

**Amy Steele**

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**From:** "Amy Steele" <AmySteele@ISBOG.org>  
**To:** "Amy Steele" <AmySteele@ISBOG.org>  
**Sent:** Monday, July 25, 2011 2:11 PM  
**Subject:** ISBOG Monthly Newsletter July 2011 Version 2

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**ISBOG of Sussex County**



(Informal Small Business Owners Group)

***SMALL BUSINESSES... GROWING TOGETHER***

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**Welcome to the July 2011 Edition of the ISBOG Monthly Newsletter!**

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**Newsletter Contents:**

Meetings & News **ISBOG Seven Year Anniversary Celebration July 19. NEW Mt Arlington Chapter July 26!**  
Wit & Wisdom  
Monthly Features by ISBOG Members  
Member Announcements  
Business Resources  
Community Events  
Classified Ads  
Safety  
Pets (featuring O.S.C.A.R. 'Dog of the Month')  
Humor  
ISBOG Organizational Info

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**Save money. Preserve natural resources. Conserve trees.**

Think before you print this email.

A copy of this newsletter and past editions can be found on the web site:

<http://www.isbog.org/is1-newsletter.html>

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## **This Month's ISBOG Meetings**

***"An ISBOG meeting is like getting together with friends to talk about business."***

**No fees. No dues. Jeans & sneakers.**

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### **ISBOG-Sussex**

First Tuesday Evening

**July 5**

7:30-9:00pm

**Sussex Queen Diner**

289 Route 23

Sussex, NJ 07461

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### **ISBOG-Augusta/Lafayette**

Second Thursday Morning

**July 14**

9:30-11:00am

**Yettters Diner**

Rt 206

Augusta, NJ

(across from ballpark)

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### **ISBOG-Sparta**

Third Tuesday Evening

*Instead of our usual Sparta Chapter meeting, we will be holding an anniversary celebration event.*

**July 19**

**7:00-9:00pm**

**Mark your calendar**

**ISBOG Seven Year Anniversary Celebration!**

**The Meeting House**

**Olde Lafayette Village, Rt. 15, Lafayette, NJ 07848**

In August, the Sparta Chapter will move to a new location in Sparta. Please watch your email for location announcement.

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**NEW! ISBOG-Mt Arlington**

Fourth Tuesday Evening

**June 21**

7:30-9:30pm

**TITAN Business Development Group, LLC**

400 Valley Road, Suite 100

Mt. Arlington, NJ 07825

The building (400) is on Valley Road in the Mount Arlington Corporate Center. As you pull up to the building, please go around to the (left) side, rather than the front main entrance.

*Swim Fitness Center is moving. ISBOG-Sparta will meet at alternate location until Swim Fitness has relocated.*

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**ISBOG News & Events**

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**July 19**  
**7:00-9:00pm**

**Mark your calendar**

**ISBOG Seven Year Anniversary Celebration!**

**Open House & Reunion!**

**Music by Play Your Music DJ**

Harvey & Pat Voorhees

[www.PlayYourMusicDJ.com](http://www.PlayYourMusicDJ.com)

The Meeting House  
(center of Village)  
Olde Lafayette Village  
Rt. 15, Lafayette, NJ 07848

*Contributions for the party appreciated.  
Please let us know if you'd like to bring snacks, baked treats or soft drinks.  
Otherwise, a \$3.00 donation is welcome.*

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**Announcing ISBOG's 4th CHAPTER!**

**ISBOG-Mt Arlington**

**First Meeting  
July 26  
7:30-9:30pm**

**TITAN Business Development Group, LLC**  
400 Valley Road, Suite 100  
Mt. Arlington, NJ 07825

**We are pleased to announce that ISBOG will be opening a 4th Chapter in July in Mt Arlington, NJ.**

Mt Arlington Meetings will be the 4th Tuesday evening of the month.

