

# Business News



June 2018

Volume 43, No 6



## Taxing job creators is not the way to fix New Jersey's fiscal woes

New Jersey is entering a budget showdown for yet another year.

And while the Legislature and Governor Murphy debate whether it will be a steep increase on the corporate business tax or a big hike on the income tax for millionaires that buoys the final FY2019 budget, we do know that New Jersey's job creators will once again be the most adversely affected. We cannot tax our way out of our fiscal challenges – rather we need a comprehensive plan to address our structural deficiencies and we need it now.

The Corporate Business Tax (CBT) surcharge as part of the Legislature's budget puts New Jersey in line for the highest corporate income tax rate in the nation – with an 11.5 percent tax rate for companies with revenues between \$1 million and \$25 million,

and a whopping 13 percent for companies earning more than \$25 million.

Many legislators justify this increase in CBT based on a premise that corporations have benefited from this year's federal tax reform. This is, at best, a flawed rationalization to damage the 2,000-plus companies that account for more than \$20 billion in net allocated income in New Jersey.

We have seen corporations increase reinvestment by capital spending in the first quarter at record levels, which was the exact intent of the federal tax reform. You can rest assured that in New Jersey, however, that reinvestment will cease if the proposed CBT surcharge comes to fruition – even with a proposed two-year sunset.

The truth is corporations have 50 states to choose from. We need to

*Continued on Page 3*

## Booth Sales Open for Hunterdon Chamber's 30th Hunterdon Business Expo & Food Showcase

*This Year's Theme  
"Buy Local, Buy Hunterdon"*

The date has been set for the 30th Hunterdon County Business Expo & Food Showcase, presented by PNC Bank and by the Hunterdon County Chamber of Commerce for Thursday, November 8, 2018. The Expo will run from 2:00 p.m. to 7:00 p.m. at the, newly renovated, Next Level Arena on Case Boulevard in Flemington. A continuous and convenient shuttle service will run from the J.P. Case Middle School. This year's event, which is free and open to the public, will feature over 130 businesses showcasing the unique qualities that make Hunterdon a great place to shop, work and do business.

While initial booth sales have been brisk, there is still room for businesses looking to meet consumers, and other businesses, thanks to the larger venue provided by Next Level Arena. The Hunterdon Chamber welcomes all businesses in Hunterdon, or those who do business inside the county, to participate in the Expo. Booths are available at a range of highly

*Continued on Page 4*

# SALSA NIGHT 2018

The Hunterdon County Chamber of Commerce Is Proud To Be a Sponsor



Hunterdon Chamber Radio will be back for a Live Remote from Salsa Night

Salsa Night 2018: A festival of music, dancing, food and shopping! Salsa Night 2018 is on its way to becoming the festival of all festivals in the Central Jersey area with live

together of people, not just in Hunterdon County, but beyond,” said Helpline Executive Director, Susan Lax. “It is a tradition that people look forward to every summer.” She said people call her early in the year to make sure the event will be happening again. “The evening is a diversified mix of many kinds of vendors and food, just like the Salsa dish itself.”

bands, food, shopping and dancing in the streets! Located rain or shine on Main Street in Flemington, NJ, the festival is Saturday, July 21st, from 4pm to 10pm. Two live Latino bands, Swing Combo and Son 7, provide the music this year and Elvis Ruis of the Alma Montero Dance Studio will instruct attendees on the art of Salsa dancing. Fun for all ages, Salsa Night boasts food vendors, retail vendors for adults and children and entertainment throughout the evening as well as one, huge dance party!

ShopRite of Flemington continues its support of the festival as “Signature Sponsor” and will be offering its usual festive display and free goodies. They are joined by Unilever as the Entertainment sponsor, the Flemington Community Partnership, Unity Bank, Hunterdon Healthcare Systems, The Hunterdon County Cultural and Heritage Commission, the Hunterdon Chamber of Commerce, Flemington Car & Truck, PSI Print Shop and Shout. Jakes Restaurant is the Beer and Wine Sponsor again, providing beer and wine and its famous Sangria.

