

Business News



**HUNTERDON COUNTY
CHAMBER OF COMMERCE**
The Voice of Business

September/October 2018

Volume 43, No. 9 & 10

Hunterdon Chamber's 30th Business Expo



The date has been set for the 30th Hunterdon County Business & Home Expo and Restaurant Showcase, presented by PNC Bank, by The Hunterdon County Chamber of Commerce for Thursday, November 9th from 2:00 p.m. to 7:00 p.m. at the, newly renovated, Next Level Arena on Case Boulevard in Flemington. Once

again offered this year is continuous, shuttle service from convenient, free parking at 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

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 affordable rates and can be booked by calling the Chamber at 908-782-7115 or visiting their website www.HunterdonChamber.org.

The Food Showcase will be returning this year. The popular showcase will take place from



PNC BANK at the Hunterdon Business Expo - Presenting Sponsor

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 & Home Expo and Restaurant Showcase come together. PNC Bank has returned as a presenting sponsor this year. Additional sponsorships are available. If businesses are interested in one of these exclusive spots they should contact the Chamber immediately.

More information about the 30th Hunterdon County Business & Home Expo and Restaurant Showcase can be found at the website of the Hunterdon County Chamber of Commerce, www.Hunterdon-Chamber.org, or by calling (908) 782-7115.

Chamber Hosts Courthouse Square Briefing

READINGTON, N.J. – Jack Cust reviewed his plans to redevelop Flemington’s Union Hotel and surrounding properties at a meeting sponsored by the county’s Chamber of Commerce.

Cust’s Flemington Center Urban Renewal, LLC is the designated redeveloper for the properties, which Cust said he’s been working on since 2015.

The project, called Courthouse Square, “has been a very complex project, with many twists and turns,” Cust told the group gathered at Stanton Ridge on Oct. 4. “Public opinion and support has been very strong, especially from the business community.”

That support includes the county’s Chamber of Commerce, and also county Freeholders, who note its consistency with their Comprehensive Economic Development Strategy. But, as Cust noted, the plan also has what he called “a handful of objectors.” Chief among them may be Friends of Historic Flemington, who last week filed another lawsuit – this one seeking to have the plan declared “invalid.” Those actions “have made the project more complicated than it needed to be,” Cust said. “These opponents continue to spread misinformation in public and through social media outlets, despite our efforts to



continuously modify plans and preserve buildings. We’ve modified these plans four different times, (yet) the resistance continues by this small but vocal, passionate group.” Here are the “false statements” Cust targeted in his presentation:

- “The Main Street buildings are all bringing demolished.”
“This is not true, as we are preserving and restoring both the Union Hotel and Hunterdon County Bank building exteriors to their original state,” Cust said.
- “The borough will be saddled with substantial infrastructure costs.”
Not so, Cust says. “We are responsible for all costs on-site and off-site that are impacted by the developer.”
- “The tax burden of this development will be shifted to the residents with increased taxes.”

Cust said he’d use a “widely-used development tool established by New Jersey, known as a PILOT (Payment in Lieu of Taxes) ... to create much needed revenues to the borough ... An independent report projected the annual revenues to the borough from these collective properties to increase from the current amount of approximately \$60,000 to more than \$600,000,” Cust said, generating almost \$21 million over the life of the PILOT.

“This is \$18 million more in revenues than the current state of these properties and will certainly spur additional development and investment within the borough,” he said. Cust said he’s established his CourthouseSquareFlemington.com website “that portrays nothing but the facts” to counter what he called “constant misstatements” by the plan’s objectors.

Notwithstanding the objectors, the borough’s Planning Board will resume its public hearing on the development application at 7 p.m. Oct. 11 in the old Historic Courthouse on Main Street.

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Business News

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Christopher J. Phelan, *editor*
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Joint Statement from Business Leaders on CBT Cleanup Bill

The New Jersey Business & Industry Association, NJ State Chamber of Commerce, NJ CPA Society, NJ Retail Merchants Association, Commerce & Industry Association of NJ, Morris County Chamber of Commerce, Hunterdon County Chamber of Commerce, Somerset County Business Partnership, NJ Food Council, and Meadowlands Regional Chamber released the following joint statement today regarding A-4495/S-2989, commonly known as the Corporation Business Tax cleanup bill.

