



Spring 2008

CHAMBER BIZ

Your Local Business Information Source

President's Message

It's that time of the year once again, as we spring into action to prepare for the 18th annual Oceanfest.

This Independence Day celebration (see story at right below) is the stellar event of the year for Long Branch, attracting tens of thousands of visitors to our City by the Sea. With each passing year, they grow more and more impressed with our transformation into a year-round destination for all-around enjoyment — and why many are returning for more than one day.

Every member of the Greater Long Branch Chamber of Commerce is encouraged to get involved in this year's Oceanfest. There's no better venue to promote your business and no better way to express our community pride. Support from our chamber members was clearly displayed during our recent 74th Annual Business Awards Dinner. We extend our sincere appreciation to everyone who contributed to its success. It was a splendid evening that heralded the achievements of this year's awards recipients (see page 2), particularly John and Linda Brockriede. The couple graciously accepted the chamber's coveted Louis G. Libutti Community Service Award for their commitment to Long Branch over the past five decades. For them, Long Branch has not only been their place of residence and business, but it has been their life.

On a final note, please check out our "What's Happening" calendar on page 4, which lists a host of networking events and other perennial favorites on the social scene. Try to join us at one of our upcoming Business After Hours or Business Card Exchanges.

Kay Guadagno
President

HOT OFF THE PRESSES

Just in time for the start of the busy season, the new **Discover Long Branch Guide** is available through the Greater Long Branch Chamber of Commerce.

The pocket-size guide is packed full of information, including a city-by-district street map, updated chamber membership directory, dining and hospitality guide, and a wealth of information on our "year-around, all-around" oceanfront city.

To obtain a supply for your business, stop by the chamber office at 228 Broadway, Long Branch.

**DISCOVER
THE NEW LONG BRANCH.
LIVE IT. YOU'LL LOVE IT!**

Countdown to Oceanfest

July 4th Spectacular to Sizzle along Beach

Momentum is already building for the 18th annual Oceanfest, the largest Independence Day celebration at the Jersey Shore.

Co-sponsored by the Greater Long Branch Chamber of Commerce and the City of Long Branch, the Friday, July 4 event along the Ocean Promenade is expected to draw up to 200,000 visitors for a day of nonstop fun — from food for all tastes, crafts and games of all types, sandsculpting, an impressive entertainment lineup and a dazzling fireworks display.

Don't miss out on becoming part of the celebration. Sponsorships are available by contacting the chamber at 732-222-0400.

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Brockriedes Honored with Libutti Award for Dedication to Community

The Greater Long Branch Chamber of Commerce honored John and Linda Brockriede for their many years of distinguished community service during its 74th Annual Business Awards Dinner on Saturday, March 1 at the Ocean Place Resort & Spa.

The Long Branch couple received the chamber's prestigious Louis G. Libutti Community Service Award in recognition of their meritorious 40-year record of civic leadership, professional achievement and philanthropic support to many worthy causes.

For more than 40 years, John and Linda Brockriede have been involved in the area's business community — most notably for the past 30 years as owners of Monmouth

For scenes from the festivities, visit the chamber's Web site at www.longbranchchamber.org and click on Photo Gallery from the left-hand menu.

Enterprises, a Long Branch-based real estate development and management company. Together, the Brockriedes have built a successful enterprise that has constructed and managed numerous residential apartment projects, restaurants and a variety of commercial businesses, including shopping centers, office buildings and an automobile dealership.

During the awards dinner, the chamber also presented the following awards:

- **President's Award** to Monmouth University for embarking upon an extensive renovation of the Lauren W. Woods Theatre on its West Long Branch campus.
- **Invest in Long Branch Award** to Brookdale Community College for refurbishment of its Long Branch Higher Education Center, which holds the distinction of being the Middletown-based college's first community-based academic facility.
- **Business Improvement Awards** to Long Branch-based Kitchell Contracting, LLC, and Tim Britton for 188 Westwood Avenue.

INFORMATION STATION READY TO ROLL OUT FOR SECOND SEASON

The Greater Long Branch Chamber of Commerce's Information Station will make its season debut with an encore appearance during the **2008 New Jersey Marathon Weekend on Friday, May 2 through Sunday, May 4, Ocean Promenade, Long Branch.**

Come aboard the popular Information Station for this event and dozens more by providing us with your promotional materials.

Call the chamber at 732-222-0400.

For a look at this attention-grabbing marketing mobile, visit the Chamber's Web site at www.longbranchchamber.org and click on Photo Gallery from the left-hand menu.

Chamber Chatter ... *The Latest News for Our Members*

The **Greater Long Branch Chamber of Commerce** welcomes three new members to its Board of Directors: Esther Cohen of Cedars & Beeches, Tim McMahon of McLoone's Pier House and Vincent Sciarappa of RSI Bank ... A new **Electronics Recycling Program** will be launched on Earth Day, Tuesday, April 22, as part of the **City of Long Branch's Green Initiative**. Beginning then, business and residences may drop off items classified as electronic waste at the Department of Public Works Facility at Atlantic Avenue, between Ludlow Street and Sixth Avenue. Electronic waste consists of discarded computers (CPUs and laptops), keyboards, monitors, scanners, printers, cables, computer mice, televisions, radios, telephones and VCRs. The facility is open Monday through Friday from 7:30 a.m. to 3 p.m., and on Saturday from 9 a.m. to 1 p.m. For more information, call 732-571-6520.



