

CHAMBER NEWS



The Newsletter of the Greater Elizabeth Chamber of Commerce

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GECC GREETES LEADERS AT ANNUAL EVENT

LEGISLATIVE BREAKFAST DRAWS MEMBERS AND OFFICIALS



Above: The crowd listened intently as the Legislative Breakfast attendees introduced themselves. Below: New Jersey Assembly representatives Joe Cryan and Annette Quijano answered questions from the audience.

Elizabethtown Gas Company was once again the gracious host for the fourteenth Annual Legislative Breakfast June 25. The event took place in the first floor conference room located in at 1085 Morris Avenue, Union.

This popular event, co-hosted with the Union Township Chamber of Commerce, brought together city, county and state officials for a meet and greet with Chamber members. This year's event began with a twist when the 75 attendees were asked to introduce themselves.

"That worked out really well because it was an ice breaker that got people to talk to each other," said Gordon Haas, GECC CEO. "It really encouraged networking, which is so important in any business, social function."

Assembly member Annette Quijano reported from Trenton on the state's green

initiatives, among others. Majority leader Joseph Cryan updated the audience on ongoing budget process, while Elizabeth business administrator Bridget Zellner spoke about Elizabeth on behalf of Mayor Bollwage.

A question and answer period followed as the members took advantage of the opportunity to speak directly to their governmental representatives.



SPOTLIGHT: Elizabeth Entrepreneurs Juggle Two, Diverse Businesses, Printing and Restaurant/Lounge



Above: Mary and daughter Jessica pose behind the the neon-lit bar. Right: the upstairs banquet hall offers a festive, yet sophisticated place for any special event.



What does a printing company and a restaurant have in common? The answer is Mary and Luis Arias.

The couple have been the owners of Graphiry Printing, which has been a familiar sight on Morris Avenue for 25 years. Then, two years ago these entrepreneurs became partners with Flor and Antonio Duran in Bambu, a lounge/restaurant located on Bayway Avenue.

It all began when Mary was looking for an investment opportunity. Her real estate agent showed her a restaurant that was for sale. She wasn't interested, but she called her friend Flor who had owned a restaurant on Elizabeth Avenue and was looking for a new one.

"Flor said that she would buy it, if I would be her partner," remembered Mary, and soon they were renovating the space. Two years later in February 2010, Bambu opened.

Together, the two couples created an attractive, inviting place to gather. The exposed beamed ceiling and neon lights give the restaurant a fun, yet sophisticated look. Mary describes the menu as international with French, Italian, and Spanish influences. On weekends, there is live music or a deejay to accompany the customers on the dance floor.

Upstairs, the four partners renovated the banquet room into a sophisticated space

suitable for parties and wedding receptions. On a recent afternoon, Luis juggled several potential customers who were considering hosting their special events at Bambu.

Today, Mary and Luis are busy juggling two businesses. While working hard to launch Bambu, the couple are still running their successful printing business, producing business and social materials.

Although the couple have a hectic schedule, they have been great role models for their two college-student daughters, Veronica, 22, and Jessica, 20.

Said Jessica, "I feel this has been a rewarding experience. Not many people at my age have this opportunity. I have learned so much from my parents and their hardworking skills."

Bambu Lounge is located at 545 Bayway Avenue, Elizabeth, 908-353-7000; Graphiry Printing, 308 Morris Avenue, Elizabeth, 908-353-2223.

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MARK YOUR CALENDAR FOR THESE CHAMBER-SPONSORED EVENTS

GECC ANNUAL DINNER CRUISE

Location: Cornucopia Princess

Time: 6 pm (boarding)
7 pm (sailing)

Mark your calendars, so not to miss this popular GECC event!



SEPT. 15

TASTE OF ELIZABETH

Co-sponsored by the Elizabeth Rotary and the GECC Foundation

Location: Renaissance Hotel
1000 Spring Street, Elizabeth

Time: 5 to 8 p.m.

Enjoy an evening of good food served by your neighborhood eateries while supporting a worthy cause!



OCT. 25

MAGICAL NIGHT OF GIVING

Location: Jersey Gardens Mall

Time: 8 a.m. to noon

Shop'til you drop and start your holiday right by supporting your favorite non-profit at this annual fund-raiser.



NOV. 20

HOLIDAY SOCIAL

Location: To be announced

Share your holiday cheer with your fellow GECC members at this fun, annual event.



DEC. 8

SECOND ANNUAL ELIZABETH RESTAURANT WEEK

OCTOBER 26 TO 31, 2010

IT'S A WRAP: A LOOK BACK AT CHAMBER EVENTS DURING WARM, SUMMER MONTHS



an evening of great food and drinks, accompanied by the camaraderie of fellow Chamber members. The attendees greeted old friends and made new ones.

The summer social season will officially end with the most popular event on the Chamber's calendar. The annual cruise is not to be missed. From the deck of the Cornucopia Princess, riders enjoy breath-taking views of New York Harbor and lower Manhattan.

This year's dinner cruise honorees are Atalanta Foods for the President's Award, Boys & Girls Club for Member-to-Member Award, and Jersey Gardens Mall to receive the Member-to-Chamber Award.

The GECC is grateful to those businesses who are supporting the cruise through sponsorships. Members should be marking their calendars for September 15. All aboard!

As the weather turns colder, the GECC is gearing up for a busy, social season. The fall will host the Restaurant Week, the Magical Day of Giving, and the Holiday Social. These events are the perfect opportunities for members to make new contacts that will help them grow their businesses.

As the new 2011 season begins, the GECC is preparing for an exciting schedule of events.

Standing, right to left: Veniza Howard, multi-media account representative for the Star Ledger and GoElizabethNJ, Gordon Haas, GECC president and CEO, enjoy an evening at Aroma with Bill Holzapfel, Elizabeth city attorney, and Henry Marcantonio, procurement manager for CB Richard Ellis.

Summer 2010 may be one of the hottest in recent memory, but GECC members remained cool at social events. The annual legislative breakfast (described on page one) attracted its usual large crowd to hear the latest news from municipal and state representatives.

On July 21, Aroma Restaurant & Lounge was the host for

CHAMBER WELCOME TO THESE NEW MEMBERS

BXC INC.

Customs broker, freight forwarding
Angela Flynn
908-400-3632

GOLD SEAL OFFICE PRODUCTS

Office supplies, retail trade
Evan Weissglass
973-449-1131

JEFFERSON PARK DAY CARE CENTER

Educational services
Rita Butts
908-354-2266

LA CATENA RESTAURANT

Food services, restaurants, caterers
Marcelo Husenaj
908-298-0828

METRO FREIGHT SERVICES INC.

Customs broker, freight forwarding
Khalid Mahmud
908-925-8400

SONIC DRIVE

Food services
Anthony Marchigiano
973-219-2097

TACO SHACK

Food services, restaurants
Joshua Weiss
201-705-8457

Seventh Annual Bicycle Tour de Elizabeth Celebrates the City's Accomplishments



city. Assisted by Elizabeth school students who painted posters, the tour advertised Elizabeth's "firsts," such as the first capital of New Jersey, the first submarine, first ice cream soda, and first Groundwork.

Elizabeth also played a role in the establishment of this country with several founding fathers calling the city home. Revolutionary War re-enactors from the Royal Sussex Society, dressed in British redcoat uniforms, staged an exhibition of 18th Century fighting techniques. The re-enactors were sponsored through a HEART grant, courtesy of the Union County Board of Chosen Freeholders.

The Tour was sponsored by many private sector companies such as the Elberon Development Company, AMB Property Management, and PSE&G.

Above: Cyclists of all ages enjoyed a day of touring through the city. Right: Re-enactors from the Royal Sussex Society demonstrated their fighting techniques.

Approximately 500 bicyclists, some from as far away as Berkeley, California, participated in the Seventh Tour de Elizabeth on May 23. The event is sponsored by Groundwork Elizabeth.

Escorted by the Elizabeth Police Department, the riders rode a new 15-mile route that included the Elizabethport section of the city. They cycled along the bike, hike, and roll thoroughway that featured awe inspiring views of the Arthur Kill waterway. They continued through historic midtown and the Elizabeth Avenue shopping district.