*The Sparta Chapter will move back to Sparta on August 19 (third Tuesday) Location to be determined.*

For the past few months. the ISBOG-Sparta Chapter has been meeting at Eric Degen and Keith Fischer's office, TITAN Business Development Group, LLC, in Mt Arlington as Ed Dellert and Aileen Donnelley, Swim Fitness Center, is in the process of relocating. This location has worked so well that Eric, a new ISBOG Steering Committee Member and Lisa Natoli, ISBOG Vice President, have offered to run this new chapter with the support of Amy Steele, ISBOG President.

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**Watch for the redesigned ISBOG web site on July 14!**

**In addition to our organization info, we will have quotes from ISBOG members:**

**Sneak Preview:**

"ISBOG offers all of the elements that I look for in a business organization; most of all, being surrounded by positive and creative people."

Andy Abdul FLAGS AND SILVER A.K.A. THAT SPECIAL GIFT

"A recent survey showed that 70% of business owners have no one to discuss business with other than friends and family. Based on my clientele, I think this number is actually low. One of the great advantages of ISBOG is that it provides you with a forum to discuss business issues with other business owners who have had experiences that enable them to relate with what you are talking about and provide valuable feedback."

Eric S. Degen, CPA, LPBC, CMEC TITAN Business Development Group, LLC

"We went to our first ISBOG meeting shortly after we started Play Your Music DJ. It was an excellent decision for us. We love the networking opportunities, getting help with our business questions, discussing business topics, and meeting with members who have become our friends. During our 5 years at ISBOG, we started another business called The Teacher's Edge Tutoring. The Sussex group has become our home chapter and the members are very supportive. We leave every meeting with at least one idea that we can use in our business. Thank you Amy and Emily for starting ISBOG!"

Pat and Harvey Voorhees, Play Your Music DJ and The Teacher's Edge Tutoring

"ISBOG became my home base gateway to the larger business community in Sussex County. Since it was made up of part time at home businesses, and smaller family owned business, it gave many of us the opportunity to be more free and creative in our business development and planning. The flexibility of the organization gave much opportunity for growth and networking for new business ventures while still being involved in a day to day career. ISBOG provided the perfect platform to build market segment confidence in a large county where we were once an unknown. The other members were attentive and insightful with knowledge and willing to share new ideas that you would not find in other organizations; all this presented in a fun and friendly atmosphere without large corporate driven agenda. I am very thankful of the connections and friends I have made as part of ISBOG; one of the ingredients to our success in Sussex County,"

Samuel K. Burlum, CEO/President and Co-Founder of Extreme Energy Solutions, Ogdensburg, NJ

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## Monthly Features

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### The Coaches' Corner

#### **Titan Business Development Group, LLC**

400 Valley Road, Suite 100

Mt. Arlington, New Jersey 07856

973-601-3275

[www.TitanBDG.com](http://www.TitanBDG.com)

Eric S. Degen, CPA, LPBC, CMEC ([edegen@TitanBDG.com](mailto:edegen@TitanBDG.com))

Keith J Fischer, CPA, LPBC, CMEC ([kfischer@TitanBDG.com](mailto:kfischer@TitanBDG.com))

## Taking Advantage of Impulse Buying



### **What Are Impulse Buys?**

We most commonly associate impulse buying in the traditional retail setting. Typically, impulse items are those small pieces of merchandise that crowd the retail sales check out area and aisle ways. They include candy bars, batteries, magazines, salty snacks, cold soda pops and other beverages, and other assorted items. These impulse items are clearly not the destination purchase that you customer intended to make when he/she visited your retail establishment.

Emotions are at the heart of impulse buying decisions. People rarely buy things for logical reasons. Customers buy things for the emotional reward that the purchase gives them. Only later, if ever, will they look for logical reasons to justify their purchase. For instance, many of us pay more attention to the advertisements for an item after we have already purchased said item. Most people buy for the emotional rewards and then look for the logical reason to justify their purchase.