In recent years, more than 5,000 people attend this free event which raises funds for Hunterdon Helpline’s 24-7, 365 days a year “helpline” offering help to people in need through its own free services and programs and connection and collaboration with other organizations. The funds also help to support the programs and services it offers through Hunterdon Hispanos. “Salsa Night is the coming

Salsa Night is always looking for more sponsors and more vendors. The vent is an opportunity for you to showcase your business. A special rate for nonprofits to attend is available. For more information about becoming a sponsor, vendor or attending, please email [salsanight@helplinehc.org](mailto:salsanight@helplinehc.org), or call Helpline at 908-782-4357.

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119 Main Street  
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# Fiscal woes

*Continued from Page 1*

make New Jersey more attractive to retain our businesses and capture the investment of new ones so we can gain in our regional competitiveness. Having the highest corporate business tax in the nation, in addition to the already high costs of doing business in New Jersey, will not put us on that path.

In his support of a millionaires tax, we heard Gov. Murphy say it was a “no-brainer” to raise the rate from 8.97 percent to 10.75 percent. What is being missed is that some 5,000 New Jersey businesses, many of them sole proprietorships, partnerships and LLCs who flow their income taxes through personal returns, would be impacted by this increase. These businesses account for more than \$1 billion in Adjusted Gross Income in New Jersey in 2015.

Whether it’s small businesses or bigger corporations impacted, these taxes would be on top of new legal mandates which increase the expense for businesses by extending new benefits (paid sick leave) and requiring new reporting requirements that drive up the cost of doing business (equal pay).

An expansion of the Paid Family Leave law, temporary disability insurance laws and a sales tax increase have all been considered during this budget season, in addition to a proposed mandated increase to a \$15 minimum wage. The governor also recently signed into law bills to subsidize the state’s nuclear plants and renewable energy programs, which will also raise costs for companies.

The cumulative costs of all these new mandates, on top of new taxes as part of this year’s budget, need to be considered. They completely solidify New Jersey’s unfortunate reputation of having the worst business climate in the nation.

New Jersey’s business community is being pushed to the brink. Our

business leaders have been urging policymakers to work on comprehensive tax and regulatory reform. We need to fix the State’s structural budget deficits, such as our public pension, health benefits and education costs, rather than attempt to tax our way of our challenges.

We look forward to recommendations to address the State’s structural deficiencies from the State Tax Policy Workgroup and Economic Growth Council, assembled by Senate President Steve Sweeney and Governor Murphy, respectively. We only wish they waited for these solutions before throwing more obstacles in the difficult road to prosperity for businesses in New Jersey.

Sincerely,

Michele N. Siekerka, Esq.  
President & CEO, NJBIA

Paul Boudreau  
President & CEO, Morris County Chamber of Commerce

Laurie Ehlbeck  
State Director, NFIB/NJ

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## Business Expo

*Continued from Page 1*

affordable rates and can be booked by calling the Chamber at 908-782-7115 or visiting their website [Hunterdon-Chamber.org](http://Hunterdon-Chamber.org).

The Food Showcase and will be returning this year. The popular showcase will take place from 5:00 p.m. to 7:00 p.m. and will feature Hunterdon eateries serving free samples. A limited amount of booths are available for restaurants who would like to participate in the showcase.

As always sponsors play a major role in helping the Hunterdon County Business Expo and Food Showcase come together. PNC Bank has returned as a presenting sponsor this year. Additional sponsors are also in the works. If businesses are interested in one of these exclusive spots they should contact the Chamber immediately.

More information about the 30th Hunterdon County Business Expo & Food Showcase can be found at the website of the Hunterdon County Chamber of Commerce, [hunterdonchamber.org](http://hunterdonchamber.org), or by calling (908) 782-7115.

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### 3 Steps to Handle Market Volatility as You Approach Retirement

Swings in the stock market can cause emotions to run high, particularly for investors who are approaching retirement. And for good reason. Recent research from Ameriprise Financial uncovered that the biggest financial setbacks American investors have experienced in their 50s through their 70s is market losses. Though most respondents – 62 percent – have fully recovered from these events, they're still afraid of potential bumps down the road<sup>1</sup>.

If you share this anxiety as you approach retirement, remember that market volatility does not always mean you need to make changes to your portfolio. The following tips can help you prevent fear from getting the best of you:

#### 1. Concentrate on your financial goals.

No one can say with certainty what will happen to stocks over the next week, month, year or decade. But what may be more certain is your financial goals for those timeframes. Ensure your portfolio is designed to help you achieve those goals, rather than to achieve a specific market outcome. Remember that timing the markets is rarely successful because there are so many unknown factors influencing how stocks move.

