



Eastern
Monmouth Area
Chamber of Commerce

www.emacc.org

The Chamber Connection

Creating Camaraderie in the EMACC Community

May 2009

Message from the Chairman

I have a confession to make...I'm not LinkedIn.

Nor is my face on Facebook, my profile on Plaxo, or my mug on MySpace. And yes... I am proud to admit that I don't Tweet with my friends who are on Twitter. Social networking is not part of my current lexicon, and I'm proud of it...or have been until now. As the Chairman of this Chamber, the owner of a growing business, and a dedicated husband and father of two young boys, I've found little time (or need) to participate in social networking. I figure that I'm already busy enough, social enough, informed enough, and engaged enough to be distracted by full time surveillance of a Facebook page. In fact, until now, I've viewed social networking as a total time-waster and an impediment to good ole' fashion business and human interaction. You know...where you actually meet with a client or prospect face to face and get to know them in the flesh.

But, I'm writing this after getting home from a "date night" with my wife (she happens to work at Google), who continuously asks why I am so reluctant to embrace the power and importance of social networking. Am I missing out on a powerful tool and a big opportunity to "Brand Me"? I realize the opportunity is massive, but I have yet to tap into what social networking could mean for me AND my business.

A recent New York Times article stated that "not being online today is akin to not existing." A pretty powerful statement, I'd say, and it's no longer just about being found on Google.

Check out the power of Facebook, which is clearly at the forefront of the social networking revolution. Overall activity on Facebook, in terms of usage, is remarkable. Up 159% in traffic over the past year, and continuing to show steady month-over-month growth, Facebook has benefited particularly from growth in usage among adults and professionals (hey, that's me!). With 850 million photos uploaded in the course of a month, and another 24 million pieces of content shared, and three billion minutes of use every day (up three-fold from the year before), that's an incredibly rich and active network. Social networking is clearly powerful stuff and a topic that all businesses owners need to consider and embrace. It's great to see that EMACC is helping its members navigate the waters.

P.S. - As I dip my toes into the pool of social networking, feel free to visit my work in progress....www.thehagbergfamily.blogspot.com.

I look forward to socializing with you all online. See you out there!

PEDER HAGBERG, *Currents Magazine*,
EMACC Chairman & Communications Committee Member

Spotlight on DonnaLyn Giegerich



1. How did you get involved in the insurance business?

I couldn't get away from the insurance business! Dad was a broker, hubby Tom was a broke, and they both needed a "coverage queen" to shake things up! Besides, Red Bank needed a Hip Insurance Chick...it seemed

to be the perfect combination of my love for sales and numbers.

2. What are the negatives and positives about your business?

Although I starved at the beginning of my career building my book, I learned the value of risk taking as a commissioned sales professional and the importance of always creating value in a business setting. Its been a 20-year built-in solution of sorts to unemployment. If I'm not creating value, I don't get paid. The positives about this business is the upside potential of hard work, the flexibility in schedule and the tremendous opportunity to do business with folks and businesses I admire and respect. Let's face it, everyone needs insurance whether they like it or not. That's an infinite universe of prospects everyday, all the time. I love my career.

3. What do you do in your spare time?

What spare time? I run, bike, and swim in between advocacy projects for the underserved and pageant rehearsals in middle age. Everyone should have this much fun! I'm an adventurer traveler with my sights on climbing Mt Kilimanjaro this summer with Tom and/or tour biking Tuscany with livin' large girlfriends - and I'm always learning more about technology. Change is good and I'll never know enough!

4. How have you and your business benefited from EMACC membership?

EMACC has helped me build three emerging businesses. The newest is www.donnalynspeaks.com which leverages 20 years of business ownership, insurance planning and fitness enthusiasm to encourage others to pursue their passion for financial security, better business models or simply overcoming adversity with sass and style.

Got news? Send it in! Please no ads... just news, congrats and announcements about you or your business. If you'd like to contact anyone listed here please refer to the Business Directory link on our website: www.emacc.org

Tips from DonnaLyn Giegerich

Heritage Benefits Insurance

www.donnalynspeaks.com

■ Don't be a techno phobe! If you like people (are you social?) and love to learn new ways to connect with them (networking!), ramp up naturally with social networking!