"Today's action goes beyond technical corrections to the Corporation Business Tax (CBT) bill passed in July, and places a significant additional financial burden on New Jersey's largest job creators. This strikes at the heart of our regional and global competitiveness, particularly for the state's innovation sector.

"These increased costs fall on the very same job creators who are also shouldered with a CBT surcharge, which gives New Jersey the second highest CBT rate in the country, and soon to be the highest. These increased costs will stifle innovation at the exact time that our state goal is to reclaim our stature as the Innovation State.

"Yesterday the Tax Foundation noted that New Jersey is dead last for business tax climate and this was before this action today. As such, New Jersey is an unequivocal outlier in terms of tax burden.

"We have been calling on our policymakers to take actions to grow New Jersey's economy, which requires that we create new jobs and retain those that we have. Both are vital needs if our state hopes to escape from our current fiscal dilemma and begin to achieve greater prosperity. Aggressive and achievable plans for growing our economy must be created now. We cannot wait any longer.

"Today's actions will hurt innovation and job growth and encourage companies to invest outside of New Jersey. New Jersey needs long-term sustainable solutions to address the fiscal challenges that exist in the state. We ask Gov. Phil Murphy to veto this bill."

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Chamber 101 is a great resource for anyone who wants to learn more about the programs and services the Chamber offers! Chamber 101 happens on the 3rd Thursday of the month at 8:30 AM.

The next program is Thursday, October 18th and November 13th at 8:30 AM at the Chamber offices. Members and Non-Members are welcome at this event!! Pre-Registration required.

Chamber Happenings



The Women's Business Forum offered a Golf Clinic at Heron Glen Golf Course leading up to our Annual Golf Classic.

Thank you to everyone who participated and took advantage of this great opportunity for affordable golf lessons. If you would like more information on the Womens Business Forum contact the Chamber at 908-782-7115 or email us at info@hunterdon-chamber.org

Sharing Financial Wisdom With Your Kids

Parents often try to impart their values about money to help their children establish a strong financial foundation. If you are a parent, talking to your kids about money can help them learn how to be financially responsible, self-supporting adults. To get the discussion flowing, consider using these conversation starters depending on your child's age.

Begin with basics for your preschooler. Look for opportunities to teach values that will help your child develop positive financial attitudes and behaviors later in life. For example, the concept of sharing with others is something most young children can grasp. Talking about what you're thankful for and involving kids in philanthropy can help instill gratitude.

Explain financial building blocks to your elementary school student. As your child progresses through school, start introducing the difference between needs and wants. Present the concepts of cost and quality to teach your child how to discern value. Give your child the chance to make some simple financial decisions that involve delayed gratification, such as setting aside a small allowance to buy a toy.

Understand that your middle schooler may be watching more than listening. Kids tend to be peer-oriented in the preteen years and may be less receptive to parental advice. Keep talks short, but don't abandon the mission. Remember that your actions speak volumes about your values. For example, if your child hears you continually talking about a new car purchase or sees you frequently shopping, he or she may pick up similar behaviors toward material goods.

Consider involving your child in donations or charitable work you are passionate about, or encourage him or her to support a cause of their own.

Encourage your high school student to think about the future. Now is the time to discuss college costs and encourage saving for college expenses. Talk to your child about what you plan to contribute and what portion you expect them to pay. Discuss whether student loans will play a role and their potential impact down the road. Conversations about college and majors can include frank discussions about the job market and future income potential. Discuss day-to-day financial responsibilities as well, such as how to maintain a checking

account and debit card and how to protect accounts from fraud.

Help your college student prepare for independence. Counsel your child about the importance of living within their means and establishing and maintaining a good credit record. Explain how to use a credit card appropriately (and how to avoid fees and other credit troubles). As graduation nears, discuss your expectations for your child's transition from student to working adult. Offer yourself as a resource for guidance on how to seek fulfilling work, negotiate a good salary and navigate the world of employee benefits.

