



# The Official News of The Greater Paramus Chamber of Commerce CROSSROADS



www.paramuschamber.com

## MESSAGE FROM THE CHAIRMAN

If you are a small business owner, now is a great time to grow your business. Most owners look to cut expenses when the economic climate seems uncertain and the easiest way to cut expenses and feel good about the cost savings is by eliminating marketing of any kind. If you continue with a well-targeted marketing plan you will gain market share from the businesses that stopped marketing.

The Chamber certainly has the biggest bang for the buck when it comes to promoting your business. In addition to our 400 members, we also organize networking events with 16 other chambers exposing your business to thousands of other businesses. Our Web site receives over 14,000 visits per month and you can add content about your business by contacting the office as well as being listed in the directory and the ability to display a banner ad for very little money. We also have approximately 30-plus events to attend per year, with little or no cost. The quarterly Chamber magazine is circulated to thousands of homes in the Paramus area and you can submit articles and your company is in the main listing on the back cover.

There is so much more. You can call the office and visit our Web site to discover many more ways to grow your business with the Chamber for a very modest membership fee. We're working hard to help promote our member's businesses. Call today so we can help you.

Dimitri Miaoulis  
Baroan Technologies  
Chairman, Paramus Chamber



Dimitri Miaoulis



Pictured are Dr. Robert D. Eisen, D.C. and Jeanne Querido.

## Eisen Family Chiropractic celebrates new location

Greater Paramus Chamber of Commerce member Eisen Family Chiropractic, Wellness, and Injury Center recently announced their relocation to new offices at 299 Forest Ave, Suite Q, Paramus. Even prior to this relocation Dr. Eisen has been a long time and active Chamber member participating in business to consumer expos as well as other breakfast and after hour events. The center can be reached at 201 261-3600 or via e-mail at EFCHIROCENTER@OPTONLINE.NET.

## Chamber member named 'Best Firm to Work For'

Paramus Chamber of Commerce member, accounting firm Kreinces Rollins & Shanker, LLC (KRS), was named one of the "Best Accounting Firms to Work For" by *Accounting Today* magazine. Sixty accounting firms throughout the country were honored and Kreinces Rollins & Shanker, LLC was selected as one of only five firms in the small firm category.

KRS, located in Bergen County, was founded just over four years ago. The partners of the firm, Brad Kreinces, Maria

Rollins, and Gerald Shanker, all CPAs, have had experience as partners in other larger firms. As a result of this experience they built KRS's culture on a "people-first" attitude. "We are very excited to be recognized," said firm partner Maria Rollins. "Our staff is so very important to us and we are thrilled that they feel KRS is a great place to work. It is through their dedication and professionalism that we are able to provide excellent client service."

Kreinces Rollins & Shanker, LLC is a full service accounting and consulting firm providing accounting, audit, tax, business valuation and business consulting services to clients located primarily in New Jersey and the New York metropolitan area. Visit their Web site at [www.krscpas.com](http://www.krscpas.com) or call 201-655-7411.

The firm is located at: Kreinces Rollins & Shanker, LLC, Certified Public Accountants, 365 West Passaic Street, Rochelle Park, NJ

## Chamber welcomes nine new members

Since our last CrossRoads edition, the following nine new businesses and organizations have joined the Greater Paramus Chamber of Commerce:

**Affinity Federal Credit Union** – Flutur Nitting  
**AidaMotive Communications** – Jim Koscs  
**Body Design Fitness Center** – Lynn Aragon

**Christine Auda**  
**Globe IT Solutions** – Sarabit Signh  
**New Jersey Department of Labor** – Evanthia Corrado  
**Perlman Creative Group** – Adam Perlman  
**Re/Max Properties** – Leta DeMatteo  
**The Custom Closet** – Peter Morrow

Local businesses, much like civic and religious organizations, are part of the

community. They need your support to maintain the services they provide. If you want them to be here in the future when you need them they need your patronage now. When you shop local you are saying YES to a strong local economy. Please support our Chamber members.

For more information about all of our members, please visit the Membership Directory Page of the Chamber Web site – [www.paramuschamber.com/directory](http://www.paramuschamber.com/directory).

### THE MONEY STOP

#### NEW LOCATION

**PARAMUS:**  
193 ROUTE 17 S.  
201-986-7400

**HASBROUCK HEIGHTS:**  
155 ROUTE 17 S.  
201-462-0072

**HACKENSACK:**  
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201-343-3977

**RIDGEFIELD:**  
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## THE PRESIDENT'S CORNER

There is a lesson to be learned from the recent experience of US Airways Flight 1549.



