

SOME NEWS FROM THE CHAMBER ...



Metuchen Area Chamber of Commerce

IF A PICTURE is worth a Thousand Words ... what would a professionally-filmed and edited video clip be worth to your business?

From now through Mar. 1, 2016, any new or renewing memberships to Metuchen Area Chamber of Commerce can schedule a specially produced **1-minute video spot** highlighting your business.

The video will be produced by Metuchen's [Image Up Studios](#) - master photographer/videographer **David Glasofer** has been creating high-quality visual product for advertising, industrial and commercial clients for 35+ years.

[Here is a sample](#) of what Image Up created for Chamber member [Paradise Custom Stained Glass](#), featuring the fine art stylings of glassmaker **Amy Brooks**.

Watch the clip ... and imagine you and your business on the screen.

Actually, imagine potentially millions of computer and phone screens belonging to potential customers.



This offer applies to all Chamber member classes: General (\$300), Home-Based Business (\$150), Individual Sponsor (\$150), Nonprofit (\$120), Family (\$75).

The finished video will be yours to broadcast and share however and wherever you like. We'll be posting them on the [new Chamber Youtube channel](#) and helping spread word about your business through our network.

Interested? *Of course you are!*

Call the Chamber office at (732) 548-2964 or email metuchenchamber@optimum.net. You can start your membership application and schedule a consultation time with David to get your video project rolling.

Don't miss the chance to show Central Jersey - and the World Wide Web - who you are!

MAKE YOUR BUSINESS A VIDEO STAR!

~ Deadline to Register - March 1, 2016 ~



UPDATE: The Chamber's 2016 Business Information Series kicked off this past Tuesday with a panel presentation on the proposed Metuchen Downtown Alliance ...

another open-to-the-public session on the Alliance is set for **Tuesday Jan. 26**, 7-9 p.m. at Metuchen Senior Center, 15 Center Street. [INFO HERE](#).

*** Personal Finance for Small Business Owners**

Metuchen Area Chamber of Commerce is partnering with Edison and Woodbridge Metro Chambers of Commerce to present a three-part seminar series no small business owner should miss.

The seminars take place **Feb. 9, 16 and 23, 2016** from 8:00 a.m. to 9:15 a.m. at Metuchen Public Library, 480 Middlesex Avenue, Metuchen.

Seminar topics are:

Feb. 9 - Learn the Structural Differences between Personal and Business Financial Planning

Feb. 16 - Develop the Systems, Habits and Behaviors to Generate Working Cash Flow

Feb. 23 - Integrate Business Finances with Home Finances and Achieve Your Lifetime Goals

The seminars are admission-free to members of any of the three Chambers; non-Chamber members are requested to make a \$15 donation to Friends of the Metuchen Library.

Participants can attend any or all of the seminars and must register to **(732) 548-2964** or metuchenchamber@optimum.net.

*** Mar. 15 - How to Open a Business in Metuchen**

8:00 a.m. to 9:30 a.m. in Council Chambers at Metuchen Borough Hall, 500 Main Street, Metuchen. **Sponsored by [Metuchen Savings Bank](#).**

The event is admission-free and open to the public. **Register at (732) 548-2964 or metuchenchamber@optimum.net.**

Panelists are:

- **Jennifer Maier** - Administrator, Borough of Metuchen
- **Chris Cosenza** - Zoning Official, Borough of Metuchen
- **Ron Severino** - VP & Chief Lending Officer, Metuchen Savings Bank
- **Nancy Bukovina** - Chapter Chair, Central Jersey SCORE
- **Ruchir Mewawala** - owner, Buddha's Loft Salon & Rose Events
- **Jordan Zimmel** - V P. Zimmel & Associates Corporate Real Estate Services

**** Apr. 5, 12, 19 - Online Marketing Seminars:
Making Social Media Work for You***

9:00 a.m. to 12:00 noon, YMCA Corporate Office, 483 Middlesex Ave., Metuchen.
No fee for MACC members; non-Chamber members \$15.

Apr. 5 - Strategy and Development

Apr. 12 - Email Marketing

Apr. 19 - Social Media Basics

Susan Wilcox of [e-Dynamic Marketing](#) delivers a three-part series that shows you how to take full advantage of social media, email marketing and online promotions to generate sales and grow their business.

Utilizing 20+ years of marketing experience, Susan combines marketing strategy, branding expertise and best practices for email and social media to provide a comprehensive training program.

Participants can attend any or all of the seminars and must register to (732) 548-2964 or metuchenchamber@optimum.net.

***** [Visit These Links and See What's Going on in Metuchen](#) *****

Web: www.metuchenchamberexchange.com

Facebook: <https://www.facebook.com/MetuchenChamber>

Instagram: <https://www.instagram.com/metuchenchamber>

Twitter: @MetuchenChamber

Youtube Channel: Metuchen Area Chamber of Commerce

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