



The Official News of The Greater Paramus Chamber of Commerce CROSSROADS



www.paramuschamber.com

MESSAGE FROM THE CHAIRMAN

Most of us have not grown up in a real advertising/marketing environment, so while these words conjure up a meaning, this meaning may not take you to a place where you truly realize just how important branding your name, branding your product or branding your services can be to any degree of success you have as a business.

Branding is the only way a business can connect with the consumer. Branding familiarizes your product or service with the buyer. The retention of your brand is how a market base and the longevity of that special connection with the customer is built. Companies like Coca Cola, Pepsi and DiGiorgno, to name a few, spend lots of money on research, product development and marketing. Each has a strong connection with the market and each does a great job in the connection of its brand.

It really doesn't matter what size company you are or what you offer as products or services, what matters is that you work hard to make that connection with your prospective customers through branding. From a spending perspective, people are again investing in the future. Each day the stock market shows

signs of confidence, the buying goods and services continue to challenge business owners but for the right product and branding of that product.

One need only look at the recent Super Bowl to see that companies use this time to connect with the public and spend the resources to do so.

With Avatar leading the way in theater ticket sales, I believe people are willing to spend money for a product that they feel is worth the investment.

I also know that there is one key source to gain help from that lends itself nicely to achieving my goals and probably yours as well, that is the Greater Paramus Chamber of Commerce. The wealth of businesses that are currently members afford each of us an opportunity to tap into resources that can help. They are specialists in their own respective areas of expertise and could be just what the doctor ordered.

Talk to you soon.



Joseph Pedone

Networking at The Capital Grille



PHOTOS COURTESY OF THE GREATER PARAMUS CHAMBER OF COMMERCE

Welcome to the newest members

Welcome to our newest chamber members who joined us in 2011:

Jason Gubernot, Wash Bucket of Maywood, 52 W. Pleasant Ave. in Maywood, 201-291-3700.

Jocelyne Jauregui, Coldwell Banker Residential Brokerage, 44 Franklin Ave., Suite 4 in Ridgewood, 862-345-1665.

Local businesses, much like civic and religious organizations, are part of the community. They need your support to maintain the services they provide.

For more information about all of our members please visit the Membership Directory Page of the Chamber website at paramuschamber.com/directory.

**For Financial
Strength &
Stability**

**Paramus
Counts On Us**



Convenient Offices Throughout New Jersey
S-134 Farview Avenue • (201) 843-2333
803 Route 17 South • (201) 445-8844 *
600 Bergen Town Center • (201) 845-5151*

columbiabankonline.com
Count on Columbia.

* 24-Hour ATM

Member FDIC

- Personal & Business Checking
- Columbia CheckCard
- Certificates of Deposit
- Home Equity Loans & Lines
- Mortgage Loans
- Personal Loans
- Commercial Loans
- Auto Loans
- Retirement Accounts
- Attorney Services
- ATM 24-Hour Banking
- Online Banking
- And More

On Wednesday, Jan. 19, more than 50 members attended our first networking event for 2011. Our host was Paramus' newest restaurant - The Capital Grille. Thank you to Brian and all his great staff for offering such a great venue. Enjoy some of the photos taken that evening. The Capital Grille is located at One Garden State Plaza by the outside entrance between Macy's and Old Navy, facing Route 17, and can be reached at 201-845-7040 and at thecapitalgrille.com.



The Official News of The Greater Paramus Chamber of Commerce CROSSROADS



www.paramuschamber.com

THE PRESIDENT'S CORNER

We are not just about promoting Paramus area businesses. We are also a conduit between business and the community as evidenced by the following letter:



Fred Rohdleck

Dear Fred,
Please extend my sincere thanks to the members of the Greater Paramus Chamber of Commerce for their 2010 Holiday Gala donation to the Children's Aid and Family Services. Your generosity has warmed our hearts! Your members' gifts of a very generous quantity of assorted toys were used to fulfill the wish list of the children throughout the agency. Your gifts from area businesses are a wonderful demonstration of the compassion and generosity the children in our care so desperately need. Receiving such personal gifts lets them know they are part of a community that really cares. We believe every child and adult deserves to have hope, because with hope they see a future. You and your members' investment in our work on behalf of those we serve helps to ensure that reality – truly there are few investments with a better return. I thank you!
Warm wishes and thanks.