Inspire your college graduate to embrace adulthood. Once your child becomes financially independent, be thoughtful about how you approach money topics. Let your newly employed college graduate know you are willing to offer support and guidance yet steer clear of making decisions for him or her. Allow your child space to decide their financial goals. Continue sharing advice based on your experience, such as the importance of saving for retirement early, having appropriate insurance or creating an estate plan. Encourage your child to establish a relationship with a financial advisor who can provide an objective perspective and tools to create a financial plan unique to their goals.

It's worth it. If you want to help your child develop financial competence and independence, start the conversation early and keep it going. Sharing your financial values can enrich your relationship and bring lasting rewards.

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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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chamber happenings



Despite being rescheduled due to the constant rain this year, the August Card Club hosted at the Red Mill Museum Village and sponsored by The Clinton Guild and Unity Bank was a great success. Over 80 companies were represented that evening and the food provided by Maddalena's Cheesecake and Catering was delicious. Attend our upcoming monthly Card Clubs to fully utilize your Chamber Membership. Pictured above from left: Chris Phelan, Chamber President, Janice Kovach, Town of Clinton Mayor, Paul Muir, Mayor of Bethlehem Township and President of the Clinton Guild.

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Chamber Happenings



The September Card Club hosted by Northfield Bank was a great opportunity for the Membership to meet up with other business contacts and expand their network. Joe Gerko, Northfield's Flemington Branch Manager and Carolyn Sepkowski, Northfield Bank Regional Manager were on hand to talk about the exciting promotions being currently offered by Northfield Bank.



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, Nov. 7th
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, Nov. 21st
Time: 7:45 AM registration
8:00 - 9:00 AM program



Led by Judy Gold



14-B Royal Road
 Flemington, NJ

Chamber Happenings



The Hunterdon County Chamber of Commerce's Radio Station held a meet and greet barbecue for the Radio Hosts at Marriah in Ringoes. Hosts had the opportunity to talk with other hosts about their shows and upcoming plans for content. Thank you to Jeanne Murphy, radio host and owner of Marriah, for hosting this fun event! To become a radio show guest or inquire about hosting a show for your business, contact info@hunterdon-chamber.org



At this year's QuickChek Annual Balloon Festival, Hunterdon County Chamber of Commerce was represented alongside the NJ Division of Tourism. This popular event is widely attended by both local residents and visitors from great distances. Thank you to our Member Volunteers who helped staff the booth for this multi-day festival.

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Ribbon Cuttings

Hunts Mill Pharmacy opened its doors at 14 Main Street Clinton. Pharmacist Frank Clark was present to cut the ribbon along with Mayor of Clinton Janice Kovach, Chamber Chair, Michelle Heidi, Chamber President Chris Phelan and members of the Clinton Guild. Hunts Mill Pharmacy provides individualized care to the community offering a wide range of services and products. They intend to focus on unique services and educational seminars for a variety of health conditions including tick-borne illness, osteoporosis, women and children's health needs, and opioid addiction. In addition, there are a growing list of treatments emerging that they will be including in their pharmacy practice such as herbal supplements, essential oils, aromatherapy, and cannabidiol (CBD) oil. For more information call 866-758-1957 or visit www.huntsmillrx.com.



Body Revolution by LJ held its Grand Opening Event on Labor Day. Located at 431 US Highway 22 in Whitehouse Station, the event featured a sampling of classes as well as giveaways. Chamber Membership Committee Chair Polly Anderson, Owner LJ Cobb and Body Revolution by LJ Staff Members officially cut the ribbon to welcome this business to our community. Body Revolution by LJ offers a wide range of fitness classes including Yoga, Zumba, Pilates and weight training classes. Their goal is to create a community-centered fitness family where not only do people exercise and train together, but also organize social events to bring people together to cultivate an active and healthy lifestyle. For more information call 908-823-4800 or visit <http://www.bodyrevolutionbylj.com>

hats off



Thanks to a collaboration with Girl Scout Heart of NJ, **Harvest Family Success Center** was able to offer 40 weeks of Girl Scout day camp at Camp Agnes Dewitt for free to Hunterdon County girls from 1st through 10th grade! The girls got to try geocaching, zip lining, working on a low ropes course, swimming, archery and so much more! Camp, transportation and lunch was all provided for free. What a wonderful experience for our local families!



