



## *Ocean City Regional Chamber of Commerce*

### **Chamber Notes**

Letter from the President

**Dear Chamber Members,**

I am proud to say that Ocean City, NJ has ended the year on a stellar note. So stellar in fact, that the Press of Atlantic City has dubbed 2014 "The Year of Ocean City". With accolades like #1 Beach in NJ, Best Destination for Day Trips, Ecotourism, and Family Vacations, People's Choice for best Downtown in South Jersey thanks to the American Planning Association, a 3rd place ranking by Forbes on a list of smartest cities among small towns, and being mentioned on National Geographic's list of World's Best Beach Towns, how could 2014 have been anyone else's year besides Ocean City, NJ? Such outstanding recognition would not have been achieved without the hard work of our community members, and business owners like yourselves who strive to showcase the best of our family friendly town. I would like to thank all of our members for doing their parts in bringing Ocean City so much positive attention.

Our Fall season was busy with the Block Party and a sold out and successful Welcome Night in October. November followed that up with our Citizen of the Year and Outstanding Business and Beautification Awards dinner held at the Ocean City Yacht Club. Our guest of honor Leon Costello is a highly respected and loved member of the local business community and a family man who represents the ideals of Ocean City so well. His recognition was well deserved and it was our pleasure to award him as a distinguished member of the Ocean City community. Many other Ocean City business owners and organizations were also honored at the dinner for their

### **In This Issue**

[Letter from the President](#)

[New Members](#)

[Citizen of the Year & Business Awards](#)

[OceanCityVacation.com](#)

[Keys to Success](#)

[Chamber Photos](#)

### **Dates to Remember**

**Tues., February 17th**

Chamber Installation  
Dinner, Yacht Club, 6pm

**Fri. March 20th**

Congressman LoBiondo,  
Flanders, 9am

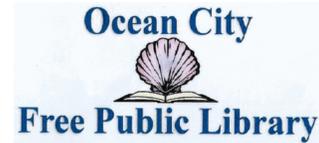
**Wed. April 22nd**

Salute to Working  
Women, Yacht Club,  
12pm

outstanding efforts to improve upon the success of our town.



The Ocean City Holiday season began earlier and proved to be more beautiful than ever in November thanks to Mayor Gillian, City Council, and Downtown Merchants representative Paul Cunningham who secured the installation of new Christmas decorations for the 9th street gateway, Downtown, City Hall, and the Music Pier. The most wonderful time of the year included our Old Fashioned Family Christmas in the downtown, the annual Christmas Parade, and photos with Santa on the boardwalk. The chamber celebrated the season with a holiday mixer in December at Jon & Patty's on Asbury Avenue. Thank you to owners Jon and Patty Talese for the delicious food and being such gracious hosts for a fun and relaxing event our members look forward to during the rush of the holiday season.



Ocean City's 2014 would not have been so noteworthy without the hard work of our members and our vibrant and outstanding community. Thank you to everyone for making myself and the Chamber very proud to represent and support the Ocean City, NJ business community. Best wishes for a star studded 2015 just like the last year!



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



---

## New Members



**Action Supply** - Thomas Tower  
1413 Stagecoach Road, Seaville, NJ 08230  
609-390-0663  
<http://www.actionsupplyco.com>



**Advantage Rental & Sales**- Larry Warnig  
100 Route 50, Seaville, NJ 08230  
609-390-2345  
<http://www.goadvantagenj.com>

Join Our Mailing List!

**Airport Chariot Car Service & Limousine** - Jim Doorn  
1 Convention Way #2-292, Atlantic City, NJ 08401  
609-748-3506  
<http://www.airportchariot.com>

Stay Connected



**BC Technologies** - Sergio Silvestri  
258 N. Main Road, Vineland, NJ 08360  
888-223-4622  
<http://www.bctech.com>

**Cape May County Signarama** - Gregory Basile  
315 S. Main Street, Cape May Court House, NJ 08210  
609-465-9400  
<http://www.signarama-cmch.com>

**Ocean City Fine Arts League**- Rae Jaffe, Kathy Wheatcroft  
608 Asbury Avenue, Ocean City, NJ 08226  
609-814-0308  
<http://www.oceancityfineartsleague.org>

**Vittotio's Italian Restaurant** - Vittorio Ottaviano  
1018 Asbury Avenue, Ocean City, NJ 08226  
609-398-7800  
<http://www.vittoriorestaurant.com>

**Woolery Family Dentistry**-Dr. Robert Wollery Jr. DMD  
3318 Simpson Ave., Ocean City, NJ 08226  
609-398-1010  
<http://www.woolerydental.com>