### **Why Would My Customer Be Interested In An Impulse Item?**

Quite simply, you won't know if your customer would be interested until you present the options to them. Your customers will appreciate your desire to fulfill needs that they did not know they had. It is another opportunity to position your business as a valued problem solver to your customer.

### **What Are The Benefits Of Increasing Impulse Buys in My Retail Store?**

1. Most importantly, you can increase revenues and margins. Impulse items tend to have higher than normal margins.
2. You can position your store as a purveyor of useful items that your customer did not know he needed.
3. You can help save your customer time by offering the right combination of product and services to suit his requirements.
4. You can improve your conversion rates.
5. Impulse purchases can add up to 5% to 25% to average order size for a minimal incremental cost.

## Some General Characteristics That Influence the Chance of a Product Being Bought as an Impulse Purchase:

- Low Price – *This lowers the customer’s inhibitions against purchasing the item. “After all, that pack of breath mints only costs \$0.89.”*
- Marginal Needs – *The customer has marginal needs for said impulse item. “After all, I can always use a pocket flashlight for emergencies.”*
- Mass Distribution – *The products are readily available for purchase, so the customer does not have to expend energy searching for said item...*
- Self Service – *The customer can get the product himself without asking for assistance from store personnel.*
- Mass Advertising – *The products are well-advertised and the consumer knows the appeal of the product. Therefore, little if any ‘selling’ is required by store personnel.*
- Prominent Store Display – *Don’t underestimate the power of a well-crafted product display.*
- Short Product Life – *The item is a readily consumable. Beverages, candies, and salty snacks are perfect examples.*
- Small Size or Weight – *The item is small enough that a woman can stow in her purse or a man can put it in his pants pocket without much thought.*

## What Type Of Customers Should I Encourage to Impulse Buy?

When you really think about it, any customer would potentially be interested in impulse buys. Although we typically associate impulse buys with the retail setting, in particular, the area surrounding the check out line, the concept of impulse buys can be spread to different types of customers and buying situations.

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## Vendor Opportunities

**Please share Vendor Opportunities and Community Events you discover with other ISBOG members. Submit entries to the Newsletter!**

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**Sandy Mitchell**  
**Vendor Finders USA**  
 55 Bank St.  
 Sussex, NJ 07461  
 973-875-2068  
 862-266-9726 cell

[www.Vendor-Finders.com](http://www.Vendor-Finders.com)  
[vendorfinders@live.com](mailto:vendorfinders@live.com)



## VENDOR OPPORTUNITY

**at Olde Lafayette Village  
Rt 15 & Rt 94  
Lafayette, NJ**

**July 23 & 24, 2011**

Are you ready for some fun with Santa & Mrs. Claus at the Village Hall for photo opps? Check them out in their bathing suits and summer attire...it's a riot and was a big hit last year. We will have live bands playing for this event.

How about Christmas Cash coupons, lots of great vendors like you for shopping? How about some great giveaways and 50/50's? The village will break out the Christmas decorations and we are planning live music with a flavor of Christmas favorites.

All of the traditional craft products are welcome as well as packaged food and consumable food, health and beauty products and kids stuff.

See all of the information on the application and reserve your spot right away. We sold out last year. The dates are July 23-24 and will run along side the farmer/craft MarketPlace on Sunday.

Applications and details are available on [www.vendor-finders.com/applications.html](http://www.vendor-finders.com/applications.html) or by emailing [vendorfinders@live.com](mailto:vendorfinders@live.com).

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***Join us at the Beach Party Seafood Fest  
At Olde Lafayette Village***

***August 20 - 21, 2011  
11 am - 5 pm***

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**Indoor/Outdoor Farmer/Craft Marketplace every Sunday at Olde Lafayette Village.**

Sign up for at least 4 over the next 4 months @ \$25 each  
or for an entire month of 4-5 Sundays at \$100.

