



Ocean City Regional Chamber of Commerce

Chamber Notes

Letter from the President

Dear Chamber Members,

Last winter seemed so long and it felt like summer would never arrive...and here we are already, with another summer season behind us. We hope you all had a profitable summer and invite you to attend our Business Summit. Our Annual Business Summit will be held in conjunction with our October 6th Board of Directors Meeting at the Port-O-Call's Adelene restaurant, from 5pm-7pm. Reports will be given from the different business segments on the summer season. Complimentary hors d' oeuvres and refreshments will be served. I sincerely hope you attend this valuable meeting.

The Farmer's and Crafter's Market and the Historic Inn-to-Inn Tours, ran again this year during the season. The Farmer's and Crafter's Market had a great turn-out again and provided Jersey Fresh fruits and vegetables to our residents, visitors and local restaurants and businesses. Chamber staff members, Rose and Nancy, did a great job and I want to thank them for their hard work with the market and Duane for his work with the Inn to Inn Tours

The Chamber worked closely with the Boardwalk Merchant's Association to organize and manage Sunday Character Nights, Tuesday Mummies Nights and Thursday Family Nights. Staff also assisted the Downtown Merchants Association with scheduling the entertainment for Funtastic Tuesdays and Market Days on Thursdays. These weekly events build many memories for the families visiting that they will remember for years to come.

Chamber staff is currently working with the Downtown Merchants

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Dates to Remember

Tues. Oct. 6th -
Annual Business Summit
5-7pm, Adelene's in
Port O Call Hotel

Sat. Oct. 10th -
Fall Block Party
9am-5pm
Downtown OC

Wed. Oct. 28th -
Welcome Night
6-8pm
OC Music Pier

Thurs. Nov. 19th -
Annual Citizen of the Year

Association lining up crafters and entertainers for the Fall Block Party that will be held on October 10th.

Arrangements are being made for First Night 2016. The staff works with the First Night Organization to help with this Ocean City tradition. First Night brings in 10,000 people to attend more than 60 events located throughout the island for New Year's Eve.

We are wrapping up the 2016 Visitors Guide for next season. 75,000 copies are produced and distributed throughout the area. It is the Official Ocean City Visitors Guide and very popular amongst guests making their vacation preparations. Advertising opportunities within the guide are still available for a short time so be sure to contact the office to reserve your space.

In September, the Chamber held our Annual Roast. This year's roastee was Greater Ocean City Theatre Company's Michael Hartman. The event was held at The Flanders Hotel and was full of laughter. Thank you to all involved!

Wednesday, October 28th we will be holding Welcome Night at the Ocean City Music Pier from 6-8pm. This is a wonderful event for local businesses, organizations and residents to gather. It is a great way to network with the community. Display tables are only \$25 for Chamber members and non-profits.

Citizen of the Year and the Black Friday holiday event in the downtown are coming up as well. We hope to see our members participate in all the great events and please shop locally during this holiday season!

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

New Members

Fresh Creative - Dinny Kinloch
814 Cumberland Street, Lebanon, PA 17042
717-274-0292
<http://www.freshcreativeinc.com>

Golden Buddha Yoga - Gailin Callahan
910A Asbury Avenue, Ocean City, NJ 08226
609-338-8125
<http://www.goldenbuddhayoga.com>

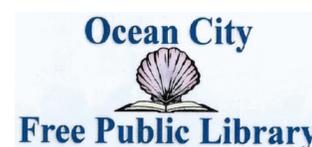
My Winter Watchdog - Debbie McGonigal
25 Walnut Road, Ocean City, NJ 08226
267-202-1869

and Business
Beautification Awards

Fri. Dec. 4th -
Holiday Mixer



Gleeson's
AUDIO - VIDEO L.L.C



Join Our Mailing List!

Stay Connected



Ocean City ATM Company - John Kavchok

PO Box 1032, Ocean City, NJ 08226

609-425-0395

Polish Water Ice - Diane Viehweger

1068 & 830 Boardwalk, Ocean City, NJ 08226

609-398-3166

Taste of New York Cafe and Grille - Steve & Tatiana Halkiadakis

928 Haven Avenue, Ocean City, NJ 08226

609-391-1500

Business Summit

Join the Ocean City Regional Chamber of Commerce Board of Directors for the Annual Business Summit for updates from the different business segment leaders on the 2015 summer season and a highlight on women owned businesses.

Tuesday, October 6, 2015

5:00 P.M. - 7:00 P.M.

Adelene Restaurant in
Port-O-Call Hotel
1510 Boardwalk
Ocean City, NJ 08226

complimentary hors d'oeuvres and refreshments

Registration Required by Friday, October 2nd

[Click here for a registration form](#)

Welcome Night



The Ocean City Regional Chamber of Commerce is continuing their proud tradition of hosting "Welcome Night". This year, "Welcome Night" will be held on Wednesday, October 28th from 6:00 P.M. to 8:00 P.M. at its traditional venue at the Ocean City Music Pier. Admission is free and all area residents are encouraged to attend. Fabulous door prizes provided by local businesses will be given out throughout the evening.