#### 2. Keep your emotions in check.

Market corrections, dips and swings are inevitable for investors in the short term, so it's important to look beyond the daily hype and headlines. Instead, watch for broad, persistent trends that could provide opportunities or challenges for your overall financial situation. As you ponder adjustments to your portfolio, remember that while you can't control the market, you can control your reaction to it.

#### 3. Reassess your portfolio according to your retirement date and risk tolerance.

Two items that are more in your control are your risk tolerance and retirement date. Keep in mind that each person has an individual comfort level with taking risks. You may find that your ability to handle market swings varies over time, particularly if you've experienced volatility in the past or are planning your retirement. Big market moves or dips may be a good time to step back and evaluate your portfolio according to when you anticipate needing to generate income from your investments:

- If you have a decade or more before retirement, prioritize building your investments using a diversified asset mix. Investing regularly in the market could help volatility work to your benefit, as you have more time to ride out short-term turbulence and overcome potential losses. As you refine your retirement plans, calculate how much money you need to live the lifestyle you want, while also preparing for unexpected expenses such as healthcare. Knowing how much you need to retire can help you stay confident in your financial strategy amid market uncertainty.

- If you are within a few years of retirement, you likely are more sensitive to short-term market moves. At this point, you may consider gradually adjusting your portfolio to reduce your level of risk. If you wait until retirement to adjust your investment mix, you could be surprised by untimely market volatility or a downturn. If this happens, it could leave you with less money in retirement compared to your plans, forcing you to modify your goals or lifestyle. If the market is experiencing a correction, you may want to wait for it to rebound (as it historically has) before making adjustments. Making changes immediately amid volatility could lock in possible losses.

- If you are retired, be patient and maintain your diversified investment strategy. If the potential for a downturn or increased volatility makes you nervous, consider reallocating your portfolio accordingly. Keep in mind that even in retirement it may make sense to have part of your investment mix focused on growth. Today's long life expectancies mean that you need to be prepared for the likelihood that living costs, particularly healthcare, will be higher in the later decades of your retirement.

If you have concerns about the effect of market volatility on your investments, you are not alone. If you want additional support, consider consulting a financial advisor who can review the details of your unique financial situation. Together you can determine if your portfolio is on track to reach your goals.

1 – The Ages, Stages & Money study was created by Ameriprise Financial, Inc. and conducted online by Artemis Strategy Group December 8-21, 2017 among 3,019 U.S. adults between the ages of 30-79 with at least \$100,000 in investable assets. For further information and details about the study, including verification of data that may not be published as part of this report, please contact Ameriprise Financial or go to [Ameriprise.com/ages](http://Ameriprise.com/ages).

###

Michelle L. Heide, CFP®, CRPC®, BFA™ is a Private Wealth Advisor with Ameriprise Financial Services, Inc. in Annandale, NJ. Michelle specializes in fee-based financial planning and asset management strategies and has been in practice for 25 years. You may contact Michelle at 908-713-4903. Michelle's office is located at 16 Leigh St. Units 1B & 1C, Clinton, NJ 08809.

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File # 2063915 (Approved until 03/2020)

# chamber happenings



Thank you to Rosanne DeTorres of the DeTprres & DeGeorge Family Law and Annemarie Simeone who presented a very informative program on using metrics to grow yoru busines to the Chamber membership recently.

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***Check the Chamber Website for Upcoming Information Sessions***



**We are now accepting applications for our 2019 Leadership Hunterdon Program**

**For more details, please call: 908-782-7115**

**The vision of Leadership Hunterdon is to transform people to become trustees of our communities,  
to become leadership resources and work for the betterment of Hunterdon County.**



**ADMISSION  
Included with  
Membership**  
*Bring a guest!*



Develop the business relationships that can improve your bottom line. Network, exchange business cards and present your business to other Chamber members.

