



## Ocean City Regional Chamber of Commerce

### Chamber Notes

Letter from the President

**Dear Chamber Members,**

The days are getting longer and warmer after a cold, grey winter. Everyone is getting ready for a spectacular 2015 season. Each warm day, there are more and more people in town and before we know it, the town will be filled with the scents and sounds of summer.

In preparation of the season, be sure to check your businesses page on [OceanCityVacation.com](http://OceanCityVacation.com) and send in any updates or changes. Remember to send the Chamber any employment opportunities and special offers that you may have to be posted to the website. There are poster and brochure rack spaces available at the Welcome Centers also.

I'd like to thank Steve Brady, President of Ocean City Home Bank, for presenting out membership with his Annual Economic Forecast. The event was held on Thursday, January 22nd at The Flanders Hotel and Mr. Brady provided us with hope for a fantastic season.

The Chamber's Annual Board of Directors and Officers Installation Dinner was held on Tuesday, February 17th at Ocean City Yacht Club. I would like to thank all the board members for their participation and time in making Ocean City Regional Chamber of Commerce the strong, successful organization that it is today. It truly is a group effort. I'd like to thank Eric Weeks from EZ Memories Photography for taking the board photos again this year. Year after year, he manages to make us all look good! I'd also like to thank Bill Wenglicki from G.B. GABBA for providing the music for the evening. If you are looking for one person or an entire band, give him a call.

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### Dates to Remember

**Wed. April 22nd -**  
Salute to Working  
Women, Yacht Club,  
12pm

**Thursday, May 14th -**  
Membership Meeting,  
9am

**Thursday, June 11th -**  
Annual Mayor's Address,  
Ocean City Yacht Club,  
Noon

March's meeting featured Congressman Frank LoBiondo with his annual address to the Chamber. We thank him for keeping Ocean City informed and represented. Rob Cozen also provided us with a very nice presentation for the new home of The America Legion Morvay-Miley Post 524, which will be located at 46th and West. If anyone is interested in donating to this worthwhile cause, please visit [Legion524OCNJ.org](http://Legion524OCNJ.org).

We hope to see you all at our Annual Salute to Working Women, honoring Sandy Aromando, from Euro Line Designe. The annual luncheon will be held on Wednesday, April 22nd at Ocean City Yacht Club.

In closing, I'd like to wish you all a very successful season!

Sincerely,  
William McMahon, III  
President, Ocean City Regional Chamber of Commerce

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## New Members

### **Artisan Body Products** - Ione Talese

918 Asbury Avenue, Ocean City, NJ 08226

609-398-5661

<http://www.artisanbody.com>

### **Comfort Now LLC** - Bob McAlister

201 Holly Lane, Linwood, NJ 08221

609-400-1005

<http://www.iwantcomfortnow.com>

### **Frankies on the Bay** - Lauren Sacco

1050 Bay Avenue, Ocean City, NJ 08226

609-399-2520

<http://www.frankiesonthebay.com>

### **M. Aslam Sheikh** - Goldcoast Sotheby's International Realty

200 34th Street, Ocean City, NJ 08226

609-399-2500

<http://www.goldcoastsir.com>

### **Heritage Surf & Sport** - Jim & Tracy Hennessey

14th & Boardwalk, Ocean City, NJ 08226

609-391-SURF

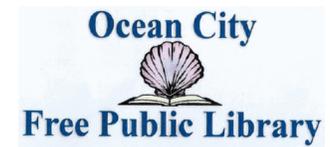
<http://www.heritagesurf.com>

### **JoJo's Pizzeria and Mediterranean Grill** - Eileen Tierney & Ilan Peretz

1214 Boardwalk, Ocean City, NJ 08226

609-399-8999

### **Law Offices of Bryan A. George** - Bryan George



Join Our Mailing List!