**Fred Rohdieck**

Do you know what trait you would most like to see in the pilot flying you and your family? I suggest it's gray hair. Sure younger pilots are likely to be more physically fit and have quicker reflexes. But don't you like knowing that the person steering the metal tube at 35,000 feet has seen his share of problems in his day? Don't you want somebody who has dealt with thunderstorms and icing and crowded flight patterns and mechanical problems? Those particular experiences were likely not a lot of fun when that pilot went through them. But they made him a more competent and valuable pilot. Chesley B. "Sully" Sullenberger III seems like the personification of effective leadership in a crisis. Reading his biography, it's hard to think of someone more prepared to deal with the one-in-a-million occurrence of a dual engine failure shortly after takeoff. There are a couple of leadership nuggets from this story that we may be well served to consider.

That example seems more and more relevant to many of us these days. To call the present times turbulent is an understatement. But when our turbulence smooths out (and it will) thousands of us will have

been tempered by the experience and will know the nuts and bolts of our businesses like never before.

In the midst of non-stop negative media stories about the economy in general, it is easy to assume we are all powerless in this emergency. It can become easy to slack off on the best practices of running and growing your businesses – DON'T.

It's in times like these that business leaders need to give clear, determined reminders of the practices and behaviors that will keep their businesses positioned to survive, and even thrive, during an industry shakeup. There is no arguing the fact that there is much in our current economic cycle that is out of our hands. And we cannot reasonably be expected to know exactly what is immediately ahead.

Our better business leaders realize that it's their job to be as prepared as possible to respond quickly and assuredly as events, negative and positive, rapidly unfold. They also know that their most important job just may be communicating decisively and keeping their "crews" focused and functioning through turbulent times.

Remember Sully was mentally prepared to react to any number of crisis situations. As importantly, he was prepared to give instructions and act in a manner that kept his crew clear-headed and functioning instead of paralyzed by fear.

## Chamber networking seminar at Bergen Community College



Pictured are current Greater Paramus Chamber of Commerce chairman Dimitri Miaoulis, our speaker Mathew Grabell, and Greater Paramus Chamber of Commerce Assistant Chairman Joseph Pedone.



PHOTOS COURTESY OF GREATER PARAMUS CHAMBER OF COMMERCE

Pictured are Chamber members networking during the breakfast portion of the event.

"How your business is affected by very recent changes in both The Family Leave Act and The NJ Temporary Disability Act" was the topic at the Jan. 21 breakfast event at the Technology Education Building on the campus of Bergen Community College. This timely topic was presented by Greater Paramus Chamber of Commerce member Mathew Grabell – Employee Relations Solutions, Inc. In addition to these breakfast time events, the Greater Paramus Chamber of Commerce also hosts or participates in co-hosting monthly after hours events. All our events are listed on the EVENTS page of the Chamber's Web site. Members and prospective members are both equally welcome.

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# Ridgewood Chamber hosts after-hours event



PHOTOS COURTESY OF GREATER PARAMUS CHAMBER OF COMMERCE

The Greater Paramus Chamber of Commerce is a founding member of an informal alliance of 16 area Chambers of Commerce called The Inter-Chamber Consortium. As great as our own chamber events are, this year more than ever we are working with our "sister" Inter-Chamber Consortium members to expand our member's exposure to more and more businesses networking

events. On Tuesday, Jan. 13 we enjoyed the complimentary hors d'oeuvres, cash bar, and business card exchange and networking at Winberie's Restaurant and Bar in Ridgewood. This event was organized for the ICC members by our host, The Ridgewood Chamber of Commerce. There were easily 100 attendees and from all appearance there was lots of inter-chamber networking going on.

## Some upcoming Chamber events

### 3-MINUTE NETWORKING

Come and experience a fun-filled, table hopping, networking experience Tuesday, March 3, 7:30-9:30 a.m. Invite your colleagues and friends to participate with you. The more people we have, the better the experience for all. A continental breakfast will be provided. Bring plenty of your business cards.

This event is sponsored by the Greater Paramus Chamber of Commerce and the 15 members of the Inter-Chamber Consortium and hosted by Westfield Garden State Plaza in the food court, One Garden State Plaza, Paramus.

The cost is \$15 for members, \$25 for non-members.

### INTER-CHAMBER NETWORKING EVENT

The event will be hosted by the Greater Paramus Chamber of Commerce at Courtyard by Marriott Paramus, 320 Route 17 North, Paramus, on Thursday, April 2, 5:30-7:30 p.m.

This free event will feature networking and business card exchange, along with complimentary hors d'oeuvres and a cash bar.

### FOURTH ANNUAL TASTE OF PARAMUS

The Paramus Chamber of Commerce Education Foundation fund-raiser will be held Wednesday, April 22, 6-8:30 p.m. at The Rotunda at Neiman Marcus.

Guests will be able to sample food and wine from the best restaurants in the Greater Paramus area. The cost is \$50.

To find out more about all our upcoming 2009 Chamber events check out our Chamber Web site "Events" at <http://www.paramuschamber.com/chamber/chamber-events.htm>. Check our Web site every month for updates.

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