*Admission is included in your Chamber membership.*

### **Leads Exchange North**

**Date: Wednesday, August 1st**  
**Time: 7:45 AM registration**  
**8:00 - 9:00 AM program**



Led by  
Tom Fitzgerald

  
**Holiday Inn**  
111 West Main Street  
Clinton, NJ

### **Leads Exchange Central**

**Date: Wednesday, August 15th**  
**Time: 7:45 a.m. registration**  
**8:00 -9:00 a.m. program**



Led by  
Judy Gold



14-B Royal Road  
Flemington, NJ



# The Hunterdon Chamber Annual Golf Classic is Teeing Off on October 2nd

The Hunterdon County Chamber of Commerce is very excited to be hosting their Annual Golf Classic on Tuesday, October 2nd at Heron Glen located in Raritan Township, NJ. This is a great way for our membership to come together, conduct business and strengthen their business relationships. Check in is at 8:30 am with a light breakfast and a shotgun start at 10:00 am. The format is a scramble with a twist and the winning foursome will claim the Hunterdon Cup! The outing includes a networking luncheon, silent auction, and announcement of the winning foursome.

Golfers may participate in foursomes or as individuals. Per golfer Chamber member rates are \$185 and general admission rates are \$225. Foursome Chamber member rates are \$700 and general admission rates are \$800. Companies and individuals can also participate by donating a door prize or by participating as a sponsor. Tee Sponsorships are available for \$50 each or two for \$75 and Green Sponsorships are available at \$150 to have your company logo printed on a course flag.

"The Chamber is proud to host an Annual Golf Classic that brings together businesses throughout our county and showcases one of our member courses," Chris Phelan, Chamber President said. "I really want to thank all of our

sponsors and committee members who make this outing always a success," he concluded.

**NOT A GOLFER? NOT A PROBLEM!** Join us for the Networking Luncheon after the Golf Classic. Luncheon Only Tickets are \$35 for Members and \$45 for General Admission.

For further information or to pre-register, contact the Hunterdon County Chamber of Commerce by Phone: 908-782-7115, Fax: 908-782-7283 or online at [www.hunterdon-chamber.org](http://www.hunterdon-chamber.org).



**WHEN: October 2, 2018**

**WHERE: Heron Glen Golf Course  
Raritan Twp.**

**TIME: 8:30am  
Registration  
10:00am  
Shotgun start**

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# National Get Out and Move Day Great Success!

Highlights from Walks throughout the County, Clinton - Flemington & Readington

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908-782-7115 or [info@hunterdon-chamber.org](mailto:info@hunterdon-chamber.org)  
Thank you to our Sponsors





# New Jersey Sibling Young Entrepreneurs Win Two National Inventor Awards

When Joey was asked what it meant for him and his sister Heidi to be selected to present their invention at NICEE 2018, Joey said, "Wow! I mean 110,000 kids like us submitted their ideas this year, so for Heidi and I to be just two of the mere 450 lucky kids that made it to Nationals, well that's literally 'Outta this World!'", referencing Joey and Heidi's invention, an educational board game called OUTTA THIS WORLD!, which teaches an accelerated invention process, which they created.

Team inventors were judged in the age category of the oldest team participant, so that meant Heidi, age 11, was competing with 15-18 year olds. But was Heidi surprised when she and her brother won First Place in the 10th-12th Grade Inventor Category? "No way!", exclaimed Heidi who then continued on saying, "It's just proof that we can all invent and create, no matter how old we are, and that collaborating helps good ideas become great inventions." But this spirited team of sibling inventors were not done celebrating the fruits of their hard work yet. NICEE 2018 offered a very prestigious award Category titled, "The Inspiring Changemaker Award". The Inspiring Changemaker Award was presented by Azi Jamalain, PhD, Head of Education Strategy at littleBits, an innovative education company which makes technology kits that are fun, easy-to-use, and infinitely creative. "When our OUTTA THIS WORLD! Innovation Accelerator game won The 2018 NICEE Inspiring Changemaker Award presented by littleBits, I just sorta froze in the moment..." reflects Joey who then continued saying, "I mean as an innovator or entrepreneur, you find a problem you care about and you want to solve, and then you just go for it, but winning the Inspiring Changemaker Award really shows me that hard work and focus really does help you reach for, and achieve, your dreams!"

With all of this excitement, momentum is building for this young team of go-getters. "We are so excited because teachers from across the United States, and even from amazing places like Singapore, and China, Latin America and Australia, and even Europe are reaching out to us asking how they can bring our gamified education to their students.", shares Joey.

