

## Coming Events

**March 9, 2010**  
Monthly Luncheon

Speaker:  
Congressman, Frank LoBiondo  
Sponsored by: Landis Title  
11:30 am • Heritage House  
RSVP: 856 825 2600  
\$18.00 with reservation  
\$20.00 at the door

**April 13, 2010**  
Monthly Luncheon

Speaker: Denise Jackson  
UEZ Executive Director  
Sponsorship: Available  
11:30 am • Heritage House  
RSVP: 856 825 2600  
\$18.00 with reservation  
\$20.00 at the door

**April 29, 2010**  
Networking in Partnership with  
SJ Chamber of Commerce  
8:30 am • Heritage House  
RSVP: CCSNJ: 856 424 7776 Ext.: 23

**May 11, 2010**  
Monthly Luncheon  
Speaker: Warden Paul Schultz  
Federal Correction Institution  
Fairton, NJ  
Sponsorship: Available  
Location: TBA  
RSVP: 856 825 2600  
\$18.00 with reservation  
\$20.00 at the door

**June 8, 2010**  
Monthly Luncheon  
Speaker: Don Ayres  
Director of Economic Development  
City of Millville  
Sponsorship: Available  
Location: TBA  
RSVP: 856 825 2600  
\$18.00 with reservation  
\$20.00 at the door



*Marianne Lods, Executive Director of the Millville Development Corporation Speaker at the January GMCC Monthly Luncheon Meeting Sponsored by Avalon Carpet, Tile and Flooring*

## Mainstreet Millville

Marianne Lods has been the Executive Director of the Millville Development Corporation (MDC) since 2003 and the Executive Director of Main Street Millville since it's inception in 2004.

Millville is a part of the larger Main Street New Jersey program designed to revitalize NJ downtowns in distress. The Main Street Management Model has provided guidelines to assist in developing Millville's own vision for the Downtown Arts District.

Main Street is a comprehensive revitalization program that promotes the historic and economic redevelopment of traditional business districts in New Jersey. The Main Street New Jersey Program was established in 1989 to encourage and support the revitalization of downtowns throughout the state. Qualifying communities receive valuable technical support and training to assist in restoring their Main Streets as centers of community and economic activity.

The results in New Jersey have been impressive. MSNJ Communities have brought significant numbers of new businesses and jobs to their respective downtowns. In addition, facade improvements and building rehabilitation projects have upgraded the image of Main Street.

Millville has many success stories as it's revitalization continues and the Arts District grows. There is still much to be done but Millville can boast a "Top Ten Rating" for "Great Places for Working Artists". For more information visit: [www.glasstownartsdistrict.com](http://www.glasstownartsdistrict.com)



*Earl Sherrick, GMCC Executive Director and Candace Johnson, 2010 GMCC President, Present Debbie Yeutter with Etched Crystal Vase at January GMCC Monthly Luncheon*

## Chamber Honors Debbie Yeutter for 9 Years as President

It's hard to believe that nearly 9 years has past since Debbie Yeutter was elected president of the Greater Millville Chamber of Commerce in 2001. Earl Sherrick, GMCC Executive Director recalls, "I was hired that same year by the Chamber".

Debbie has been a tremendous asset to our Chamber. Her leadership, enthusiasm and ideas have inspired many successful Chamber fund raising events that benefited many of Millville's organizations, schools and community programs.

Not afraid to jump right in, roll up her sleeves, and get down to work, Debbie has directed participants lining up in the Annual Millville Christmas Parade, decorated for the Holly City Gala and charmed sponsors into donating for many Chamber fund raising events.

Thank you Debbie for all you've done. We know you are still an important member of our Chamber serving on our Board but we will miss you "leading the charge"!

### 2010 Greater Millville Chamber of Commerce Officers

President, Candace Johnson  
Vice President, Chuck Wyble  
Treasurer, John Redden  
Executive Director, Earl Sherrick

### Board of Directors

Donald Daigle	Betty Sheridan
Sue Hoffmann	Lewis Thompson
Marianne Lods	Andrew Van Hook
David McCann	Dale Wettstein
George Mitchell	Debbie Yeutter
Joe Savaro	

## Barbara Wold's Retail & Consumer Tips

### Make Customers Feel Special


Retailers and business owners hope that in tough times, people will long for the comfort of hometown shopping with people they know and trust. Customers like to feel important. Here are some things you can do to enhance that feeling and build sales:

- Call customers by name. If you don't know their name -- "We haven't see you in awhile, welcome back" -- let customers know you recognize them.
- Listen to their needs, wants, ideas and criticisms.
- Great timing for staff meetings and a focus group -- ask for "new" business building ideas and "new" services that can be offered. ("How to Conduct a Focus Group" -- email me!)
- Remind employees to focus on the positive. Customers don't want to come in and hear doom and gloom.
- Many customers may plan to scale back -- offer more services to build on the perceived value.
- Learn customer's preferences and respond to them. Example: Asking, "Do you still prefer...?" This lets them know you remember and helps you fine tune your merchandise selection.
- Get to know your customers and potential customers as people. Learn something about their families, professions, interests, etc.
- Compliment and reassure customers on their purchases.
- Keep in touch with your customers via newsletters, email, phone calls, events and local paper advertisements. This is the time to clean-up and build your contact information database. Remember, monthly email newsletters don't cost anything to send out. Make them informative, worth looking at, list your special events, added services, new merchandise, etc. Don't forget your complete contact information including area code for the phone, address with city, state and zip code, website, etc.
- Get to know your local newspaper editor and help him work on a human interest story about you and your business -- far better than advertising and cheaper.
- Take customers' pictures. Example: A pet and supply store takes photos of customers with their pets and posts them on a bulletin board. What a great way to bring them into the "family of happy customers!"

**In short: Treat customers as guests you care about.**

*"Asking questions is a good way of finding things out."* -- Big Bird.

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## Chamber Honors Local Outstanding Citizens

*"Good people doing small things that fulfill great needs."*

### Sylvia Stites

Sylvia Stites was awarded the "Outstanding Citizen Award" at the December Millville Chamber of Commerce luncheon meeting.

A 1958 graduate of Millville High School, the former Sylvia Huntley attended Cumberland County College and the former Glassboro State College. She was a training technician for the Cumberland County Board of Social Services from 1984 until 2001.

For the past five-and-a-half years she has served as director of the Millville Senior Center located in Jaycee Plaza. When Sylvia started her part-time job for the city, attendance averaged five or six, today, you'll find 20 to 25 senior citizens crowded into the facility.

The center is open Monday through Thursday, however, Wednesdays are an extra special day because Sylvia cooks-up special dishes for the seniors to enjoy. She starts cooking at home at 7 am making old-fashioned Southern New Jersey dishes such as: homemade soups, pork and sauerkraut, ham and cabbage to mention a few.

On Fridays, Sylvia volunteers at the Holly City Family Center teaching the parent-child swimming class for youngsters 6 months to 2 years of age and a class for 3 to 5-year-olds.

For 15 years, Sylvia was the YMCA aquatic director. A pioneer in the parent-child swimming program, she traveled throughout the Mid-Atlantic area and Washington, D.C. training others to become instructors. As aquatic director, she also taught CPR and Red Cross First Aid.

Sylvia is a member of the Millville Moose Lodge, where she volunteers for many projects that help seniors and children. For 23 years, she has been singing with the Cape Shore Chorus of Sweet Adelines and is in its Sea Notes Quartet.



Candace Johnson, GMCC President making the presentation of the "Outstanding Citizen Award" to recipient Glenn Nickerson.

Photo by Steelman Photo

### Glenn Nickerson

The "Outstanding Citizen Award" was awarded to Millville native Glenn Nickerson at the Chamber's January luncheon meeting.

A "man of many words," Glenn Nickerson was a reporter, columnist and an editor during his 14 years with the Millville Daily and Vineland Times Journal, and for 23 years, he was the "voice" of Cumberland County government. He was the public information officer and retired as head of the Department of Planning and Development.

But Glenn believes in action as well as words. "I think it's a privilege as a native of Millville to be able to contribute a little bit to the growth and quality of the life of the community," Glenn said. "I would encourage young people to get involved in community activities and make a meaningful contribution."

He's been doing just that as chairman of the board of the Millville Rescue Squad for 14 years. Jim Hurley, the board's vice chairman, said: "Glenn provides good leadership for the Rescue Squad. He is a constant source of encouragement and strength to John Redden and his staff."

Glenn is a member of the Community Relations Committee of the Federal Correctional Institution at Fairton; a member of the Planning Committee for the New Jersey Emergency Preparedness Annual Training Conference for First Responders, and a member of the County Veterans Commission, which started the Veterans Cemetery in Hopewell Township.

A past president of the Millville Jaycees, Glenn, said that it was during his term that land was acquired for Jaycee Plaza and the local Vietnam War Memorial was dedicated.