Stay Connected



1011 West Avenue, Ocean City, NJ 08226

609-391-7860

<http://www.bryanageorge.com>

**Ocean City Coffee Company** - Joan Williamson

928 Boardwalk, Ocean City, NJ 08226

609-399-5533

<http://www.oceancitycoffee.com>

**Offseason Home Monitoring** - Jim McHugh

PO Box 2106, Ocean City, NJ 08226

609-778-7744

**Paul Davis Emergency Services** - Bob Philipps

232 S. Shore Road, Marmora, NJ 08223

609-390-7337

[locations.pauldavis.com/esnj03/](http://locations.pauldavis.com/esnj03/)

**Raevolutionary Concepts LLC** - Rae-Ann Ruszkowski

Ocean City, NJ 08226

888-724-7517

<http://www.raevolutionaryconcepts.com>

**Resilience Hospitality** - Susan McDonough Sless

13 East Drive, Linwood, NJ 08221

609-290-6933

<http://www.resiliencehospitality.com>

**Tubbs Dog Wash** - Joanna Snyder

31 Mays Landing Road, Somers Point, NJ 08244

609-927-0300

<http://www.tubbsdogwash.com>

**Wyked Tanz** - Anje Fleischman

Ocean City, NJ 08226

609-816-2244

<http://www.wykedtanz.biz>

**Zenneth Manor Inn** - Jeff Heywood

728 Atlantic Avenue, Ocean City, NJ 08226

609-399-1728

<http://www.zennethmanor.com>

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**Ocean City Regional  
Chamber of Commerce  
Salute to Working Women**

**Honoring**

**Sandra T. Aromando**  
**Owner & President**  
**Euro Line Designe**



**Wednesday, April 22, 2015**  
**12:00pm**  
**Ocean City Yacht Club**  
**Ocean City, NJ**

**\$25.00 per person**

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**Salute to Working Women Luncheon**  
**Reservation Form - Please RSVP by 4/17**

# Attending \_\_\_\_\_ Name(s): \_\_\_\_\_  
Company: \_\_\_\_\_ Email \_\_\_\_\_

Cost: \$25 per person

Visa or MasterCard #: \_\_\_\_\_

Amount: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVC# \_\_\_\_\_

Signature: \_\_\_\_\_

Ocean City Regional Chamber of Commerce  
PO Box 1706  
Ocean City, NJ 08226

Phone: 609-399-1412 Fax: 609-398-3932  
Email: [info@oceancitychamber.com](mailto:info@oceancitychamber.com)

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## Yes, I would like to be a sponsor of the 2015 Salute to Working Women

The Chamber's Annual Celebration Luncheon will be held on Wednesday, April 22, 2015 at the Ocean City Yacht Club at 12:00 pm. To make this event a truly spectacular occasion for our honoree, we are asking for your support in sponsoring this event. Sponsorship is available as follows:

\_\_\_\_\_ \$1000.00 - Title Sponsor- contributor receives a full page ad in the program book, and a table of 8 with table signage.

\_\_\_\_\_ \$500.00 - Awards Sponsor-contributor receives a full page ad in the program book, signage at registration and four tickets to the luncheon.

\_\_\_\_\_ \$150.00 - Ad Book Full Page 5"x8"

\_\_\_\_\_ \$75.00 - Ad Book Half Page

\_\_\_\_\_ \$35.00 - Ad Book Business Card Size Ad

\_\_\_\_\_ I would like to donate a door prize \_\_\_\_\_

We thank you in advance for your support of this most auspicious occasion and we are looking forward to another fun filled afternoon honoring your colleagues and friends.

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Visa/Mastercard # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVC# \_\_\_\_\_

or Check # \_\_\_\_\_

Phone #: \_\_\_\_\_ Email \_\_\_\_\_

Please Return w/ Payment to :  
Ocean City Chamber of Commerce  
PO Box 1706  
Ocean City 08226

Fax: 609-398-3932  
E- Mail to [info@oceancitychamber.com](mailto:info@oceancitychamber.com)

Any Questions Please Call our office 609-399-1412

January 1st - March 24th 2015 compared to 2014

Sessions **+5%**

Users **+5%**

Pageviews **+4%**

Desktop users **+1%**

Tablet users **+4%**

Mobile users **+130%**

Facebook **102,328 Likes**

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## **Ocean City Regional Chamber of Commerce 2015 Coupon Book**

The Chamber will be reproducing the Chamber Coupon Book to be heavily distributed from May-September. The coupon book will be professionally produced with quality materials and will be attractive and easy to use. We encourage all members to consider advertising discounts, package deals and special offers in this exclusive coupon book.

