORUM

PLATINUM SPONSOR



America's Most Convenient Bank®

The '09 Business Showcase & Forum will highlight the best of Burlington County's – and the region's – businesses. In addition to the trade show floor, there will be four free workshops. DON'T MISS this event. Interested in exhibiting – see page 10.

**Location:**

The Merion

1901 US Route 130 South, Cinnaminson

**Time:**

2:00-7:00 pm Trade Show Floor & Workshops

**Cost:**

FREE for attendees

Workshop schedule & registration is available on the BCCOC website

**Exhibitors Registration:**

\$500

Select your booth at [www.bccoc.com/expo](http://www.bccoc.com/expo)

*Sponsorship opportunities available – call today!*

**FREE Roundtable Forums**  
jump to page 12 to read more

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



Take your seat at the table. Learn how the candidates will work for you and your business. Bring your questions and concerns to this interactive forum and have your voice heard.

**Speakers:**

Assembly members Dawn Marie Addiego & Scott Rudder( R)  
Bill Brown & Debbie Sarcone (D)

**Location:**

Mount Laurel Marriott

915 Route 73, Mount Laurel

**Time:**

7:45 am	Registration Opens
8:10 am	Plated Breakfast
8:30- 10:00 am	Program and Question and Answer

**Cost:**

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

**Deadline to Register:**

October 9th

*Sponsorships \$150: Includes: 2 Complimentary tickets to the event, logo displayed in event advertising, display literature and banner. Call the chamber.*

## October 21st General Membership Luncheon

SPONSOR



**Speaker:**

Luke A. Tilley, Regional Economic Advisor, Federal Reserve Bank of Philadelphia

**Topic:**

Expand your knowledge about what's happening in our nation's economy and the role it plays in Burlington County.

**Location:**

Deerwood Country Club

845 Woodlane Road, Westampton

**Time:**

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

**Cost:**

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

**Deadline to Register:**

October 16th

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

## Exemptions from Overtime:

### Correcting Common Misconceptions that Can Cost Your Company Big

BY DAVID A. RAPUANO, ESQUIRE

In an era where the alphabet soup of employment laws which potentially affect your business seem to be changing every day, it is easy to overlook an old standby - the possibility that your business is wrongly classifying employees as exempt from overtime. Under the federal Fair Labor Standards Act ("FLSA") and the New Jersey Minimum Wage and Overtime Law, employees must be paid time and a half for all hours worked over forty in a work week unless the employee fits into one of the exemptions from overtime.

Under both the FLSA and New Jersey law, the most common exemptions from overtime, and the focus of this article, are called the three so-called "white collar" exemptions, which are the "executive," "administrative," and "professional" exemptions. A detailed listing of the exemption requirements under federal and state law can be found at [dol.gov](http://dol.gov) and [lwd.state.nj.us/labor/](http://lwd.state.nj.us/labor/), respectively.

To qualify for one of the white collar exemptions, an employee's actual duties must primarily involve the duties required for one or more exemptions - one title may fit under more than one exemption and an employee may have some duties which fit

One common misconception is that  
if the employee is paid a salary  
(rather than hourly), the employee  
is exempt and need not be  
paid overtime.

under one exemption and others which fit under another. It is critical to note that while the tests for each of the white collar exemptions under New Jersey and federal law are similar, there are important differences. Generally speaking, the New Jersey tests are more restrictive than the tests under the FLSA and must be reviewed carefully when determining whether a particular employee is properly classified as exempt. As with most employment laws, where state and federal laws differ, the law which provides the most protection to the employee must be followed. Employers who

look only at the federal regulations run a significant risk of misclassifying employees, especially in borderline cases.

One common misconception is that if the employee is paid a salary (rather than hourly), the employee is exempt and need not be paid overtime. While it is true that being paid hourly generally speaking means that the employee is not exempt and must be paid overtime, the fact is that being paid a salary is NOT sufficient and is just one factor in the exemption analysis. Each of the white collar exemptions requires that the employee be paid on a salary basis of at least \$455 per week and actually have duties and responsibilities fitting within the duties required by the particular exemption.