Glenn served on the Millville Board of Education for nine years, including two as president.

Nickerson, 64, is a 1963 graduate of Millville High School and a 1967 graduate of the former Glassboro State College. He received a Bronze Star for service in the Army in Vietnam.

**Congratulations Dale for**

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Wastewater Eco-Charities is a non-profit (501(c)(3)) organization which advocates environmentally proactive household wastewater management services to low income households in Cumberland, Gloucester, and Salem Counties.

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## Tri-Chamber Weight Loss Competition

This is a six-month competition (January-July), 5 person teams, \$25.00 registration fee per team.

Weigh-ins are at the SJH Fitness Connection, 1430 West Sherman Avenue, Vineland, NJ.

Results for first month weigh-in, total percentage of weight loss per team.

The Roarke Agency (Team Harris)	4.0%	
Royal Rehab	3.4%	(1 no show)
Knock Down Those Pounds	3.1%	
LJ Zucca (Team 2)	2.8%	
Sun National Bank	2.5%	
The Butterflies	2.3%	
Team Shears	2.1%	(1 no show)
Premium Employee Benefits	1.9%	(2 no show)
Team Waist Away	1.9%	(1 no show)
Skinny In Pink	1.7%	(3 no show)
LJ Zucca (Team 1)	1.6%	(3 no show)
Team Supreme	1.5%	(3 no show)
Fabulous 5	1.3%	
Downsizers	1.2%	
NJ Motorsports Park	1.1%	(3 no show)
Tootsie Rolls	1.0%	
VDC Go-Getters	1.0%	(3 no show)
Bridgeton Rotary	0.9%	(4 no show)
Colonial Bank	0.9%	(2 no show)
Holly City Family Center	0.7%	(4 no show)
Team 25-VPCS	0.7%	(4 no show)
Triantos & Delp	0.4%	(3 no show)
Walgreens (Avatars)	0.3%	(4 no show)
Team NAZ	0.2%	(3 no show)
LJ Zucca (Battle)	0.0%	(5 no show)
Team Acme	0.0%	(3 no show)
Cumb. Co Government	0.0%	(2 no show)
Minerva Munchers	0.0%	(new team)

## Total Weight Lost 1st Month 436 lbs.

The (no show) number represents the number of team members that didn't make the second (Feb.) weigh-in. We only had 8 teams of 5 complete the initial weigh-in and the February weigh-in.

The next weigh-in will be held March 9th, 7:30 pm to 9:00 pm and March 11th, 4:30 pm to 5:30 pm. If you can not make these time and/or dates please let us know and we will work with you. Don't quit, individual prizes along with team (5 member team) will be given out at the end of the contest in July.



If you're like most people, you need a jolt of caffeine to start your day, especially on these cold winter mornings. Buying organic, fair-trade, and shade-grown coffee and tea, is a way to make your daily cup of coffee or tea eco-friendlier.

### Tip #1: Take a Commuter Mug

When heading out the door in the morning, grab a commuter mug to hand the barista at your favorite

coffee shop; you may even get a small discount. Skip the plastic mug in favor of ceramic or stainless steel. On days when you're in a hurry and forget the mug, check your paper cup, sleeve, and lid to see whether they can be recycled or composted.

### Tip #2: Use a French Press

Save yourself some money by making your coffee at home. Consider using a French press instead of a drip coffee maker -- presses don't require a paper filter. Besides the obvious waste-decreasing benefit, no filter also means more flavor. If you tend to make coffee only for yourself, French presses are great because they're often smaller than drip machines, so you can just brew a single serving.

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**Chamber Officers**

Candace Johnson, President  
 Chuck Wyble, Vice President  
 John Redden, Treasurer

**Executive Director**

Earl Sherrick

**ChambeReporter Publisher**

Kary Wilson-Dunkel, Creative Advantage  
 856 447 3656  
 Editorial contributions may be emailed  
 directly to: [creativeadvantage@comcast.net](mailto:creativeadvantage@comcast.net).



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*Where is this?*



*The first Millville Chamber of Commerce Member to correctly identify the location of this vintage Millville streetscape will receive one complimentary luncheon at the upcoming April 2010 GMCC luncheon meeting.*

*Email your answer to Kary Wilson-Dunkel at [creativeadvantage@comcast.net](mailto:creativeadvantage@comcast.net). Answers must be received by 3/31/10. Historic photograph provided from the Steelman Photo Collection.*

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