### **BOOK SPECIFICATIONS:**

- \* Quantity - 75,000
- \* Size - 32 Coupons, 2.75 x 5 inches
- \* Coupons printed in black ink (2 sides)
- \* Full color glossy cover

### **DISTRIBUTION:**

- \* 75,000 books printed - Distribution scheduled to begin late May
- \* Exclusively distributed from all six Municipal parking lots
- \* Distributed to more than 40,000 visitors at the Chamber's Welcome Centers
- \* Available online at [www.oceancityvacation.com](http://www.oceancityvacation.com)
- \* Distributed to the thousands of visitors staying at local campgrounds

**Less than \$.01 per coupon!**

**Only \$479  
(camera ready coupon must be provided)**

**5% Discount to 2014  
Coupon Book Advertisers**

- Coupon designed by member
- Ready on disk, or camera ready (Including any logos, or graphics)
- All coupons are two-sided

**Ocean City Regional Chamber of Commerce  
Ocean City Coupon Book Advertising Agreement**

1. This is an advertising space contract between the Ocean City Regional Chamber of Commerce and subject to the terms and conditions set forth in this contract.

Please enter your order for coupon advertising in the Ocean City Chamber of Commerce 2015 Coupon Book. 50% of the advertising cost must accompany this signed contract. Balance due upon presentation of the proof.

PRICING:

\$479 (Completed Coupon on Disk)

" Coupon designed by member

" Ready on disk, or camera ready

" Including any logos, or graphics

" Coupons are two-sided for your use

" 5% Discount to 2014 Coupon Book Advertisers

\*Additional design fees for coupons designed by Chamber

Coupon Book Size: 2 3/4 x 5 inches

Actual Coupon Print Area: 2 5/16 x 4 5/16

Total Price \$ \_\_\_\_\_

Less Deposit - \$ \_\_\_\_\_

Total Due \$ \_\_\_\_\_

2. Advertiser accepts full responsibility for final proofing and must sign-off on final proof as approval of coupon. If advertiser elects not to sign off on final proof and/or cannot be reached to sign off on coupon, it will be up to the Ocean City Regional Chamber of Commerce whether the coupon will be included in the Coupon Book.

3. 50% of the advertising cost must accompany the signed contract. The remaining 50% must be paid upon presentation of the proof. Advertiser understands that the 50% deposit is non-refundable.

5. Advertiser further acknowledges upon signing the contract he/she has not relied upon any promises, statement or representation other than contained herein. All Checks must be made payable to the Ocean City

Regional Chamber of Commerce. Individual coupon content subject to approval.

I have read and agree to the conditions of advertising stated above.

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Email \_\_\_\_\_

Summer Phone \_\_\_\_\_ Winter Phone \_\_\_\_\_

Authorized by \_\_\_\_\_

Print Name \_\_\_\_\_

Visa or Mastercard # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVC# \_\_\_\_\_

Signature \_\_\_\_\_

or send check to:

Ocean City Regional Chamber of Commerce  
PO Box 1706, Ocean City, NJ 08226

(609) 399-1412 \* (609) 398-3932 Fax \*

[info@oceancitychamber.com](mailto:info@oceancitychamber.com) \* [www.oceancityvacation.com](http://www.oceancityvacation.com)

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## **3 Tips to Delivering Good, Old Fashioned Customer Service**

*by Nicole Leinbach Reyhle*

Running a business is nonstop... but if you're already running one, you don't need me to tell you that. What you may need, however, is refresher on good, old fashioned customer care.

Between the latest apps that are best for your business and consumers making product decisions with only a few simple clicks on their Smartphones, computers or iPads, customer care simply isn't what it use to be. The challenge to simply get customer attention has changed as a result of our fast-paced, 21st century lifestyle - but that doesn't mean we can't care for our customers the way our parents, grandparents and generations past have enjoyed.