Costco is proud to have provided backpacks to over 400 local children for the 2018/2019 school year. This year, the backpacks are stuffed with starter school supplies including: a zippered pencil pouch, 2 pocket style folders, 12" ruler, and an eraser. Recipients of the program included students and clients of F. Desmares

School, Kwenyan & Associates, United Way, The ARC of Hunterdon and our local Salvation Army.

Congratulations to **Chamber Member Artist Paul Jennis!** His hand painted scenes are featured on the bar ops of the new Chimney Rock Inn of Flemington. Of all his accomplishments and publications, now you can actually eat and drink on his work! Great job Paul!



Travel Inn & Suites has completed a \$1 million renovation project to the locally-owned Route 202 North hotel, completely renovating all 37 rooms and expanding the facility with a breakfast area and meeting room.

Travel Inn & Suites Owner Mihir Patel of Branchburg said the extensive modernization initiative is part of a new branding project for the hotel that also includes a new logo, color scheme and signage.

The modernization included all new furniture, flooring, bathrooms, bedding, light fixtures, plumbing fixtures, window treatments, LCD high-definition televisions, next generation RFID electronic guest room looks, refrigerators, and microwaves in the hotel's 12 suites and 25 standard rooms. A new lobby with marble flooring and new computerized front desk that features electronic check-in and a second-floor addition, created a

breakfast area/meeting room that enables Travel Inn & Suites to now offer a free hot breakfast for all guests that meets the brand standards of major hotel chains. Exterior renovation also included a face-lift of all the buildings with new columns and new stucco exterior, security system, newly paved parking lot and new LED exterior lighting.

For more information visit www.travelinnsuitesnj.com or contact Farooq Omar at info@travelinnsuitesnj.com.



Travel Inn & Suites Owner Mihir Patel (right) and Assistant Manager Farooq Omar in the Flemington hotel's remodeled lobby, part of a \$1 million modernization and branding initiative.

Costco received the NJ Smart Workplace 2017-2017 Silver Award from goHunterdon (formerly HART TWA) at the annual meeting in September 2018. NJSW is a statewide recognition that lauds employers who demonstrate leadership by providing and promoting quality commuter benefits to their employees.



Hunterdon Healthcare System and The Hunterdon Healthcare Foundation are proud to announce the 38th Annual Crystal Ball to be held on Saturday, November 17, beginning at 6 pm at The

Ryland Inn, Whitehouse Station, NJ. Proceeds from the 2018 Crystal Ball will support Hunterdon Healthcare System's areas of greatest need. It is through the mutual support of valued friends and business partners that we can hold steadfast in our mission to deliver compassionate exceptional care to our residents of Hunterdon County and neighboring communities. If you require additional information or have further

questions, kindly contact Debra Dalley at the Hunterdon Healthcare Foundation at 908.788.6591 or e-mail ddalley@hhsnj.org. You can also register online at www.501auctions.com/crystalballgala

Fred Feiner, President of **Yankee Public Relations** will be running in the 2018 NYC Marathon. He will be running in honor of his late brother, Robert Feiner and simultaneously conducting a fundraiser to benefit Hope for the Warriors, a non-profit organization that provides Veterans with support programs focused on transition services, clinical health and wellness, sports and recreation and community development and engagement. To support Team Bobby on November 4, 2018, consider sponsoring his run and

supporting this extremely worthy cause by visiting www.crowdrise.com/o/en/campaign/hope-for-the-warriors-nyc-2018/fredfeiner.

Every Wednesday till first frost the **Harvest Family Success Center** is hosting a Veggie-Palooza program! All local families are invited to join in the fun and come by the center to "shop" for fresh tasty Hunterdon County produce for FREE! Our collaborating non-profit donors are Grow-A-Row, Rolling Harvest and Valley Crest Farm, and thanks to their support they are able to offer up a huge variety of produce every week to the community. Another great free program offered by Harvest!