Applications and details are available on [www.vendor-finders.com/applications.html](http://www.vendor-finders.com/applications.html) or by emailing [vendorfinders@live.com](mailto:vendorfinders@live.com).

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**Mitchell Morrison**

**Sparta Farmers Market**

65 Main Street

Sparta, NJ 07871

[info@spartafarmersmarket.org](mailto:info@spartafarmersmarket.org)

[www.spartafarmersmarket.org](http://www.spartafarmersmarket.org)

**Looking for local businesses to participate in**

**Sparta Farmers Market**



**on Saturdays from 10am-2pm  
at the Sparta Municipal Building.**

**Sparta Farmer's Market Facebook page:  
<https://www.facebook.com/pages/Sparta-Farmers-Market/101278636618743>**



Grass root community initiated Farmer's Market with an aim to connect local people directly to local producers while providing education, farm tours, cooking demonstrations and community out reach programs.

## ISBOG Member Announcements

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Kathy Ann O'Connor, Office Manager  
**SUSSEXPRESS, LLC**  
 Hamburg, NJ  
[www.sussepressllc.com](http://www.sussepressllc.com)  
[travel@sussepressllc.com](mailto:travel@sussepressllc.com)  
 1 800 946 4390

### SUSSEXPRESS, LLC

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#### Our Services:

We transport commuters/passengers to Penn Station Newark, NJ Monday-Friday at 3:55am and 6:18am from our park and ride location on Rt. 94 North (Cava Winery & Vineyard) in Hamburg and return from Penn Station Monday-Friday at 4:30pm and 7:10pm. We also go to Newark Airport (EWR) RSVP special service request.

#### Our Rates:

Commuter service - As low as \$12.75 per trip

Airport - must call for rate quote

#### How To Use Our Service:

COMMUTERS - Simply call us a day before you travel at 1 800 946 4390 and ask our representative to put you on our pick-up list. We accept TransitChek

AIRPORT TRAVELERS - Please call in advance to book your travel date

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For more information call us at 1 800 946 4390 or email: [travel@sussepressllc.com](mailto:travel@sussepressllc.com)

Office Hours: Mon-Fri 9am-9pm/Sat 9am-12noon. Available via email 24/7

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**Samuel K. Burlum**  
**CEO/President**  
**Extreme Energy Solutions**  
 150 Main Street, Ogdensburg, NJ 07439  
**Phone: 973-209-3450**  
 website: [www.extremeenergysolutions.net](http://www.extremeenergysolutions.net)  
 email: [info@extremeenergysolutions.net](mailto:info@extremeenergysolutions.net)

### Extreme Energy Solutions Sponsors O'burg 5K Run

On Saturday, June 18, 2011, Ogdensburg was the host to many runners, joggers, and walkers, as it hosted the Annual O'burg 5K Run, a benefit that offers relief to community causes within the Boro of Ogdensburg, New Jersey. This year the proceeds would go to benefit the Ogdensburg First Aid Squad to fund some of their needs. Event Sponsors include Extreme Energy Solutions, who has based its operations in Ogdensburg, New Jersey. The course allowed participants to experience some of the back country beauty and scenery that Ogdensburg has to offer. The race will began and concluded at the Ogdensburg Firehouse. The event featured DJ entertainment, trophies for top three finishers in each category, and some promotional goodies.

"This was a great way for our community to come together and mingle with individuals that value the quality of health, and the quality of life," commented Samuel Burlum, CEO/President of Extreme Energy Solutions, "we feel it was important that we demonstrate community investment and commitment, in fostering good business relationships with the community that surrounds us, and having the ability to share our company culture that our principles and values our firm reflects. The O'Burg 5k Run gave Extreme Energy Solutions the opportunity to do that. It's about making a real statement that we are here to help not only our county, state, and nation, but also express the importance of helping the people in our own back yard."