To start, consider the kind of business owner you believe yourself to be. Are you a veteran in your industry, delivering results based on expert experience, care and proven results? Or are you an up and coming entrepreneur looking to re-invent the wheel, so to speak? Possibly you stand somewhere in between these two types of business owners, having settled comfortably in doing okay at what you do, but not being the best in your market?

No matter who you identify yourself to be, it's easy to get lost in the chaos of running your business and letting customer care slip away from your priority list. Keeping this in mind, consider how you can change this... and do so with sales, customer retention and overall business strength as your goal.

### **Tip #1: Want to Help Your Customers... For Real**

We've all has those moments when the last thing we want to do is talk to anyone... nonetheless a customer who deserves - if not expects - strong customer service. So what happens when you have a moment like this and still have to deliver customer attention? Unfortunately, all too often customers sense this, and as a result choose to spend their money elsewhere. Likewise, customers push through experiences with less than excited sales associates or support staff and still choose to spend their hard earned dollars anyway... only to walk away with an experience that leaves them dissatisfied and complaining to others about. To help avoid this, make the decision to leave your frustration, annoyances or anything else that has put you in a bad mood aside when working with customers. Sure, it sounds easier said than done... yet there's a reason that expression exists. Train yourself - and your team - now to set your personal feelings or professional frustrations aside when supporting customers in order to reap the rewards of stronger customer care and - quite frankly - more enjoyable work moments, as well. The key? You need to want to do this. It makes all the difference.

### **Tip #2: Make Customers Come First... Always**

Again, easier said than done... but then again, aren't you in business because of your customers? Think back to the "good old days" when corner pharmacies welcomed their customers by name, doctors made house calls and no matter where you went, someone would look you in the eye to say hello. While this type of care was nice, it was also delivered because it was "good for business", as the saying goes. Keeping this in mind, what's good for your business? Would a little more customer TLC do you good?

Blending old fashioned expectations with modern customer care isn't as hard as it may seem. Consistent smiles, friendly greetings, genuine interest in your customer's well being and sincere appreciation for their time and dollars spent with you can go a long way. Remember... businesses don't exist without customers choosing to spend money with them, so make sure you keep this top of mind.

### **Tip #3: Make Your Customers Feel Appreciated... And Avoid Making It All About You**

We live in an egotistical society, like it or not. Between selfies and self promotion, employees, management and owners alike often fall into the category of being too self-obsessed. Everyone's looking for the next best thing nowadays, which tends to keep them from appreciating what they are experiencing in their actual moments everyday. Thinking back to the good old days, however, this was never an issue. People lived "in the moment" and embraced what they were experiencing versus trying to make sure others knew about what they were experiencing (we owe thanks to Facebook, Instagram and Twitter for that having changed so dramatically).

When working with customers, avoid the temptation to check your email, scroll through Facebook, play on an app or - very simply - even look the other way. Instead, focus. Really, really focus. Listen to what your customers are talking about. Aim to understand what they are seeking, and work hard to deliver the right service or product for them versus the one that is easiest or most expensive. By making their best interests your best interests, you're bound to gain stronger customer retention, more customer referrals and strength across your business in general, as well. Very simply, you need to appreciate your customers.

Finally - while your personality is part of your business success, it's important to keep your personality on check with your customer's care. Adding a friendly smile, a genuine interest in your customer's goals and a sincere appreciation for them doing business with you can't hurt, either. So next time a customer walks into your business, bring yourself back a few decades and deliver customer care that they'll remember.

*Nicole Leinbach Reyhle is the Author of [Retail 101: The Guide to Managing and Marketing Your Retail Business](#), as well as the Founder of [Retail Minded](#) and the [Independent Retailer Conference](#).*

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## **Chamber Photos**



**Congressman LoBiondo**

The Flanders Hotel



**Annual Economic Forecast**

by Steve Brady, President of Ocean City Home Bank  
held at The Flander's Hotel



**2015 Board of Directors  
Installation Meeting**



2015 Executive Committee  
Installation Dinner



2015 Board of Directors & Officers Installation Dinner  
Ocean City Yacht Club

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