These businesses recently joined the Greater Long Branch Chamber of Commerce. Remember to recommend them as part of your referral network.
For a full list of members, visit www.longbranchchamber.org.

Chase Bank

160 Brighton Avenue
 Long Branch, NJ 07740
 732-222-6126
 Jennifer Aliaga
www.chase.com

De George Realty

75C Brighton Avenue
 Long Branch, NJ 07740
 732-222-9200
 Michael DeGeorge
www.degeorgerealty.com

Jesse's Café

139 Brighton Avenue
 Long Branch, NJ 07740
 732-229-6999
 Jesse Novak

Long Branch Portuguese Club

191 Broadway
 Long Branch, NJ 07740
 732-870-0608
 Isabelle Ferreira
www.lb-pt.org

Paws & Pose

88 Ocean Avenue
 Long Branch, NJ 07740
 732-222-8033
 Linda Hubbell
 and Helen Shields
www.pawsandpose.net

PearlyGates Accessories

61 Brighton Avenue
 Long Branch, NJ 07740
 732-229-0577
 Rae Glaser

RE/MAX Paradigm Realty Group

756 River Road
 Fair Haven, NJ 07704
 646-391-3737
 Jennifer Allegra
www.condosinlongbranch.com

SHAKA Shaved Ice

P.O. Box 214
 Monmouth Beach, NJ
 07750
 908-902-6424
 Philip Sciortino, Jr.

Sitting Duck Restaurant

104 Myrtle Avenue
 Long Branch, NJ 07740
 732-229-5566
 Michael Schoelkopf
www.sittingduckrestaurant.com

South Cross Cleaning

453 Bath Avenue
 Long Branch, NJ 07740
 908-309-8373
 Jose Montenegro
www.southcross.us

State Farm Insurance

178 Route 35 South
 Eatontown, NJ 07724
 732-544-4900
 Camille and Lou Kiste
www.camillekiste.com

Staybridge Suites Hotel

4 Industrial Way East
 Eatontown, NJ 07724
 732-380-9300
 Tom Fraim
www.staybridge.com

Long Branch Concordance Offering Community Assistance to Businesses

The Long Branch Concordance has introduced a Community Assistance Program (CAP) to help local businesses assist employees in their time of need.

When an employee is facing a life challenge that is affecting work productivity, many employers have found it beneficial to contract with a service provider that works with an employee directly and confidentially. The concordance's CAP is designed to offer that type of assistance free of charge to employees of local businesses. Modeled after employer-sponsored employee assistance plans, the program offers informational and referral services that address employee and resource management issues.

For more information, call Darcy Dobens, executive director of the Long Branch Concordance, at 732-571-1670.

Farmers Market Opening in West End for Season



Shoppers will find a bounty of fresh foods from the Garden State at the new

West End Farmers Market. From noon to 6 p.m. every Thursday beginning on June 5 through December, the market will open at Brighton and Sairs avenues, behind Jesse's Café. Fresh Jersey produce, flowers and plants, and crabs and oysters are just a sampling of its offerings. *For details, call Jesse's Café at 732-229-6999.*

What's Happening

NETWORK WITH US



Join the Greater Long Branch Chamber of Commerce for one of these upcoming networking events.

For more information, call the chamber at 732-222-0400 or e-mail info@longbranchchamber.org.

Business After Hours

Wednesday, May 7 • 5:30-7:30 p.m.

Investors Savings

169 Broadway, Long Branch

Featuring a demonstration by Virtual Access Tours.

NJBIZexpo

Tuesday, May 20 • 9 a.m.-5 p.m.

Wednesday, May 21 • 9 a.m.-3 p.m.

New Jersey Convention and Expo Center at Raritan Center, Edison

Stop by the Greater Long Branch Chamber of Commerce's booth. Free admission to exhibit hall with business card. Visit www.njbizexpo for more information.

Business Card Exchange

Monday, June 2 • 5:30-7:30 p.m.

Roselli's Restaurant

115 Brighton Avenue, Long Branch

Day at the Races

Friday, June 13 • Noon

Monmouth Park Racetrack

West Long Branch

Bring a guest to this special event, which features private seating in the Omnibus Room with a buffet lunch.

Cost: \$40/person includes lunch, admission and program.

To register, call the chamber at 732-222-0400 or e-mail info@longbranchchamber.org.

THE NEW JERSEY MARATHON WEEKEND

Friday, May 2-Sunday, May 4

A weekend of racing events hosted by the City of Long Branch to support children's charities and kick off Global Hepatitis Awareness in partnership with Bosco's Buddies.

A Health and Fitness Expo will be held on the Ocean Promenade.

For information, call 732-578-1771

or visit www.njmarathon.org.

BY THE BEAUTIFUL SEA

Friday, May 16 • 10:30 a.m.-2:30 p.m.

A luncheon, fashion and shopping event sponsored and hosted by Pier Village to benefit the New Jersey Repertory Company. Luncheon at McLoone's Pier House.

Cost: \$50/person

For information, call 732-229-3166, ext. 104.

ART IN THE PARK

Sunday, May 25 • 10a.m.-6 p.m.

West End Park, Brighton and Ocean Avenues
Juried fine art show sponsored by the Long Branch Arts Council and Long Branch Historical Association.

For information, call 732-229-3166.

GREATER LONG BRANCH CHAMBER OF COMMERCE

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Susan Woolley, Assistant Director*

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Chamber Biz is published on a regular basis by the Greater Long Branch Chamber of Commerce. Submissions for publication can be directed to the postal or e-mail address above.