



The Official News of The Greater Paramus Chamber of Commerce CROSSROADS



www.paramuschamber.com

MESSAGE FROM THE CHAIRMAN

Business news is more prevalent lately due to the governmental spending spree and the bailouts. Keep in mind that 99 percent of all businesses in the U.S. are categorized as small (less than 100 employees). What is more surprising is that 76 percent of all businesses have seven or less employees. Small business drives the economy. It is the source of the new jobs, products, and services created.



Dimitri Miaoulis

The fastest way to stimulate the economy is to support small business. For example, small businesses in New Jersey cannot pool their employees through associations, like the chambers of commerce, to receive lower health care rates. The local businesses employ local residents that will benefit from the lower rates. This is much easier and less expensive than nationalized health care.

This week the chamber hosted a networking event at the Garden State Plaza with over 130 other small business owners. It was amazing to hear the creativity generated on how they were all dealing with the current economic situation. It was interesting to hear that things are not as bad as you hear on the news, and that these business owners are all busy being creative to generate more business and cut expenses.

Put this into context of all the big businesses that are getting the bailout money. These are the same businesses that falsify financial statements and wastefully spend money on big parties, excessive bonuses, and office decorations. Big business is only 1 percent, yet they are getting all of the money. Think local by supporting your neighborhood businesses and think local the next time you vote. Supporting small business is supporting 99 percent of the people.

Dimitri Miaoulis
Baroan Technologies
Chairman,
The Greater Paramus
Chamber of Commerce

Visit www.paramuschamber.com

Everest Leadership Group hosts Chamber execs



PHOTO COURTESY OF GREATER PARAMUS CHAMBER OF COMMERCE

On Wednesday, Feb. 11, the senior officers of the Greater Paramus Chamber of Commerce were provided with an opportunity to participate in a presentation by Magdy Mahmoud and his staff at the Everest Leadership Group. Pictured are Chamber President Fred Rohdieck, Chamber Chairman Dimitri Miaoulis, Everest Leadership Managing Partner Magdy Mahmoud, and Chamber Assistant Chairman Joseph Pedone. Everest Leadership specializes in business training and strategic development. To find out more, call 973-200-3703 or visit their Web site www.everestleadership.com.

Chamber welcomes seven new members

In just the first two months of 2009 we already have 16 new members. Since our last CrossRoads edition the following seven new businesses and organizations have joined the Greater Paramus Chamber of Commerce:

- Cablevision Optimum Business** – Kevin Carson
- California Pizza Kitchen** – Jennifer Wakerman
- Coldwell Banker** – Taylor Lee
- David Alan Salon and Spa** – David Alan
- Lois Kramer Perez** - Feng Shui Educator

Sojourners Family Resource Center – Dr. Michael Avial

Vein Treatment Center of New Jersey – Colleen Kelly

We would also like to clarify some information about two of our new members listed in the last edition of CrossRoads:

- AudaMotive Communications** – Jim Koscs
- Christine Auda** – Freelance Business Writer

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.

THE MONEY STOP

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THE PRESIDENT'S CORNER

The following are some "words of wisdom" that I recently found on readersdigest.com. My hope is that they help you look past our current economic situation.



Fred Rohdieck

Recession Wisdom: "There have been 13 recessions in the USA since the crash of 1929. Most were short and were followed by long periods of prosperity... and only three lasted more than a year." Let's keep our hopes high that recession number 14 follows that historical trend.

It's a Wonderful Life: "There are many reasons to still be thankful – we complain about being busy but the typical American has more free time than ever ... Wars exist but it's remarkable how many of the world's 6.7 billion people live in peace ... The mass majority of Americans still have plenty to be thankful for when they walk through their front door ... Compared to 1970 when only half the people in the world were literate, today more than 80 percent can read ... Even Louis XVI would be envious at the food in middle-class homes or restaurants today ... America has gained 70 million acres of wilderness which is more than all the land currently occupied by cities, suburbs, and exurbs ... Compared with the cars of 1970 today's cars burn less gas and emit 98 percent fewer pollutants ... TV shows of the 1950s positively look primitive compared to the hundreds of channels today and with great stations like the History and Discovery Channels it's no longer just a 'boob tube' ... Ninety percent of the nuclear warheads aimed at the USA and the former Soviet Union have been eliminated ... In the past only nobles could hire scribes to write their histories and artists to depict their deeds, but today we have digital photos, videos, e-mails, and the Web."

So every now and then stop and count your blessings.

Chamber joins event with Fair Lawn



PHOTOS COURTESY OF GREATER PARAMUS CHAMBER OF COMMERCE

The Greater Paramus Chamber of Commerce is a founding member of the Inter-Chamber Consortium of 16 area chambers of commerce. We have an informal alliance and very often share information and events among our members. We at the Greater Paramus Chamber of Commerce see this as a great benefit to our members. On Feb. 9, we participated at a Fair Lawn Chamber sponsored event at Daniella's Track Side Grill in Fair Lawn. Between the members of the Greater Paramus and Fair Lawn Chamber and a few other ICC attendees this event attracted

over 100 individuals from area businesses and community organizations. We would like to thank both the Track Side Grill for their generosity and Fair Lawn Chamber's Executive Director Debbie Berowitz for organizing the event and offering us the opportunity to participate. Above is a sampling of pictures of how our members experienced both networking and relationship building opportunities. Keep up to date of future events at <http://www.paramuschamber.com/events/index.htm>.