(From Left to Right) Samuel Burlum, CEO/President of Extreme Energy Solutions is joined by Deborah Levine, West Orange Township Environmental Commissioner; and Mario Aldini, Regional Representative for Extreme Energy Solutions; who participated in supporting the O' Burg 5K event.

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## Extreme Energy Solutions To Be Featured on Cablevision's Neighborhood Journal

**Extreme Energy Solutions** will be featured on the show, **Cablevision's Neighborhood Journal show**. The segment is slated to air on July 25th, 2011. It is presented on Channel 118 or 78 depending on where you live. The segment will air for 2 weeks straight, everyday. 8am, 1030a, 630p and 1030pm. The show provides entertainment and information resources, Neighborhood Journal features the unique local stories that develop a sense of community within the area. Through field-and studio-based segments, they introduce viewers to the places, events, and people who make each of our communities feel like home.

The **InterCharger/SMART Emissions Reducer** also came under the positive spotlight as it was applied to a vehicle that was an entry in the Progressive Automotive X Prize Competition, finalizing its role in the worldwide challenge last fall. Test results and data, including a video of the application only became available within the past few weeks. The Liberty Motor Group, outfitted their Hyundai Sonata with the device and made it all the way to the semi-finals in their respective class. Purpose of the competition: to get the most fuel efficiency out of vehicle. **Extreme Energy Solutions** donated the unit for the usage of the competition. The interest in the device peaked such curiosity, that it received a brochure for free testing that would be performed by Roush Performance, a EPA Sanctioned testing facility, and an official lab for Ford in Michigan. Test include road and track performance, dyno testing, and emissions testing. Testing is scheduled to begin late June of 2011.

More information can be found on the website: [www.extremeenergysolutions.net](http://www.extremeenergysolutions.net)



Automotive X Prize Car Retrofitted with InterCharger/SMART Unit.

Click Below to View Data on Team/Vehicle: <http://www.progressiveautoxprize.org/teams/liberty-motors?cardId=157>

Click Below to View Mini Video of InterCharger/SMART Under the Hood:  
[http://www.youtube.com/watch?v=KjRnznlumOI&feature=player\\_embedded](http://www.youtube.com/watch?v=KjRnznlumOI&feature=player_embedded)

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**"Plan of Capitalization" Repeat Presentation, to be Discussed at Next NeoThink Network Meetings**

**at Extreme Energy Solutions Ogdensburg Location**

A Neothink Clubhouse business network meeting at 150 Main Street (back part of the building), Ogdensburg, NJ

07439, the first Saturday of each month, will be hosted by Extreme Energy Solutions. The next meeting is posted for Saturday, July 2, 2011. Meetings will begin at 10:00 am and wrap up around 2:00 pm. There is massive networking opportunities as well as time to share ideas about improving business and personal situations. **Vince Rose, of the WalStreet Group, will be discussing "Plans of Capitalization", how to get money for your small business or start up venture, and where to find it without going to the bank.**

The NeoThink Clubhouse is a network of business owners, community leaders, company leaders, and individuals that have a very positive attitude who want to improve their current situation, or improve their business. There are presentations on how to improve your business, enhance your people skills, and network with like minded people from all over the Northeast. NeoThink Clubhouse is a part of the NeoThink Society. The NeoThink Society is made up of self made millionaires, successful business leaders, successful community leaders who have mastered practices and skills of those that are studied by the most successful people in the world.