Another mistake frequently made by employers when reviewing overtime exemptions is focusing on the job title and job description rather than the actual responsibilities of the employee in the position. Because many job descriptions are inflated, often written (sometimes by employees themselves) to justify a title or a pay level, rather than for accuracy, agencies and courts reviewing exemption questions focus almost exclusively on the actual work

— continued on page 10

## WELCOME NEW MEMBERS

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

### ADP

110 West Park Drive, Mount Laurel  
856-437-3035

Dedicated to small business, ADP's core competencies are payroll and tax filing, but coupled with such ancillary services as HR, compliance, workers compensation, health benefits & retirement services.

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

Sponsored by Greg Spewak, Ruotolo, Spewak & Company

### Girlfriendz Magazine

6 Brookville Drive, Cherry Hill  
856-751-2997

The Thinking Women's Magazine was created to empower, educate and entertain Baby Boomer Women, it offers trustworthy advice, tips to make life easier and compelling articles.

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

Sponsored by Howard Yermish, HowardYermish.com, LLC and by Bill Borton, HeartSTONE Group, LLC

### H&R Block

3 Greentree Center, Suite 101, Marlton  
856-983-5610

Business services, full service tax preparation and advice for both individuals and businesses.  
[hrblock.com](http://hrblock.com)

### Iron Hill Brewery & Restaurant

124 E Kings Highway, Maple Shade  
856-273-0300

Iron Hill offers customers distinctive, full-flavored handcrafted beers, accompanied by fresh-from-scratch New American Cuisine in a comfortable, casual atmosphere.

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



### Leightman Evans Group of RBC Wealth Management

701 East Gate Drive, Suite 103, Mount Laurel  
856-840-6650

Provides comprehensive financial solutions and asset management to a select group of individuals, business owners & small to mid-size companies.

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

Sponsored by Greg Spewak, Ruotolo, Spewak & Company

### Quality Management Associates, NJ, Inc.

700 Cinnaminson Avenue, Building B, Palmyra  
856-735-1011

Services and supports people with developmental disabilities to assist them with testing and finding jobs that fit them.

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

Sponsored by Steve Todd, Burlington County Times

# "Main Street"

— continued from page 1

According to the Bureau of Labor Statistics (BLS), the strongest industry for employment in the next eight years is the health care sector. And that doesn't just mean hospitals. It also includes companies that supply personal and home care aides, home health aides, and nursing aides.

In fact, home health care services is the fastest growing industry in the health care sector, making it virtually recession-proof.

But it's not only the health care industry catering to "people" that offers job growth. Two of the top 10 fastest growing occupations are veterinary technologists and technicians, and veterinarians.

Tech jobs are also leading the pack of the fastest growing occupations, according to the BLS. But other jobs, which may provide recession-proof employment according to the BLS and which could work on Main Street, include child care, and personal care professions (e.g., skin care, manicurists, salons).

For more information on the special "Main Street" Tour, click here, go to [bccoc.com](http://bccoc.com).

*Mike Willmann is Chairman and CEO of WMSH Marketing Communications, and chairs the BCCOC Economic Development Committee. For more information email Mike: [michaelwillmann@wmsh.com](mailto:michaelwillmann@wmsh.com).*

## BCCOC would like to thank our RENEWING MEMBERS

### Ameriprise Financial Services

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Member Since 1996

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Moorestown  
Member Since 1994

### South Jersey Energy Service Plus

Absecon  
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### Swanky Bubbles

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### The Torre Studios

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COUNTY'S FIRST

## Resource and Relocation Guide

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# Voice of Business Awards

Help us identify and recognize our community's business leaders through our Voice of Business Awards. Join the Voice of Business committee in implementing and organizing one of the county's most esteemed awards programs from the call for nominations to the awards dinner.

## Voice of Business Committee Meeting Schedule

September 30th (WED.)      November 20th (FRI.)  
 October NO MEETING      December 14th (MON.)

Contact the Chamber for more information:  
 856-439-2520 or [bccoc@bccoc.com](mailto:bccoc@bccoc.com).

# Overtime

— continued from page 8

responsibilities of the employee. Similarly, job titles, no matter how important sounding, are not considered significant in exemption decisions.

Employers often believe that the an employee's preference to be an exempt employee or the employee's written agreement accepting exempt status offers protection against liability. This is definitely not the case. It is the employer's responsibility to correctly determine if the employee is properly classified as exempt and the employee's preference or agreement is not a factor in determining whether the employee is properly classified. While an employee who prefers exempt status may be less likely to complain, this same employee may not feel the same way after being laid off or terminated.

Classifying employees correctly is critical to avoiding significant or devastating liability. Under New Jersey law, the employer will be liable back overtime for two years and the employee's legal fees. Under federal law, misclassifying an employee can result in double liability for up to a three year period and having to pay the employee's attorney's fees. Damages can ratchet up quickly, especially where the mistake is made with respect to multiple employees who regularly worked more than 40 hours per week.

If you have not reviewed your exemption determinations recently, September is a good time to sit down and give an honest look at all of your exempt employee positions.

For more information, join us on September 10th for our Employment Practices Roundtable. Jump to page 12 for details. •

*David Rapuano is a Shareholder in the Labor and Employment Law Department of Archer & Greiner, and the Chairman of the BCCOC Employment Practices Committee. For more information, contact David at [drapuano@archerlaw.com](mailto:drapuano@archerlaw.com).*

## MEMBERSHIP REFERRAL REWARDS PROGRAM

Help us grow BCCOC and expand your networking base. Refer a client or colleague for membership. If they join within 4 months - receive a gift card for a BCCOC member restaurant! Watch *The Communicator* for new member listings and their sponsors!

## The Burlington County Chamber of Commerce

ALL NEW 2009  
*Business*  
SHOWCASE & FORUM



**Thursday,  
October 1, 2009**

**The Merion**  
1901 US Route 130 South  
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**FREE admission for attendees**

NEW

time!  
location!  
opportunities!

*All booths \$500 inclusive*

**Register online at:**  
[www.bccoc.com/expo](http://www.bccoc.com/expo)  
and select your booth

*FREE admission and valet parking for all attendees!*

**Sponsorship opportunities available**

*For more information, call*  
856.439.2520

**12:30 Kick-off Luncheon\***  
with Keynote Speaker,  
PETE CIARROCCHI, Owner,  
Chickie's and Pete's  
Crab House & Sports Bar

**2:00 Ribbon Cutting**

**2:00-7:00 Trade Show Floor Open**

**2:30 WORKSHOP: Networking 101**

**3:30 WORKSHOP: Money Coming In,  
Money Going Out:  
Understanding Today So You Can  
Own Your Tomorrow**

**4:30 WORKSHOP: Collections:  
Strategies for Getting Paid  
Quickly & Legally**

**5:30 WORKSHOP: Online Marketing  
2.1: Websites and Beyond**

**7:00 Show Closes**

\*Additional fee. Advance registration required at [www.bccoc.com](http://www.bccoc.com)



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**BUSINESS JOURNAL**



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**SOJO 104.9**  
SOUTH JERSEY'S OWN  
RADIO STATION  
Burlington County Times

*Jack Lynn, Dalton Insurance Agency, LLC speaks with Assembly Transportation Committee Chairman John Wisniewski after the July 13th transportation meeting hosted by the BCCOC's Government Affairs Committee.*



