

## SOME NEWS FROM THE CHAMBER ...



### Metuchen Area Chamber of Commerce

**FOR DECADES, Chambers of Commerce** everywhere have been hosting card exchanges, happy hour mixers, business breakfasts, lunch-and-learns, meet-and-greets.

These days, they're all increasingly called "networking events", but the time-honored purpose is the same -- providing a relaxed social space for Chamber members and prospective members to expand their circle of business relationships as they expand their quantity and quality of business activity.



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**IT'S A FACT.** We're in an economic climate of not just What You Know, but How Fast You Know It ... and how rapidly you can apply that new knowledge to your operations.

**Networking isn't an afterthought** ... it's an essential element of a successful business plan.

- It's how abstract terms like **Innovation**, **Breakthrough**, **Cutting Edge** take tangible shape in your thinking and elevate your business practice.

- It's how you discover **new** marketing techniques, **new** sales strategies, **new** tech applications, **new** financing sources.
- **IN A NUTSHELL:** it's how you discover whatever **New** you need to keep your business moving forward.

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Metuchen Area Chamber of Commerce has made Networking a priority with **educational seminars ... volunteer opportunities ... mentoring resources ... linkups with Chamber colleagues ... targeted marketing tools ...** all listed below.

And, of course, **there are popular live events** all through the year like **Junebug ArtFest, Metuchen Country Fair, Spring Street Fair, Townwide Garage Sale, weekly Farmers Market** -- live events where you can showcase your business before thousands of people.

NETWORKING has certainly benefited from the reach of the internet.

But sometimes the most effective Networking is showing up and shaking some hands.

**Larry McCullough, Executive Director**  
*Metuchen Area Chamber of Commerce*

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### **Have Dinner & Dialogue:**

A BIT MORE leisurely networking approach to meeting your Chamber neighbors -- cocktail reception and dinner for members of Edison, Metuchen and Woodbridge Chambers of Commerce.

**Mar. 1, 2016: 5:30-7:30 pm, Renaissance Woodbridge,**  
515 Route 1 South, Iselin. Menu includes cheese stations,



passed hors d'oeuvres (crab cakes, sesame chicken and more), three distinct and delicious pasta stations - plus cash bar.

**Full info and tickets available [right here](#). Bring an appetite for New!**



***And there's Virtual Networking ... it works mighty fine, too.***

CAN'T BE in more than one place at a time? Sure you can, courtesy of this unique Chamber offer.

**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**.

**Interested?** You can start your membership application and schedule a consultation time with David to get your video project rolling by calling the Chamber office at **(732) 548-2964** or emailing [metuchenchamber@optimum.net](mailto:metuchenchamber@optimum.net).

**More details here** and hurry - **offer ends Mar. 1, 2016.**

## **Volunteers Needed for Car Cruise Nights:**

THE METUCHEN Area Chamber of Commerce is looking for enthusiastic volunteers for our **2016 Cruise Nights "Steering" Committee**. If you like cars and want to be part of the Cruise Nights fun, please contact Bob Matland at (908) 510-0924. It's going to be Cruisin' Season before you know it!

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## **The Chamber's 2016 Business Information Series continues :**

### **\* Feb. 9, 16, 23 - Personal Finance for Small Business Owners.**

8:00 a.m. to 9:15 a.m. Metuchen Public Library, 480 Middlesex Avenue, Metuchen.  
3-part seminar by **Common Interests** financial planning firm; *co-sponsored by Metuchen, Edison and Woodbridge Chambers of Commerce.*

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

8:00 a.m. to 9:30 a.m. Council Chambers at Metuchen Borough Hall, 500 Main Street, Metuchen. Borough officials provide vital information for starting your business off on the right foot. **Sponsored by Metuchen Savings Bank.**

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

9:00 a.m. to 12:00 noon. YMCA Office, 483 Middlesex Avenue, Metuchen. **Susan Wilcox of e-Dynamic Marketing** delivers a 3-part education series designed to help business owners take full advantage of social media, email marketing and online promotions to generate sales and grow their business.

Participants can attend any or all of the seminars and must register by contacting the Chamber at (732) 548-2964 or [metuchenchamber@optimum.net](mailto:metuchenchamber@optimum.net).

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**How Does FREE Mentoring for  
Startup and Existing Businesses  
by Experienced Executives  
Sound?**



**Central Jersey SCORE** provides free and confidential business mentoring tailored to meet the needs of your small business and your personal objectives.

Sessions pair two trained Central Jersey SCORE mentors with each client. The first meeting includes an assessment of your business needs; subsequent sessions are scheduled with SCORE member(s) whose expertise matches your needs, and can be held at a location convenient to you and your SCORE mentor(s).

Mentoring sessions in the Metuchen area are in Edison, Woodbridge, New Brunswick, Bridgewater.

\* Register for a seminar or book your mentoring session at [www.centraljersey-score.org](http://www.centraljersey-score.org) or (908) 526-1200 x8449.

\* See the full program [by clicking here](#).

***\*\* Visit These Links and See What's Going on in Metuchen \*\****

Web: [www.metuchenchamberexchange.com](http://www.metuchenchamberexchange.com)

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

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

Twitter: @MetuchenChamber

Youtube Channel: Metuchen Area Chamber of Commerce

STAY CONNECTED:

