

■ Your Customer Expects Great Service

By Barry Thomsen
Small Business Idea

The time of saying "We give great customer service" is long gone, so don't even consider it a benefit. Not only great but outstanding service is no longer a plus but a critical necessity. Without it, what does a small business really have to offer? You're not going to beat the big boys on price, they just won't let you. And even if they did, how would you survive with the low profits? You're not going to beat them on selection or inventory, they have way more money to invest and can wait longer to turn it. So what do you have left, except outstanding customer service?

It all starts with the owner or partners and must be drilled into employees regularly. Without

constant training, supervision, rewards and direction, service can slip and so can your profits. In today's business and consumer world, the buyer wants good quality, a fair price and to be treated like you care about their purchase. There is always someone else they can buy from, so you need to give them a reason to come back to you. The owner, if possible, or designated manager, needs to observe and talk to customers to be sure they are satisfied with the service part of their purchase. Ask what improvements they would like to see and assure them you will seriously consider their suggestions. Putting service over price can assure that repeat business that we all need to survive.

■ Banners

We will be placing an order for additional banners (which are hung along Main Street, Hackensack) within the next few weeks. If you would like to bring name recognition to your company's name, this is a wonderful opportunity to do so.

Please contact Darlene at the Chamber office 201-489-3700 for sponsorship rates.

■ Save the Date!

Thursday, October 20, 2005
Annual Membership Breakfast

Tuesday, November 15, 2005
Networking Luncheon
& Holiday Shopping EXPO

The Chamber office serves the business community by offering free counseling services with representatives from SCORE and the U.S. Small Business Administration. To schedule an appointment call the Chamber office at 201-489-3700.

Hackensack
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■ Distinguished Citizen Awards

Dedicated, community spirited and friendly describe this years honorees, Corinne Mazzocchi Rinaldi, S.P. and Andrew L. Pecora, M.D., F.A.C.P. Ms. Rinaldi is a Speech Pathologist and has been teaching for 50 years. She is active with the Bergen County 200 Club, serving as a trustee. Dr. Pecora is the Chairman/Director of The Cancer Center at Hackensack University Medical Center. Many relatives, friends and colleagues attended to honor these two deserving individuals.

The event, hosted by the Medical Center and held in the beautiful Palm Court was a huge success. Special thanks to President and CEO, John Ferguson and Chief of Public Affairs, Anne Marie Campbell, who created the wonderful atmosphere that was enjoyed by all.

Chamber Directors in attendance: Pictured left to right in back row, VP Jack Conklin, Dean Walter Hecht, Ronald Squillace and Gerard Quinn.

Pictured left to right in front row: VP Daniel Kirsch, Esq., President Harry Comp Jr., Executive Director Darlene Damstrom, Honoree Corinne Rinaldi, S.P., Andrew Pecora M.D. and VP Linda Santucci.

Not pictured:
Anne Marie Campbell.



Pictured, left:
Honoree Corinne Rinaldi.

Pictured, right:
Chamber Vice President, Daniel Kirsch, Esq., member, Laura Kirsch, Esq., Director, Dean Walter Hecht and Chamber member Ellen Fitzpatrick.



Chamber Director and Citizen of the Year Committee Chairman, Ronald Squillace with honoree, Dr. Andrew Pecora.



Dr. Andrew Pecora, Hackensack City Councilman Jorge Meneses, Corinne Rinaldi and City Attorney Joseph Zisa.



Distinguished Citizen of the Year Honorees, Corinne Rinaldi, S.P. and Dr. Andrew Pecora.

Welcome New Members

Bobby's Corner Deli

126 Green Street
Hackensack 07601
Deborah Montanez – 201-343-9088
Deli, Catering-American,
French & Spanish Cuisine

Capri Consulting

258 Clinton Place
Hackensack 07601
Cynthia Apricena – 562-755-2144
Consulting-Bookeeping For
Small to Mid-Size Companies

CAT Technology, Inc.