"Yeah and what's really fun is when we get to visit their schools and speak directly to their students, and even play a round or two of OUTTA THIS WORLD! together, because we get to show more kids that they can be just like us." shares Heidi.

Heidi also added some great advice to future innovators, "Just put your creativity to work at solving a problem you see, and next year, you can be presenting your invention at NICEE too!"

OUTTA THIS WORLD! The Game can only be purchased at [www.fizeelabs.com/otw](http://www.fizeelabs.com/otw), for the specially discounted



*The Henry Ford Museum Of American Innovation hosted the 2018 National Invention Convention and Entrepreneurship Expo (NICEE 2018), where Joey and Heidi Hudicka, now 16 and 11, won First Place in the 10th-12th Grade Category, before being celebrated further through winning the prestigious 2018 Inspiring Changemaker Award. Their entrepreneurial head start has taught them valuable life lessons about the power of their creativity, which they now teach to students and professionals through their business, Fizee Labs, creator of innovation learning tools.*

price of \$55. Community Packs which include 5 games, post game learning tools and training materials, are also available upon request at [innovate@fizeelabs.com](mailto:innovate@fizeelabs.com), These packs are great for classrooms and community organizations interested in hosting Innovation Fun & Learning Events.

## The Chamber is Looking for Volunteers

The Hunterdon County Chamber of Commerce is presently looking for volunteers to help out during upcoming events. From planning to day of event details, there are so many ways to assist and contribute. Here are few events in which you can be a part of:

- Hunterdon Community Day
- Membership Committee
- Business Expo
- Hunterdon Holiday Parade & Much More....

For more details, please contact the Chamber at: 908-782-7115



## Would you like to be on the radio?

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## Did You Know?

...That even as an existing Chamber member, you can still attend New Member Orientation, held every 3rd Thursday of the month? It's an excellent opportunity to get an in-depth overview of what the Chamber has to offer as well as address any questions or concerns you may have.

...That you can purchase mailing addresses of the Chamber's full membership for your business?

**If you have any questions, please contact the the office at 908-782-7115.**



*(Top Row; l to r) B. Flanagan, D. Makoski, M. Lyons, W. Rudnik, A. Fialk, J. Papay, B. Valliere. (Middle Row; l to r) K. Lichtenstein, L. MacWilliam, T. Bussel, L. Parikh, D. Fredericks, J. Kopen, T. St. Angelo. (Bottom Row; l to r) R. Ward, W. Goodwin, R. Cushing, M. Chazin, J. Manfreda.*

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## Crusades Barbers Ribbon Cutting



The Hunterdon County Chamber of Commerce recently held a Ribbon Cutting for Crusades Barbers in Flemington. Joining us for the special occasion was Mayor Michael Mangin of the Township of Raritan, Owner JoAnn Zacios and, Chamber President Chris Phelan along with the team from Crusades Barbers, Jess, Chrissy, Manager Stacy Zacios, Debbie and family friend Jack McDade.

Stacy Zacios, Manager of Crusades Barbers commented, "You never get a second chance to make a good first impression" Crusades Barbers is family owned and operated. Opening in June 2017, we renovated an existing barber shop to better suit today's man. We offer cuts, color, beard trims and hair restoration.

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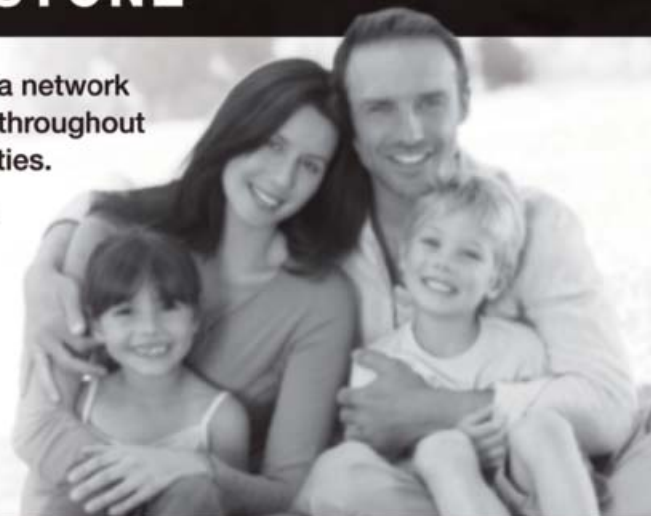
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## High School Student Wins \$5,000 Grand Prize at HackHunterdon Hackathon

FLEMINGTON, N.J. – A 15-year-old high school student, Lorenzo Sanelli of Three Bridges, won first place and \$5,000 in the second annual HackHunterdon Hackathon competition for creating a messaging app that allows users to anonymously post messages that fade away in sixty seconds and are not stored. Also, no registration or passwords are required to use the app.