Every year the Chamber of Commerce hosts "Welcome Night" to introduce new and current residents to Community, Civic and Social Organizations, Community Leaders and City Officials, as well as local businesses including restaurants, financial and insurance services, retail stores and medical offices.

Tables are only \$25 for non-profits, local organizations and OC Chamber members or \$100 for non-members. Anyone who wishes to participate should contact the Chamber at 609-399-1412 or info@oceancitychamber.com.

[Click here to download a registration form](#)

Official Ocean City Visitors Guide

We are pleased to announce that advertising space is now available for the 2016 edition of the Official Ocean City Visitors Guide. The Visitors Guide is the official publication used to promote tourism in the Ocean City regional area. We urge you to take advantage of this valuable Chamber benefit to market your business to the thousands of visitors who use the guide.

The Chamber would like to remind you of just a few of the key reasons for placing an ad in the Visitors Guide:

- The Visitors Guide is the official publication for Ocean City, and is the only guide used to answer inquiries regarding Ocean City, NJ.

- The Visitors Guide has a guaranteed distribution of 75,000 copies. Every one of our guides is given or sent to qualified leads. These are AAA offices, Travel Groups, Information Centers both locally and in the tri-state area and Campgrounds, and Real Estate offices.
- Free Visitors Guides are mailed to people requesting them through 1-800-BEACH-NJ and through www.OceanCityVacation.com.
- Our Visitors Guide is distributed at more than a dozen Travel Shows in New Jersey, North Carolina, Pennsylvania, New York, Washington, DC, and Canada.
- Distribution avenues include: the Philadelphia Convention Center and Train Stations, NJ highway rest stops, and the Cape May Lewis Ferry Terminals.
- The Visitors Guide is also available to be downloaded at www.OceanCityVacation.com.

The Official Visitors Guide is backed by the leading organization in Ocean City, the Chamber of Commerce. We are committed to producing a quality publication with affordable advertising, and to begin distribution on a timely basis.

We hope you'll agree that now is the time to join more than one hundred fellow chamber members currently advertising in the Ocean City Visitors Guide.

[Click here to download an Ocean City Visitors Guide Contract](#)

2015 Outstanding Business & Beautification Awards

Please take a minute to nominate worthy businesses and organizations for the Ocean City Regional Chamber of Commerce's Annual Citizen of the Year and Outstanding Business and Beautification Awards. Deadline is Friday, October 2nd at noon.

Please mark your calendars for this important dinner on Thursday, November 18th.

[Click here to nominate](#)

The Top 3 Changes in Retail That You Must Respond To

by Nicole Leinbach Reyhle

If you are doing retail the same way that you did it even 2 years ago, then you are falling behind. There has been a fundamental shift in each of the three core areas of retail: inventory, marketing and team. If you want to get ahead with increasing sales, you must have a strategy.

For decades, the way we would buy was to look at a line and order some items in a couple of different sizes and colors. Let's use the example of a bath and body line. You would look at 7 scents. Each scent was made in 8 different product and 4 of the products had various sizes. So you chose 3 scents and did different products from a couple of them and chose some different sizes. The total number of skus was 15 and you bought 3 of each for a total of 45 items. That is called "wide and shallow" assortment buying.

Now to maximize your profits and consumer demand, you should be buying "narrow and deep". You hear the word 'curated' often. People can shop online and get the whole line but you have carefully chosen the best of the best. Commitment like this makes it easier to keep the best sellers in stock and it makes a better merchandising statement. Handling the product training is easier too. To use the same example, you could still pick 3 scents but you would only order 2 or 3 products from each. Those would be ordered deep. The total number of skus is 9 and you would order 5 of each. Also you would react fast to slow movers.

Marketing has changed dramatically. Products don't sell. There isn't that much 'new' any more - except for at Apple Stores. Stories sell. Your customers want to know why they should care about you and your merchandise. Look at Tom's. They are shoes with a story. When you give them a reason to care, they will loyally support you.

Finally, no longer do you have salespeople as employees. In fact you shouldn't have any employees. You have a team. You are the coach. Your job is to touch their unique ability and use it for good. Your job is to keep them all working their genius and collaborating on making your store bigger and better than you could ever do on your own.

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](#).

Chamber Photos



2015 Best Beach Awards

Ocean City, NJ Wins it All!



Farmers & Crafters Market

Wednesdays during the season



Inn to Inn and Historic Tours
Thursdays during the season



2015 Roast
Roastee Greater Ocean City Theatre Company's Michael Hartman



Ribbon Cutting



Ribbon Cutting
Golden Buddha Yoga
910A Asbury Avenue

Ocean City Regional Chamber of Commerce | 609-399-1412 | info@oceancitychamber.com |
<http://www.oceancityvacation.com>

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