377 Route 17 South, Ste. 208
Hasbrouck Heights 07604
Dinesh Jaiswal – 201-727-9299
IT Consultancy, Staffing &
Software Development

Classic Remodeling

One University Plaza Drive
Hackensack 07601
Lester Waxman – 201-487-1666
Roofing, Siding & Windows

E-Med Software

140 Prospect Avenue
Hackensack 07601
Jasper L. Chaffin – 201-952-5467
Software Developing For Health Care

Factory Frames & Gallery

199 Main Street
Hackensack 07601
Barbara Saunders-Adams – 201-487-0844
Custom Framing, Artworks, Matting,
Graphic Design

G. Thomas Gentile Funeral Service

397 Union Street
Hackensack 07601
G. Thomas Gentile – 201-487-1010
Funeral Service

Geeks on Call

P.O. Box 563
Roseland 07068
Michael B. Baumrind – 888-667-4577 ext. 427
Computer Solutions in Your Home or Business

Jackson Hewitt Tax Service

335B Main Street
Hackensack 07601
John Guella – 201-694-8969
Income Tax Preparation

Kalman, Gary

240 Prospect Avenue
Hackensack 07601
Gary Kalman – 201-923-5520
Certified Personal Fitness Trainer
(In Your Home)

Main Street Title Agency

210 River Street
Hackensack 07601
Hank Forsberg – 201-883-6470
Title Insurance

Meadows Office Furniture

21-00 Route 208 South
Fair Lawn 07410
Eric Reitter – 201-797-7010
Office Furniture

Milton Terry Associates

95 Chamberlain Road
Oak Ridge 07438
Andy Sulzer – 973-697-7227
Office Furniture, Commercial Interiors

O & S Associates Inc.

145 Main Street
Hackensack 07601
Cheryl Muzzillo – 201-488-7144
Engineers, Architects

Personal Touch Caterers

148 Porter Street
Hackensack 07601
John Policastro – 201-488-8820
Caterer

Pets Amour, Inc.

205 Mary Street
Hackensack 07601
Debbie Way – 201-843-7387
Dog Daycare, Dog Socialization

Placements Plus Service

5 Wilson Avenue
Denville 07834
Errol Ernstrom 973-627-6808
Placemat Advertising

Play for Pleasure

250 Main Street
Hackensack 07601
Michele Maltese – 201-343-9498
Lingerie, Adult Boutique, Ladies' Home Parties

Red Wing Shoes

450 Hackensack Avenue
Hackensack 07601
Leslie A. Whittaker – 201-342-5558
Men's and Women's Footwear

Smith Barney-CitiGroup

150 Clove Road
Little Falls 07424
Maria Z. Nigro – 973-890-3011
Financial Consultant

Stratford Consulting

150 Overlook Avenue
Hackensack 07601
Nicholas L. Merolla – 201-488-3236
IT/Computer Services

Warm Spirit Independent Consultant

344 Prospect Avenue, 4H
Hackensack, NJ 07601
Deborah Gallaway – 201-880-8456
Nature-Based Wellness, Self-Pampering
& Relaxation Products

Blood Drive

The GHCC and the Hackensack Rotary held a Blood Drive on Tuesday, September 27, at Holy Trinity, Hackensack. Special thanks to all who came out to donate and volunteer at the event.



Business EXPO 2005

Where are great contacts made? Where can you see what local businesses have to offer? The answer: The Greater Hackensack Chamber of Commerce Business EXPO.

This year, our EXPO was held at the Holiday Inn & Conference Center of Saddle Brook. Our sponsors, Blue Dog Graphics, GAIN Communications, Inc. and Interchange Bank were also on hand to showcase their goods and services.



Membership Directory

GHCC Chamber members will receive a phone call from one of our committee members asking you to update all information regarding your business. We want to make certain that we have the correct spelling of the business name, address, phone number, contact, fax, website and email, as well as the category that your business would fall under. This information will be used for the two listings in the Directory as well as updating

our membership list and website. Please note: listings will only be printed in the Directory if the annual dues are current. Thank you for your cooperation.

If you have not placed an ad and would like to do so, please call the Chamber office at 201-489-3700 ASAP or Jerry at Referral Networks 201-794-1007.

Your 2006 Goals

Have you decided what you want to accomplish next year? It's not good enough to just think about your goals, you must write them down and put them in your calendar. What goals didn't you reach in 2005 and how can you attain them or change them for 2006? Now is the time to do it and take a look at your list next June to see how you're doing and adjust if necessary.