Continued on next page

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Continued from previous

Every Sunday through October 21, **Profeta Farms** will be providing free tours of the farm at 11 AM. Tours last about an hour and are rain or shine,

except in the case of severe weather.

Registration is strongly recommended, as seating is limited. The tours will include a hayride that offers an up-close look at organic vegetable and livestock farming. Tour attendees will park in the parking lot around Profeta Farms' new Market and meet in the designated tour area. Their on-site organic Food Truck has breakfast/lunch for purchase following the tour. Please register in advance at :

<http://profetafarms.com/tours-at-profeta-farm>
s or email : katiee@profetafarms.com

Raymond G. Lahoud, Esq., a Member of law firm **Norris McLaughlin & Marcus, P.A.**, and Chair of its Immigration Law Group, is pleased to present a two-part seminar series for all human resource professionals, business owners, compliance officers, administrators, and management at organizations and companies in every industry of every size on how to complete the I-9 process correctly, prepare for random immigration inspections, and be proactive in avoiding devastating employer immigration compliance penalties. The seminars are free of charge and open to the public. HRCI and SHRM credits are available. Lahoud will present "How to Handle Form I-9 When Hiring and After" on Friday, October 19, and "Best Practices for ICE Audits When It Comes to Form I-9" on Tuesday, November 13. Both sessions will be held 8:30-10:30 a.m. at the Norris McLaughlin & Marcus office in Bridgewater. For more information and to register, RSVP by email to Jacqueline Ehrenkranz, Marketing Coordinator, at jehrenkranz@nmmlaw.com.

The Flemington Community Partnership and Hunterdon County Historical Society are proud to celebrate the publication of Flemington's History Trail, a new self-guided walking tour of Flemington's Historic Treasures. For more information call 908-782-1091 or email hunterdonhistorypatricia@gmail.com

Hunterdon County Division of Parks and Recreation has a variety of programs and events available for all ages including Nature Programs for Kids, Canoeing River trips, Bus trips to local tourism spots, and more! For the full listing of events visit : <http://www.co.hunterdon.nj.us/depts/parks/parks.htm>

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 Jackson, NJ 08527
 Contact: Robert Pease
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Standard Wellness Company NJ LLC
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(Top Row, 1 to 7) B. Flanagan, D. Makoski, M. Lyons, W. Rudnik, A. Fialk, J. Papay, B. Valliere. (Middle Row, 1 to 7) K. Lichtenstein, L. MacWilliam, T. Bussel, L. Parikh, D. Fredericks, J. Kopen, T. St. Angelo. (Bottom Row, 1 to 4) R. Ward, W. Goodwin, R. Cushing, M. Chazin, J. Manfreda.

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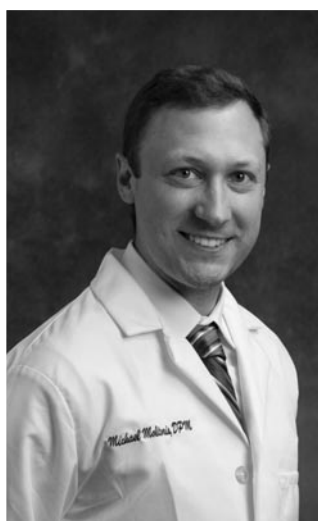
Max Challenge Ribbon Cutting



Max Challenge of Clinton, located at 1802 State Route 31 Clinton, hosted their Grand Opening event. Owners, Ron and Laura Adelstein are excited to expand THE MAX Challenge name and bring their love for healthy living to Clinton. The MAX Challenge offers a 10-week exercise program that pairs with a nutrition program to optimize your results.

In attendance for the Ribbon Cutting Ceremony were Clinton Township Mayor, John Higgins, Town of Clinton Mayor, Janice Kovach, President of Clinton Guild, Mayor of Bethlehem Township and Director of Red Mill Museum Village, Paul Muir, Chamber President, Chris Phelan and Mark LaRose, Manager of the MAX Challenge who also hosts a regular Chamber Radio show on Wednesday afternoons called MAX Living.

