

SOME NEWS FROM THE CHAMBER ...



Metuchen Area Chamber of Commerce

The Chamber started this year

with a Mission: find more ways to let more people know about the exciting things happening in the Metuchen business community.

Social media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage.

— Amy Jo Martin —

We've taken Three Important Steps toward that goal.



Creating a community-wide Social Media ripple effect:

We've been posting once, sometimes twice a day on Facebook ...

Member Monday highlights our MACC members ... Tidbit Tuesday offers links to business insights and innovative best practices ... Wonderful Wednesday presents inspirational quotes to combat that mid-week energy slump ... Throwback Thursday highlights our rich historical heritage ... Friday-Saturday-Sunday posts showcase the incredible depth and talent of today's Brainy Boro -- Metuchen's artists, students, entertainment venues, nonprofit groups collaborating to make our town one of the most activity- and fun-filled places anywhere.

If you have a minute, would you [go here](#) to our Facebook page and give us a quick "Like" and occasional share?

It will help us bring more Metuchen merchants and community groups to your attention, and that's a good thing for all of us.

Spreading homegrown knowledge wealth:

METUCHEN AND Central Jersey are home to scores of [successful business educators](#). We've arranged to have some of them come and tell useful things:

- * **Feb. 9, 16, 23:** [Personal Finance for Small Business Owners](#)
- * **Mar. 15:** [How to Start a Business in Metuchen](#)
- * **Apr. 5, 12, 19:** [Online Marketing: Making Social Media Work for You](#)

On Mar. 1, we're co-presenting a [tri-Chamber Networking Party](#) at Renaissance Woodbridge with members of Metcuehn, Edison and Woodbridge Chambers. [Details here.](#)

We've partnered with **Central Jersey SCORE** to provide [an ongoing series of free mentoring classes](#) for local business owners.

And don't worry - there are plenty more seminar / mentoring / networking events on the way.

Telling your Story how *You* want it told:

The awesome Power of Visual Communication ... not just for big-budget corporations anymore.

From now through Mar. 1, 2016, [any new or currently 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.

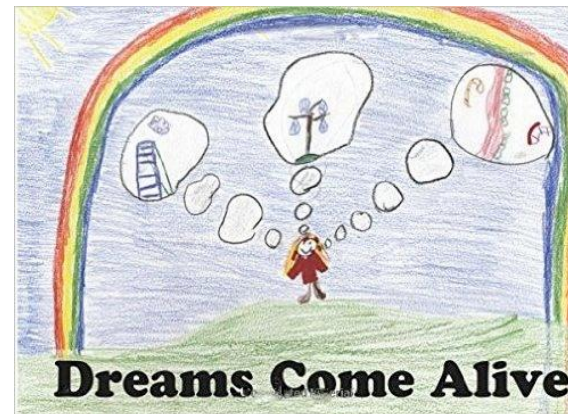
[Here is a sample](#) of what Image Up created for Chamber member [Paradise Custom Stained Glass](#), featuring the fine art stylings of glassmaker [Amy Brooks](#).

Interested? Email the Chamber office at metuchenchamber@optimum.net or call (732) 548-2964. You can start your membership application and schedule a consultation time with David to get your video project rolling. [Details here.](#)

FINDING THE most effective ways to deliver our business message to who we think should be listening is a challenge that never ends.

In the meantime, we can take inspiration from two local youngsters who are telling their story in, well, a storybook.

Dreams Come Alive is an illustrated children's book authored by Metuchen siblings [Austen and Gage Rodey](#) (ages 10 and 6), published last month by Miri Group and available in paperback and Kindle formats.



The Rodeys will appear for a book signing [this Saturday, Feb. 6, from 11 a.m.-1p.m.](#) at [Lollipop Land](#), a delightful specialty candy gift store at 329 Main Street, Metuchen.

According to the synopsis: "**Dreams Come Alive** is the story of a little girl named Penelope who wants to make her dreams a reality but only causes trouble. Her parents are not happy. What can she do to make her dreams come alive?"

Guess we'll have to read the book to find out ...

But Penelope could always start by signing up for a Chamber seminar.

See you in Lollipop Land!

Larry McCullough, Executive Director
Metuchen Area Chamber of Commerce

***** 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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