Dates to Remember

Sunday, October 30	Daylight Savings Time Ends
Monday, October 31	Halloween
Tuesday, November 8	Election Day
Friday, November 11	Veterans Day
Tuesday, November 15	Networking Luncheon and Holiday Shopping EXPO
Thursday, November 17	Board of Directors Meeting (members welcome)
Thursday, November 24	Thanksgiving Day
Wednesday, December 7	Pearl Harbor Day
*December	No Board of Directors Meeting
Sunday, December 25	Christmas Day
Monday, December 26	Hanukkah

Board meetings are held on the third Thursday of the month, unless otherwise *noted. Location will be posted at www.hackensackchamber.org
All members are welcome and encouraged to attend.

Networking with Mahwah Chamber

On the evening of September 29, members of our Chamber had an opportunity to join the Mahwah Chamber for an evening of networking. The event was hosted by Homewood Suites by Hilton in Mahwah.



Feeling Overwhelmed?

by Linda Santucci

"So much to do, so little time..." How many times have we heard that or more personally, felt it? Well, you are so not alone. Did you know that the most common form of stress is the feeling of being overwhelmed?

In fact, "time poverty" is one of the biggest problems facing America's business leaders today. Downsizing, limited budgets, staff cutbacks and competition creates more work for less individuals. We are on work overload. Time management seminars, books, audiotapes, and courses are becoming big business. But, you say, who has the time to take advantage of them?

Well, we have to start somewhere. First, let's stop saying we're "overwhelmed". Overwhelm is not a productive word. Once you say that to yourself you immediately create a burden and it doesn't feel good. On the other hand, if you say you are busy or very focused on the task in front of you, it will have a very different effect and feel. It will force you to become more organized and complete the prioritized assignment. Choose words and phrases that are empowering instead of sabotaging yourself.

Secondly, always ask yourself, "What is the most valuable use of my time at this moment?" The minor things are always easier and more fun to

clear up. However, you want to organize your work to reduce your stress levels. This usually will mean focusing on your highest value task in order to get your time under control, thereby, lessening the stress level.

Remember, time is the only commodity you can never get more of and the most successful people consistently utilize their time most effectively.

And, if all else fails, go have a stiff drink. It does wonders for me.

(Gotcha! didn't I? I just wanted to see if you read this to the end. There's always time for a little humor...)

ICC – Inter-Chamber Consortium

Power Networking Executive Holiday Shopping Expo and Luncheon

WHEN

Tuesday, November 15, 2005

WHERE

Seasons

644 Pascack Road
Washington Township, NJ 07675

FOR INFO

Darlene Damstrom
Greater Hackensack Chamber of Commerce
201-489-3700
office@hackensackchamber.org
www.hackensackchamber.org

- 300 Attendees Expected
- 15 Plus Specialty Exhibitors
- Get a Jump on Holiday Shopping!
- Biggest Networking Event Before the Holidays

Sponsoring Chambers

- Greater Hackensack Chamber
- Fair Lawn Chamber
- Greater Fort Lee Chamber
- Greater Paramus Chamber
- Greater Saddle Brook Chamber
- Lodi Chamber
- North Jersey Regional Chamber

Registration Form

Sign-in: 11 a.m. • Lunch: 12 Noon
Shopping: 11 a.m. – 2 p.m.

Cost
\$30.00 Members \$35.00 Non-members

____ Total Number of Reservations
____ Tables of 10 (One Free Seat)

Cash Bar at Your Service
Menu: Penne Ala Vodka, Garden Salad with Field Greens, Chicken or Fish Entree, Chocolate Opera Cake, Coffee, Tea

Choice of One:
 Chicken Picatta Salmon

Chamber _____
Company Name _____
Contact Name _____
Address _____
Telephone _____ Fax _____
E-Mail _____

Please Make Check Payable To: The Greater Hackensack Chamber of Commerce, 5 University Plaza Drive, Hackensack, New Jersey 07601

Check Visa MasterCard AMEX
Credit Card # _____ Exp. Date _____

Payment must be received by Friday, November 12, 2005.
Please make reservations early as seating is limited.

*Darlene Damstrom will be available to answer any questions. She may be reached at The Greater Hackensack Chamber of Commerce Office – (201) 489-3700 Fax: 201-489-1741.
Please Note: The Chamber Considers this reservation to be a firm, non-refundable, commitment and will bill your company whether or not you are able to attend.

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