■ Remember...top performers are addicted to learning! The only thing different between today and one year forward is the people you'll meet and the books you read. Be interesting!

■ Relentless improvement is where the FUN IS. Don't just take up space...jump IN! Remember: great achievements involve great risk!

■ Be generous. Share your knowledge, experience and talents with others. Highly evolved colleagues will reciprocate by returning the info share.

■ Have fun. People do business with people they like. But be proficient and professional for the best results!

Business News and Announcements

EMACC Announces New Board Appointments

Peder Hagberg, Chairman of the Eastern Monmouth Area Chamber of Commerce (EMACC), announced the appointment of three new directors to the EMACC board of directors.



Ray Eckhoff of TD Bank – former Chairman of EMACC – is returning to the board after a three-year absence following the end of his term. “I’ve always found my involvement with EMACC both

personally and professionally rewarding,” said Ray. “I’m really looking forward to returning to the board.”



Caroline Grant of Barbara Davis Employment, Red Bank, accepted the appointment with “the blessing” of Barbara, another former EMACC board member. “I’ve been an active Small Business

Council committee member for EMACC for several years and am flattered that my contributions have been recognized and appreciated,” said Caroline. “These are challenging times for non-profits and I hope to make a very positive impact.”



Stosh Gepp of McCue Captains Agency, Little Silver, has been an active member of the Business After Hours Committee and enjoys helping the group and learning from his co-committee members. “This

appointment is a great opportunity for me to help the organization while building new resources for my business,” said Stosh. “My fellow board members bring a wealth of experience and knowledge and I look forward to learning from them.”

Stratton Wins Distinguished Service Award

William C. Stratton, partner and financial consultant with Nova Financial Consulting, LLC, in Manasquan, was recently awarded the Financial Planning

Association of NJ’s “Heart of Financial Planning Distinguished Service Award.” The annual award is given to the nominee who best displays a commitment to the four core values of the Financial Planning Association: Competence, Integrity, Relationships and Stewardship, and whose extraordinary contributions advanced the financial planning profession and/or promoted financial literacy. Congrats to Bill, longtime member and former chairman of EMACC’s Education Foundation.

Monmouth County Arts Council Deserving of Support!



The Monmouth County Arts Council (MCAC) was one of eighteen local organizations to receive a grant from the OceanFirst Foundation’s 2009 Arts and Cultural Grant program. MCAC was awarded \$5,000 of a \$10,000 multi-year grant to support MCAC programs and services including the Monmouth County Teen Arts Festival, the Teen Arts Connection, community arts planning, arts marketing, the Local Arts grant program, the Arts Education Awards and workshops and networking events for artists and arts organizations. MCAC and the groups it supports serve over 600,000 people each year and bring over 1,000 arts events to Monmouth County. MCAC’s members include hundreds of artists, patrons of the arts, businesses and 80 arts and community organizations with a focus on theatre, visual art, music, film, storytelling, writing and dance. www.monmoutharts.org

Custom Video Productions Launches New Website!

It’s been a great year for Custom Video Productions! Besides completing exciting projects for Bartlett Tree Experts and Metallix, one of the things keeping them busy has been the redesign of their own website. Visit it now at www.cvpnj.com and discover their new HD capabilities, current web video projects, recent green screen productions, 2008 Addy and Impact Awards and enthusiastic customer testimonials. Don’t forget to visit their portfolio page to see large, high resolution videos of some of their recent projects.



April 2009 SBC 30-Second Commercial Winners: (L to R) **Laura Schneider, PR Pros**, Silver Medal, **Rachel Decker, Queen Vacuum & Sewing Machine**, Gold Medal, **Dr. Erin Curtis, Optometrist**, Bronze Medal.



Business After Hours Event at Pollak Theatre
Bill Phillips, AIG Retirement, Marshall Wright, DeckerWright Corporation, and Toby Stark, Stark Associates working the room at the event.

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Chamber Connections is a publication of the Communications Committee of the Eastern Monmouth Area Chamber of Commerce.

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Copies of this and prior issues of the newsletters are available online at www.emacc.org
For news submissions contact: karyn@emacc.org

Eastern Monmouth Area Chamber of Commerce,
47 Reckless Place, Red Bank, NJ 07701
732-741-0055 fax 732-741-6778 www.emacc.org