The event, held at Lorenzo's home school, Hunterdon Central Regional High School June 9-10, was a 24-hour tech product creation competition that attracted dozens of competitors from the tri-state area and was open to people of all ages. Judges included John Goodwin, an engineering manager at Facebook, Eric Herbel of Integrated Clinical Systems, a Hunterdon IT company,



*HackHunterdon Hackathon winner Lorenzo Sanelli, third from left, accepts a symbolic check representing his \$5,000 grand prize from Chris Phelan, president, Hunterdon County Chamber of Commerce; Ann Meredith, executive director, Flemington Community Partnership, and Marc Saluk, Hunterdon County economic development director.*

and Sam Napolitano, chief technology officer at Pond5 and a

former vice president of engineering at Huffington Post.

According to organizers, the event was more than twice the size of the inaugural hackathon in 2017, attracting 72 technologists to the competition and additional sponsors. This year's event also had added features such as technology education for the general public, presentations from Flemington-based tech companies and the addition of high schoolers as competitors.

"The new features helped us provide a more comprehensive experience for participants this year and the addition of the students really amped the energy level up throughout the event," said Marc Saluk, economic development director for Hunterdon County. "The hackathon continues to

*Continued on next page*

## tax tidbits

### New Jersey Individual Health Insurance Mandate

For the past few years, individuals were subject to an IRS penalty if they were not covered with minimum essential health insurance for all twelve months of the year. Coverage must include family members (which may include a spouse and all children under age 26). There were certain exemptions from the penalty, which is calculated on IRS Form 8965, but they were few and far between. However, the new Tax Cuts and Jobs Act repealed this Federal tax penalty for the individual health insurance mandate, effective January 1, 2019.

It would seem that starting January 1, 2019, New Jersey individual taxpayers were no longer penalized for not having health insurance. However, that is not the case. On May 30, 2018, New Jersey passed a law to become

the second state (after Massachusetts, which was enacted in 2006) to adopt an individual health insurance mandate, effective January 1, 2019. The New Jersey mandate, which mirrors the former federal requirement, includes an annual penalty of 2.5% of a household's income (based on the average yearly premium of a "bronze" health insurance plan) or a per-person charge. The maximum household penalty will be \$2,085. There will be a hardship exception for individuals who cannot afford essential minimum health insurance coverage.

With the election of Governor Phil Murphy, there has been and will be changes to New Jersey laws that will effect businesses and individuals. You will need expert professional advice to keep



up with these new changes. If you have any questions, please contact Andrew Ross, CPA of BKC, CPAs, PC at [adr@bkc-cpa.com](mailto:adr@bkc-cpa.com) or 908-782-7900 x 113. Visit our blog at [www.bkc-cpa.com](http://www.bkc-cpa.com) for more in depth information, and other helpful articles and alerts.

*This tax tidbit was provided by*

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## Hackathon

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be a key piece of the county's innovation initiative but is also really just a lot of fun as well."

Second place winners, Paul John, Rohan Harish and Brian Christian, all of Basking Ridge, won \$3,000 for their 3D scanning app, and Sheil Naik of Lebanon, Stephanie Trimboli of Neptune, Thomas Shweh of Morris Plains and Alex Barbour of Belle Mead won \$2,000 for their audio app, "Walking Stories," which allows users

to listen to stories as they stroll past historic landmarks.

The event is sponsored by Hunterdon County's Office of Economic Development, Flemington Community Partnership, and the Hunterdon County Chamber of Commerce.

"The dividends that will come out of this very successful HackHunterdon event are impactful and long lasting," said Chris Phelan, president of the Hunterdon County Chamber of Commerce. "As we continue to grow our workforce and welcome new businesses, the experience of

participants, sponsors and those attending the closing session confirm that we are moving our local economy in the right direction."