This year's theme was "it happened here first," featuring the accomplishments of New Jersey's oldest



UNION COUNTY COLLEGE NAMES NEW PRESIDENT



UCC named Dr. Margaret McMenemy as its new president.

Union County College (UCC) has named Dr. Margaret McMenemy as its new president. She took office at the start of the fall semester.

Prior to coming to UCC, she was the executive vice president of educational services for Brookdale Community College in Lincroft, N.J., a position she held for five years. She also served as vice

president of academic and student affairs at Lehigh Carbon Community College in Schnecksville, Penn.

While at Brookdale, Dr. McMenemy's accomplishments included an academic restructuring, development of an academic master plan, and a college-wide assessment. She also strengthened degree completion program with four-year colleges, initiated a program to allow high school students to take college classes, and helped identify and secure grant and foundation funding.

As the new UCC president, Dr. McMenemy will oversee a college with an approximate budget of \$70 million. The school serves 6,300 full-time and 6,600 part-time students with a full-time faculty of 180 and an adjunct faculty of 300. The school operates four campuses in Union County and maintains an associate in science degree program with the Trinitas School of Nursing in Elizabeth and the Muhlenberg Harold B. and Dorothy A. Snyder schools in Plainfield.

GECC GETS READY FOR FIRST JERSEY SUPER BOWL



Above: An artist's rendition of the new Meadowlands Stadium is shown. Right: A view of the stadium from the NJ Transit station shows the closeness of mass transit.

It may still be a few years away, but Super Bowl fever has already hit Jersey.

The Chamber working through the Convention Visitors Center played a role in getting the first Super Bowl in the Northeast to be played at the new

Meadowlands Stadium in February 2014. Now, the GECC is working hard to make sure area businesses are ready for the visitors coming to the game. Chamber representatives have been meeting with hotels, retail businesses, and other tourist related groups. They have been asking those businesses, "What do you need to get ready?"

The Chamber is researching various marketing tools that will list all the tourist related businesses and amenities.



A WORD FROM THE CEO'S DESK

As Woody Allen once said, "Eighty percent of success is showing up."

Funny? Yes, but there is the proverbial pearl of wisdom in that remark. It is human nature to do business with those we know and trust. To do that you have to get out of your office and make contacts, to build trust with your prospective customers.

In short, you network and to do it successfully here are a few tips.

First of all, keep in mind that networking is about being genuine and authentic, building trust and relationships, and seeing how you can help others

Become known as a powerful resource for others. When you are known as a strong resource, people remember to turn to you for suggestions, ideas, names of other people, etc. This keeps you visible to them.

Have a clear understanding of what you do and why, for whom, and what makes your doing it special or different from others doing the same thing. In order to get referrals, you must first have a clear understanding of what you do that you can easily articulate to others.

Follow through quickly and efficiently on referrals you are given. When people give you referrals, your actions are a reflection on them. Respect and honor that and your referrals will grow.

Finally, remember that one of the best and economical places to successfully network is at GECC events. We hope to see you at our next one.

-- Gordon Haas
President & CEO



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**GECC IS NOW ACCEPTING ADVERTISING FOR THE
2011-2012 ELIZABETH MAGAZINE
DON'T MISS THIS PREMIER MARKETING OPPORTUNITY**

CHAMBER CHATTER, *the latest news from GECC members*

GECC will be getting a full page ad in the Star Ledger two weeks after the publication of every edition of the GoElizabethNJ tabloid reviewing upcoming events. The ad will create excitement and anticipation for the monthly supplement . . .

Chamber News editor Fran Sullivan has been named the 2010 Community Stakeholder of the Year by Brand New Day (BND), Inc., a community organization dedicated to redeveloping vacant and abandoned properties into

quality and affordable housing. Fran serves as the volunteer editor for Brand New Day's community newsletter. She was honored during ceremonies on May 11 at Manolo's restaurant in Elizabeth. Other community awards were distributed to William Best, PNG Bank. 2010 Financial Institution of the Year; Gail Davis, PSE&G, 2010 Philanthropic Partner of the Year; Chris Hopkins, Patton Boggs, LLP, 2010 Corporate Partner of the Year.