



Chamber News

Second Quarter 2004

www.tritownchamber.com

Volume 10 Issue 2



UPCOMING EVENTS

April 13 – Board of Directors Meeting
St. Clare's Hospital Riverside Campus
8:30 AM

April 14 – Annual Awards Dinner Zeris
Inn Rte 46 Mountain Lakes 6-9 PM
reservations required

April 25 – Chamber Trip to Atlantic
City. Reservations required

May 11 – Board of Directors Meeting
St. Clare's Hospital Riverside Campus
8:30 AM

May 22 – Motorcycle Show Main
Street Boonton

June 6 – Customer Appreciation Day
Picnic in the Park Boonton 2-5 PM

July 16-18 – Sidewalk Sales Days
Main Street Boonton

Chamber Welcomes New Members...

The Board of Directors is pleased to welcome new members. Also a reminder to all members to patronize chamber members first...

Advantage Promotions located on Myrtle Ave in Boonton specializes in a full range of advertising/promotional items. Contact John Cuozzo at 973-335-7395 or on the internet www.AdvantagePromotionsNJ.com

The Fisharium located on Main Street in Boonton offers Aquariums, Terrariums, gifts, maintenance and leasing. See insert or Contact Carl Leitz at 973-331-9000 or on the web at www.TheFisharium.com

The Fitness Studio owned and operated by Jill Isherwood is located at 338 West Main Street in Boonton. Jill can be reached at 973-257-3330 or info@TheFitnessStudio.us

Junior's Pizza located at 600 Myrtle Ave in Boonton. Offers delivery service Contact Baki Ahmedi for menu options 973-335-0086

Ashley Rose Studio located at 609 Main Street is a full service photographic studio contact owner Caron Toth at 973-263-4711

Dauphin North America manufactures and distributes office furniture. Contact Peter Greene at 973-263-1100 www.inquire@dauphin.com

Salon Reflections opened at 618 A Main Street in Boonton. Owner/operator Pamela Steer can be reached at 973-402-6060

Tyndale Collection located at 920 Main Street and owned and operated by Hal Tindall is an art and antique center. Call Hal at 973-334-3124

My Technology Partners Inc. Contact Tom Capone at 800-905 MTPE

Chamber Members on the move...

S3 Advertising has relocated to 718 Main Street. Their newly renovated offices are said to be worth a look...

The Chamber Welcomes the new businesses in town...

Brisun- an audio/video production company 718 Main Street

ABA Interiors- Imported furniture and interior design 406-408 Main Street

SoHo Salon- second floor at 406 Main Street.

Misha McManus' Quilt Shop- at 919 Main Street.

The Upper Crust- A British Teahouse with American Nouvelle Cuisine at 626 Main Street.

Don't Miss the Bus...



The Tri-Town Chamber has put the FUN back in FUNdraising...

The Board of Directors under the Chairmanship of Tom Scerbo has arranged for a trip to Atlantic City on Sunday April 25th. The event is a fundraiser for the Tri-town Chamber's charitable giving fund.

The buses will leave the Boonton High School parking lot promptly at 8:00 AM and return by 7:00 PM. The destination will be Bally's Casino.

Tickets are \$30.00 per person including \$12.00 casino dollars back for use during the day, plus surprises galore on the bus ride down and back.

Join the fun...

Customer Appreciation Day Picnic in the Park has been scheduled for Sunday, June 6 between 2:00 and 5:00 PM.



The committee hopes to have plenty of participation from member businesses if you want to help with organization contact Brian Brunsch at SavaTree 973-263-8406

Tri-Town Chamber to Host the 8th Annual Awards Dinner and Membership Meeting



News from Main Street

The program committee is proud to honor the 2004 Tri-Town Chamber Award winners at the annual dinner and general membership meeting to be held on April 14, 2004 at Zeris Inn.

This year we are privileged to have several Diamond Award winners that recognize businesses that have served the community for more than 75 years. This year we honor Mackey Funeral Home and the Mountain Lakes Club for 90 years, Boonton Auto Parts for 85 years and Lewis and Carey, Directors of Funerals for 75 years.

The C. Margaret Falduto Award for 50 years of service will be awarded to the Mountain Lakes Women's Club.

For 35 years of business service, the Eagle Award honorees are Tom Timbrook, Boonton Photo and Jack Wootton, Old Feed Mill Auction.

The Silver Anniversary Award winners are Jack Steinhauser for 25 years of volunteer service to the Boonton Fire Department, Mills and DeFilippis CPAs and Boonton Power Equipment.

The Business Persons of the Year for 2004 are David Potosnak, Blooms on Main; Gary Goldsmith, The Goldsmith Company; and Pat Calello, Victoria Mews. These honorees have demonstrated an entrepreneurial spirit by opening new businesses within the tri-town area.

The President's Award for work above and beyond the call of duty goes to Joan Magrane at Lakeland Bank.

And finally but certainly not least the 2004 Citizenship Awards will go to David Yorkston, Boonton; Carl and Onnolee Allieri, Boonton Township; and Barbara Briggs, Mountain Lakes.

Tickets are \$38.00 per person and reservations can be made by calling Ann at the chamber phone 973-334-4117

The Board of Directors would like to wish
Karen Dee of Full Circle Design
the best of Luck in her Retirement.

January 1, 2004, the headquarters of Boonton Main Street relocated to 103 A Boonton Avenue, the lower level of Criterion Supply and Main Street Hardware. The phone and email addresses remain the same.

Main Street is currently seeking sponsors for the upcoming events: Motorcycle Madness on May 22, Town Yard Sale on June 19, Farmers Market running for 16 weeks starting in June, Classic Car Show on August 20, The Quarterly Newsletter with a current circulation of 5,400, and new Welcome to Boonton Signage. Anyone interested in sponsorships contact Cristina at 973-257-9107

The parking committee reports that 10 new parking directional signs are ready for installation. Keep you eyes peeled for the new look on Main Street!

The business improvement seminar will be presented by The Marketing Department. This program is another in the series to help bolster current businesses prior to the opening of Walmart.

How do you, positively, handle 'problem' customers?

Reprinted from Sales Safari

1. Assure the customer you will listen, interrupt ONLY to make points clear and make sure you sound interested and attentive, it is so annoying to a customer when they believe the company doesn't care.
2. Most customers who call to complain have something they want to get off their chest. Listen to what it is. Give the customer the satisfaction in knowing you are listening and they feel more positive and assured.
3. Get your pen out and write down the points relevant to the complaint, don't argue or take issue with the points, as you note them down.

Any points you are unsure of, clarify them, you need to understand the full complaint. Once you have the points, confirm the complaint at the end, to check you have it right. The objective is to help the client, NOT win an argument.

4. Assure the customer you are on their side. Don't get personally involved. Reassure them that you understand how inconvenienced they have been, for example, let the customer know you want to resolve the issue as much as they do.
5. When the solution has been worked out, thank the customer for their feedback; confirm with them how much feedback helps to provide a better service.
6. Ask the client's opinion on how you can ensure that this doesn't happen again. If you can't do what they suggest, offer alternatives, work with the client to resolve the problem.

With sympathy and deep sadness, we note the death of Chamber member,
Sandra Rightmeyer
Sandy was the director of the Boonton Holmes Library
1995-2002

The Chamber News is going electronic...this issue will be emailed to all members who have provided an email address in the 2004 directory. If you have an email address that you did not list and would like to receive the Chamber News via email OR If you want to continue receiving the Chamber News in hard copy, please contact Ann Krawiec ttcea@worldnet.att.net