Ann Meredith, executive director of Flemington Community Partnership, added, "With the doubling of our attendance from our first year, and the remarkable talent we attracted, we are confident that Flemington is well on its way to becoming a technology hub for the region."

For more information, visit [exploreflemington.com](http://exploreflemington.com), [HackHunterdon.com](http://HackHunterdon.com) or [hunterdon-chamber.org](http://hunterdon-chamber.org).

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Creating amazing content on your website is the surest way to incentivize your audience to share your content. But what happens when they stop doing it or what if they never did? What do you do to turn things around?

## 5 Steps to Take When Your Audience Stops Sharing Your Posts

Most of us aren't simply creating business content for fun. We have a reason for doing so. Maybe it's:

- Wanting to rank higher in organic search
- Improving word of mouth marketing
- Becoming an industry expert or thought leader
- Increasing your reach
- Entering a new market

Whatever your business goal behind content creation, if your shares begin to diminish (or they never took off in the first place), you need to do something or you're just wasting your time.

### Check Your Analytics and Inventory Your Content

The very first thing you want to do when you notice a drop off in shares is to find out what has changed. Are you posting in the same way you always have, at the same times, days, and frequency? What has changed? Have you changed the way you lead into each post? Are you sharing different types of content? Has your tone changed?

### Review Your Topics

Next, review your topics. Are you sharing the same sorts of topics? If you are, maybe your audience wants something more in-depth than what you've been providing. Try creating a "complete guide" to your business product or service. If they want more in-depth content, you should see shares increase with that sort of post. If not, try a beginner's guide to your service or product. How does that

perform? Ideally, you will have content for every level of the buyer's cycle.

If you've switched the types of topics you cover, try going back to the former range of topics and see if shares pick up again.

### Ditch the Dream of the Free Lunch

If you've been producing content for a few years now, you may remember the days of creating good content that got seen and shared freely. Then businesses like Facebook decided they wanted to monetize and the dream of a free lunch quickly came to an end. They started off slowly and quietly offering businesses paid for content if they chose to do so.

It's no longer a choice.

Only a fraction of your audience will see your content, if you're not paying for it. On my personal page I like about 100 businesses/pages. Unless I go to my pages feed, I rarely see them. My stream is filled with friends info and groups I belong to. I've even asked to see some of these pages but you know how that goes...Zuckerberg knows best.

Speaking of which...if people aren't seeing your content posting it to a fitting Facebook group or starting your own is a better way to get seen than simply posting it to your page. If you don't have the time or inclination to start your own Facebook group, start paying to get seen.

End of discussion.

### Look for New Share Sources

It may be time to start sharing your content on a new site such as Medium or a new Facebook group that could help you reach your ideal market. By "new" I'm referring to new to you. If you're old referral sites aren't bringing you much traffic, try something that might be better aligned with where your audience is. For instance, a lot of younger people are leaving Facebook for Instagram. If your market is teens and early twenties, you'll want to consider sites like Instagram and Snapchat.

No social site's audience remains the same forever. *Today's rock song is tomorrow's elevator music.*

### Understand Content Is Changing

In a recent report released by BuzzSumo, they found that there is "immense saturation" as more and more businesses embrace content marketing. There's been a decline in social shares (even in viral posts). The "median for content shares" fell 50% in 2017.

In order to stand out in an oversaturated market, you need to do something to stand out like becoming an expert in your industry or providing a resource that others don't. For many, that includes "complete guides" and "everything you need to know" posts. These can be time-consuming. Some sites have found considerable success with posting fewer, high-quality pieces as opposed to quick, frequently posted articles.

Today's content demands are changing and businesses need to keep up with them if they expect their content to continue to be shared. If you are noticing a difference in your content shares, it's likely time to revisit your production and posting strategy.

*Christina R. Green teaches small businesses, chambers, and associations how to connect through content. Her articles have appeared in the Midwest Society of Association Executives' Magazine, NTEN.org, AssociationTech, and Socialfish. She is a regular blogger at Frankjkenney.com and the Event Manager Blog.*

*She's a bookish writer on a quest to bring great storytelling to organizations everywhere.*

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