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Area chambers get together for event

As is stated elsewhere in this month's edition of CrossRoads ... The Greater Paramus Chamber of Commerce is a founding member of the Inter-Chamber Consortium of 16 area chambers of commerce. We have an informal alliance and very often share information and events among our members. One such ICC event was hosted by the Westfield Garden State Plaza in the food court. This event was sponsored by The Greater Paramus Chamber of Commerce but also attended by many ICC members, most notably the Fair Lawn Chamber of Commerce, The Greater Hackensack Cham-

ber of Commerce, The Englewood Chamber of Commerce, The Mahwah Regional Chamber of Commerce, and The North Jersey Regional Chamber of Commerce. There were also a number of prospective members who were invited to participate as a way of "seeing first hand" the benefits of chamber membership. Over 130 attendees enjoyed lots of networking and relationship building as seen in the following selection of photos from the event.



PHOTOS COURTESY OF GREATER PARAMUS CHAMBER OF COMMERCE

Upcoming Chamber events

Look for these upcoming Greater Paramus Chamber of Commerce events.

CARD EXCHANGE

The Inter-Chamber Event hosted by the Greater Paramus Chamber of Commerce will take place on Thursday, April 2, 5:30-7:30 p.m. at the Courtyard by Marriott of Paramus for Networking and Business Card Exchange. Complementary hors d'oeuvres will be supplied by Chamber member Legal Sea Foods.

TASTE OF PARAMUS

The Education Foundation of The Greater Paramus Chamber of Commerce's 4th Annual Taste of Paramus will be held Wednesday, April 22, 6-8:30 p.m. at The Rotunda at Neiman Marcus at Westfield Garden State Plaza. Sample foods and wine from the best restaurants in the Greater Paramus area.

BUSINESS STRATEGIES

A Business Forum/Strategies for Busi-

ness in 2009 Inter-Chamber Event at the Anna Maria Ciccone Theater at Bergen Community College will be held Wednesday, April 29, 5:30-8 p.m. Joe Connolly, WCBS Radio/*Wall Street Journal* reporter, will moderate. More information will follow.

WOMEN ONLY

FOR WOMEN ONLY will focus on ways to cope with the pressures and resolve the problem women face in life at

the Moses Center for Continuing Education at Bergen Community College on Saturday, May 2, 9 a.m.- 12:30 p.m.

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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KNOW YOUR OWN STRENGTH





**REGISTER
EARLY !!**

SOJOURNERS FAMILY RESOURCE CENTER

presents

What Women In Therapy Have Taught Me: Lessons to Enrich Your Life

Dr. Michael J. Avila, LMFT, CSW
 Founder & Executive Director, Sojourners Family Resource Center
 Hasbrouck Heights, NJ

Saturday, May 2, 2009 • 9:00 AM to 12:30 PM
 Continental Breakfast will be available at 8:15 AM

Moses Center for Continuing Education at Bergen Community College
 400 Paramus Rd, Paramus, NJ 07652

In this unique workshop, Dr. Avila will share insights from over 20 years of working with women in therapy. He will discuss ways to cope with the pressures and resolve the problems women face in life. During the presentation and discussion, you will learn:

- How to make choices that empower rather than exhaust you
- How to break out of unhelpful relationship patterns
- How to take practical steps to reduce stress and anxiety

These lessons can lead to immediate as well as long-term improvement and satisfaction with your life and the people in it.

"The Greater Paramus Chamber of Commerce is pleased to participate, support, and endorse this workshop series for women. We encourage the attendance of our many chamber women, their daughters, business associates, friends and neighbors. Your business and personal lives will be enriched from this experience."

– Fred Rohdieck, President, Greater Paramus Chamber of Commerce

"Dr. Michael Avila brings a fresh voice to the issues women face; with humor and humility he challenges us to move into our lives with courage, power and wisdom."

– Dianna L. Smith, Esq.

Dr. Michael Avila has been working with women in therapy for over two decades, helping them to define and create the kinds of lives and relationships they desire. He also counsels men, adolescents, couples and families. Additionally, he offers workshops and seminars on Wellness for Women, Relationship Skill Building for Men, Foundations in Parenting, and Growing Up with Teenagers, to name a few.



Cost of workshop: \$35 in advance, \$45 at the door.
 Please note that **THIS WORKSHOP IS FOR WOMEN ONLY.**

We strongly encourage advance registration, as space is limited, and we cannot guarantee your place if you do not register in advance. Deadline for advance registration is April 24, 2009.

To register, please contact Sojourners Family Resource Center at 201-393-0370 or visit us on the web at www.sojourners-family-resources.com.

This event is supported by the Greater Paramus Chamber of Commerce.

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Dr. Michael J. Avila
 LMFT, CSW
 Executive Director



Victoria L. Avila
 LCSW
 Clinical Director