---

## **Citizen of the Year- Leon Costello**

### **Outstanding Business Award Recipients**

**Outstanding Business New Construction**- Starbucks,  
Bennie's Breads, Glazed Over & The Sneaker Shop

**Outstanding Business Renovation/Improvement**- Prep's  
Pizzeria, Mario's Pizzeria, Adelene in Port-O-Call Hotel

**Environmentally Friendly Award**- City of Ocean City for 15th  
Street Playground and Bike Racks at 8th& 11th Streets

**Outstanding Landscaping/Signage Award**- Holy Trinity  
Episcopal Church; Mayor Gillian, City Council, & Downtown  
Merchants rep. Paul Cunningham for the City's new Christmas  
decorations

**Outstanding Civic Organization**- Ocean City Community  
Center Association, Ocean City Youth Athletic Association

**Outstanding New Business**- Blue Eden, Yoga Ginger

**Outstanding Service to the Community**- Manco & Manco

**Outstanding Use of Technology**- Halliday Architects, Ocean

## OceanCityVacation.com

*January 1st - December 31st, 2014 compared to 2013*

Sessions **+18%**

Users **+22%**

Pageviews **+4%**

Desktop users **+7%**

Tablet users **+45%**

Mobile users **+216%**

Facebook **105,600 Likes**

---

### Keys to Success: Stay Positive

The last few weeks of the year can be equal parts profitable and stressful for a small business. Anyone who has fought their way through a Black Friday madhouse or a mall-traffic nightmare knows how frustrating things can get - and that's just on the shopping end of the spectrum.

That brings us to an idea that is always worth discussing - the need to stay positive. For small business owners, it is essential. Not only will it rub off on employees, but it can have a positive effect on customers as well.

Here are a few ways to look on the bright side of life.

**Avoid being "mean"** - Sounds obvious, sure. But take [a recent essay titled simply "Mean people fail" by Paul Graham](#), co-founder of Y Combinator, which provides seed funding for startups. In it, he describes how few successful people he knows would qualify as "mean" (and acknowledges that he may have "selection bias" in his circle of "startup founders, programmers, professors"). Graham explores the idea that "being mean makes you stupid," especially in conflict. "That's

why I hate fights," he says. "You never do your best work in a fight, because fights are not sufficiently general. Winning is always a function of the situation and the people involved. You don't win fights by thinking of big ideas, but by thinking of tricks that work in one particular case. And yet fighting is just as much work as thinking about real problems. Which is particularly painful to someone who cares how their brain is used: your brain goes fast but you get nowhere, like a car spinning its wheels. Startups don't win by attacking. They win by transcending. There are exceptions of course, but usually the way to win is to race ahead, not to stop and fight."

**Skip the me-first approach** - A selfish attitude can damage hopes of a successful startup, including the "I'll do what I want" way of thinking. [Lyve Alexis Pleshette of powerhomebiz.com](#) calls this "anti-customer thinking that should be purged from the minds of every entrepreneur. You put your needs first instead of finding out what your customers want. You operate your business in a way that is convenient for you. Sure, you are the lord and master of your own business. After all, this business started with your blood, sweat and tears. However, your business is not about your ego. Customers do not patronize your business to pay homage to you and what you have produced and accomplished. Rather, they buy your products or service because you provide for their needs."

**Good attracts good** - A key element for many small businesses is bringing top talent into the fold. And that may be hard to do if the leader doesn't have a positive presence. In Graham's "Mean people fail" essay, he describes why these entrepreneurs can miss out. "They can hire people who will put up with them because they need a job," he writes. "But the best people have other options. A mean person can't convince the best people to work for him unless he is super convincing. And while having the best people helps any organization, it's critical for startups."

**Stay flexible** - As stress levels increase - as they often do toward the end of the year - stay focused on the ability to shift and adjust. Bob Reiss calls flexibility a key attribute to put you "in the right mindset for achieving entrepreneurial success" in [a piece for Entrepreneur.com](#). "It's a given that your plans and strategies will change as time goes on," he says. "This flexibility for rapid change is an inherent advantage of small over large business. However, no matter the pressure for immediate profits, do not compromise on core values."

global package and freight shipping firm with \$550 million in annual system wide sales. He believes small businesses form the backbone of the U.S. economy, and he believes a diverse and competitive climate is the secret to a prosperous future.

---

## Chamber Photos



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



**Frankie's on the Bay Ribbon Cutting**  
1050 Bay Avenue



**JASM Consulting Ribbon Cutting**  
1033 Asbury Avenue, Ocean City, NJ



**Citizen of the Year Leon Costello  
Ocean City Yacht Club**



**Old Fashioned Family Christmas  
Downtown Ocean City**

---

---

Ocean City Regional Chamber of Commerce | 609-399-1412 | [info@oceancitychamber.com](mailto:info@oceancitychamber.com) |

<http://www.oceancityvacation.com>

PO Box 1706

300 West 9th Street

Ocean City, NJ 08226