# C H A M B E R Corner Shots



*Michael Egenton, Vice President Government Relations, NJ State Chamber of Commerce, Assemblyman Lou Greenwald, Kristi Howell Ikeda, President, BCCOC, and Fred Hipp, Vice President Government Relations, Virtua, at the July 22nd Fiscal Year 2010 Budget Overview hosted by Virtua Memorial Hospital.*



*Liz Cillo, NAWBO Board Member, and Steve Prokop, Susquehanna Bank, enjoy networking at the Breakfast Before Business event at Beneficial Bank on July 14th.*



*Dennis Marks, Sir Speedy Printing, and Lori Sacalis, Barron & Posternock, LLP, network before the July 15th General Membership Luncheon.*

## 2010 BREAKFAST BEFORE BUSINESS

Bring Chamber Members to your doorstep by hosting one of our FREE Networking Events!

### How it works

You provide the food and beverages at your location. BCCOC will do the advertising and registration.

### Benefits Include:

#### Advertising

- 4 weeks of E-News Advertising of the event with your corporate logo.
- 2 months in the events listing in *The Communicator* with your corporate logo.
- Event listing with your logo on [bccoc.com](http://bccoc.com)'s calendar of events.

#### Also

- After the event, your company and only your company will receive a listing of attendees.
- The opportunity for members to tour your company's facilities and learn about your products and services.
- Maximize your opportunities by having a display of marketing information on your company.



T: 856-439-2520 100 TECHNOLOGY WAY  
F: 856-439-2523 SUITE 110  
MT. LAUREL, NJ 08054  
www.bccoc.com E: bccoc@bccoc.com

## 2010 NETWORKING EVENT HOST OPPORTUNITIES

Breakfast Before Business 8:00 am – 9:30 am

- Jan. 12th  Feb. 24th  Apr. 20th  May 18th  
 Jul. 20th  Aug. 17th  Sept. 21st  Nov. 16th  Dec. 21st

— COMPLETE, CHOOSE YOUR DATE SELECTION AND FAX (856-439-2523) THIS FORM —

Business Card Exchanges are booked in advance on a first come first served basis. Events are typically sold out by February! So don't wait! Members must be in good standing with the Chamber to be considered, and remain in good standing to host their event. Companies are limited to one exchange event annually.

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

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

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

Company \_\_\_\_\_

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

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

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

# FREE Roundtable Forums

*Exclusive Members-Only Events*

Space is limited. Reservations are required. Click here to register.

■ **Independent Contractor v. Employees – Avoiding Common (and Costly) Mistakes**

Facilitator: David Rapuano, Esq., Archer & Greiner, PC  
 Date: September 10  
 Time: 8:00 am  
 Location: Burlington County Chamber of Commerce  
 Host: Employment Practices Committee

■ **How Does Photography Impact Your Marketing Strategy?**

Facilitator: Andrea Torre Brown, Owner, The Torre Studios  
 Date: September 17  
 Time: 8:00 am  
 Location: Burlington County Chamber of Commerce  
 Host: Marketing Committee

## Bye-Bye Sharpie®

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 or call 856-439-2520



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

SEPTEMBER + OCTOBER

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)

**SEPTEMBER 11 River LINE Business Opportunities**

BCCOC MEMBER \$45.00  PROSPECTIVE MEMBER \$55.00

ATTENDEE 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**SEPTEMBER 15 Breakfast Before Business**

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

ATTENDEE 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**SEPTEMBER 29 7th District Candidate Forum**

BCCOC MEMBER \$25.00  PROSPECTIVE MEMBER \$35.00

ATTENDEE 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**OCTOBER 1 Business Showcase and Forum: Kick-off Lunch**

BCCOC MEMBER \$35.00  PROSPECTIVE MEMBER \$45.00

ATTENDEE 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**OCTOBER 13 8th District Candidate Forum**

BCCOC MEMBER \$25.00  PROSPECTIVE MEMBER \$35.00

ATTENDEE 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**OCTOBER 21 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 \_\_\_\_\_

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.