HUNTERDON PODIATRIC MEDICINE IS PLEASED TO WELCOME MICHAEL MOLITORIS, DPM



Michael Molitoris, DPM earned his Doctor of Podiatric Medicine degree from Temple University School of Podiatric Medicine and completed his residency at Roxborough Memorial Hospital Podiatric Residency Program.

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tax tidbits

Deductible Business Meal Expenses

The 2017 Tax Cuts and Jobs Act changed the law to deny income tax deductions for entertainment, amusement, or recreation expenses. However, the Act did not directly address the deductibility of business meals at the time of enactment. In response to this confusion, the IRS has issued interim guidance about the deductibility of business meals, until proposed regulations are released.

Under the interim guidance, the IRS will continue to allow 50% deductibility of meal expenses, if:

1. The expense is an ordinary and necessary business expense while

the taxpayer is carrying out business.

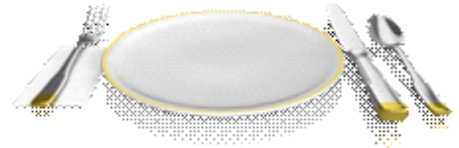
2. The expense is not lavish or extravagant under the circumstances.

3. The taxpayer, or an employee of the taxpayer, is present when the meal is furnished.

4. The meal is provided to a current or potential customer of the business, and

5. For meals provided during or at an entertainment facility, they are purchased separately from the entertainment, or the cost of the meal is stated separately from the cost of the entertainment, on one or more receipts.

The 2017 Federal Tax Act was the



biggest change in the Federal Income Tax Code since 1986 and due to its complexity, has caused much confusion. 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 or (908) 782-7900 x113. Visit our blog at www.bkc-cpa.com for more in-depth information, and other helpful articles and alerts

Supreme Court Rules on Internet Sales Tax Collection

In a 5-4 ruling the Supreme Court issued their decision opening the door for states and localities to collect sales tax on interstate purchases made on the internet. This decision overturns the long-standing decision in *Quill*, issued by the Supreme Court in 1992, requiring a physical presence test be met by sellers in the jurisdiction imposing the tax. While no longer requiring a physical presence test for the requirement to collect a state's sales tax, the decision leaves open many questions for the individual state courts to address. In this case (*South Dakota v. Wayfair, Inc.*), the court remanded the case back to the state courts, but it implies that the South Dakota statute would meet the constitutional muster required, even though the Supreme Court did not rule that the law passes the



Commerce Clause in its entirety. The South Dakota legislation contains a de minimus threshold of \$100,000 of goods sold or 200 transactions during the current or prior calendar year in that state. Other states have recently imposed similar (but not necessarily identical) thresholds in their state.

Effective October 1, 2018, New Jersey will follow the South Dakota threshold. Businesses that sell on

the internet will need to focus on transaction details, in determining Sales Tax Nexus, as opposed to having physical facilities and other indicators of physical presence in New Jersey.

As state sales tax rules in New Jersey and in other states constantly change, you will need expert professional advice to keep up with these changes. If you have any questions, please contact Andrew Ross, CPA of BKC, CPAs, PC at adr@bkc-pca.com or 908-782-7900, x113. Visit our blog at www.bkc-cpa.com for more in depth information, and other helpful articles and alerts.

This tax tidbit was provided by



new members

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Hunterdon Holiday Parade on December 9th

Have Your Business or Group in the Parade



Mark your calendars! The Hunterdon County Chamber of Commerce will be hosting the Hunterdon Holiday Parade on Sunday, December 9th at 5p.m. on Main Street in the County Seat of Flemington

The Chamber is once again excited to have businesses, non-profits and musical acts gather together to help jumpstart the holiday season and add some extra cheer. The Holiday Parade provides a wonderful opportunity for the entire community to have a festive time with family, friends, and neighbors.

Local businesses can participate by having a float in the parade, plus by even becoming a sponsor. Please note that a holiday theme must be present on each float. To have a float in the parade, the cost for businesses is \$100, and \$25 for non-profit organizations.

The Chamber is also looking for volunteers to help decorate the parade route. If anyone is interested, please contact the Chamber at 908-782-7115. For more information on the Hunterdon Holiday Parade, please visit: www.hunterdonchamber.org



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