Sincerely,
Liz Mason - Senior Vice President Planning and Strategic Development.

Visit www.paramuschamber.com

Blink Fitness holds grand opening



PHOTO COURTESY OF THE GREATER PARAMUS CHAMBER OF COMMERCE

On Tuesday, Jan. 11, Paramus Mayor Richard LaBarbiera, Councilman Ralph Amato and Councilwoman Maureen O'Brien, helped celebrate the grand opening of new Paramus business Blink Fitness. Congratulations to fitness center manager Michael Steelman, far right, and his staff. Blink Fitness is located at the Bergen Town Center, Unit A-5 in Paramus and can be reached at 201-845-5055 or at blinkfitness.com.

Lowe's opens in Paramus



PHOTO COURTESY OF GREATER PARAMUS CHAMBER OF COMMERCE

On Thursday, Jan. 13, the Greater Paramus Chamber of Commerce along with members of the Paramus council and other dignitaries welcomed Lowe's store manager John A. Marzocca and his staff to Paramus. The Paramus Lowe's is store number 2431 and is located at 2000 Bergen Town Center Drive. They can be reached at 201-527-1250 and at their website, lowes.com. Pictured along with Marzocca are council members Dr. Eric Nazziola, Ralph Amato, Alan Brundage, Maureen O'Brien, Mayor Richard LaBarbiera, Council President Cathy Bentz and Paramus Police Chief Chris Brock. Also pictured at far right is The Outlets at Bergen Town Center General Manager Bassam Mhich.

If You Are Not Satisfied After 6 months... We Will Give You Your Old Body Back!

EXPERIENCE THE GOLDS GYM DIFFERENCE TRY US FOR JUST \$1/DAY

Voted
BEST GYM in NJ
by *Inside New Jersey Magazine & NJ.com*



30 Days for only \$30⁰⁰
Includes Unlimited Classes and Spinning

GOLD'S GYM

Paramus • 201-265-7722

goldsgym.com/paramusnj • 49 E. Midland Ave.

*One coupon per person, cannot be combined with any other offers or discounts. 1st time visitors only, 18 and older with local I.d., some restrictions apply, see club for details. Expires 2/28/11

20% OFF

At the Gold's Gym Company Store
Apparel, Supplements, Juice Bar

GOLD'S GYM

Paramus • 201-265-7722

goldsgym.com/paramusnj • 49 E. Midland Ave.

*One coupon per person, cannot be combined with any other offers or discounts. Some restrictions apply, see club for details. Expires 2/28/11

2 FREE
Personal Training Sessions

with the purchase of any membership

GOLD'S GYM

Paramus • 201-265-7722

goldsgym.com/paramusnj • 49 E. Midland Ave.

*One coupon per person, cannot be combined with any other offers or discounts. 1st time visitors only, 18 and older with local I.d., some restrictions apply, see club for details. Expires 2/28/11

Friends and Family are FREE

Bring your Friends and Family Members with you for a FREE WEEK
(with purchase of any membership)

GOLD'S GYM

Paramus • 201-265-7722

goldsgym.com/paramusnj • 49 E. Midland Ave.

*One coupon per person, cannot be combined with any other offers or discounts. 1st time visitors only, 23 and older with local I.d., some restrictions apply, see club for details. Expires 2/28/11

19 years Serving the Community and Helping our Members get Results.
Let us show you what we can do for you and your loved ones!

49 E. Midland Ave., Paramus • 201-265-7722 • www.goldsgym.com/paramusnj

003017240-01