The NeoThink Clubhouse of New Jersey is ran by Mr. Bob McCaffrey. "This is a growing meeting that offers something for all people looking for information." Event Moditator will be Mr. Samuel Burlum. Other industry experts will be in attendance, including from automotive industry, marketing and advertising industry, financial industry, the medical industry, and more. For more information please call Mr. Bob McCaffrey at phone number 973-216-4325.  
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**Get Your Free Introduction CD When You Come To Your First Meeting!!!**

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**Patricia Voorhees**  
**The Teacher's Edge Tutoring LLC**  
Hamburg, NJ 07419  
Bus: 973-209-1202  
Cell: 973-459-9586  
Email: [pvoorhees@teachersedgetutoring.com](mailto:pvoorhees@teachersedgetutoring.com)  
Website: [www.teachersedgetutoring.com](http://www.teachersedgetutoring.com)

**The Teacher's Edge Tutoring, LLC**  
**Taking Language to a Higher Level**

**New!!!! Spanish Summer Programs at Lafayette Village**



### Spanish Summer Enrichment Workshops

**Date: August 15-19**

**Cost: \$225.00 (includes 10 hours of instruction, all materials, and book)**

**Daily Drop In: \$45.00**

**Time: 11:00-1:00 or 4:00-6:00**

**Ages: 6<sup>th</sup> grade thru 10<sup>th</sup> grade**

Students will be grouped by skill level (beginner, intermediate, advanced).

Practice the Spanish language and learn culture by scrapbooking a trip to a Spanish-speaking country.

Learn about Spanish-speaking people, food, and music.



### **Spanish Summer Fun Program**

**Date: August 15-19**

**Cost: \$75.00**

**Daily Drop In: \$15.00**

**Time: Mornings 9:30-10:30**

**Ages: 3-7**

Learn basic Spanish and have fun. Songs, games, and crafts.

### **Spanish Workshop for Adults**

**Date: August 16<sup>th</sup> and 18<sup>th</sup>**

**Cost: \$80.00 (includes 4 hours of instruction and book)**

**Time: Evenings 6:30-8:30**

Practice Spanish for your everyday use. Learn basic conversation for daily use, business use, and travel. Workshop is centered around the needs of participants.

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**Karen Johnson**  
**"COLOR YOUR WORLD"**  
Newton NJ 07860  
973-978-4936  
[hkievery@ptd.net](mailto:hkievery@ptd.net)



## **"Color Your World"**

**Children's Summer Art /Craft Sessions**

*Olde Lafayette Village*  
Route 15 Lafayette, NJ  
NJ Certified Art Teacher

### **Ages 8-12 years**

Session One- August 15-17 (Three Days) Mornings 8:30-11:00

Session Two- August 15-17 (Three Days) Afternoons 1:30- 4:00

Session Three-August 18-19 (Two Days) Mornings 8:30-11:00

Session Four -August 18-19 (Two Days) Afternoons 1:30-4:00

### "Van Gogh at the Village"

Morning sessions are theme based art instruction.

Includes water-coloring the "Starry Night" and drawing based on Van Gogh's influence.

Fun projects include a Van Gogh cube and colorful paper beading.

### DaVinci After Lunch"

Afternoon sessions include learning about Leonardo DaVinci and the Renaissance. Activities include drawing, water coloring the “Mona Lisa”, DaVinci cube and sculpting with Model Magic. Fun projects.

Three Day sessions -\$115- total of seven and a half hours

Two Day Sessions - \$95 - total of five hours

10% discount for multiple sessions offered!!

**SUPPLIES INCLUDED**

**Call: 973-978-4936**

Send Email to [hkjevetry@ptd.net](mailto:hkjevetry@ptd.net) to request registration Form.

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**Kathy & Matt Buccieri**

**Buccieri's GEMS & JEWELRY**

5669 Berkshire Valley Road

Oak Ridge, NJ 07438

973.208.6880

[kathy@buccierisgemsandjewelry.com](mailto:kathy@buccierisgemsandjewelry.com)

[matt@buccierisgemsandjewelry.com](mailto:matt@buccierisgemsandjewelry.com)

[www.BuccierisGemsandJewelry.com](http://www.BuccierisGemsandJewelry.com)

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**◆ Eye Glass Repairs ◆ Gold  
Buying**



**Tues, Weds, & Fri 10-6:30, Thurs 10-8, & Sat 10-4**

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**Ed Luna and Patricia Singer  
Luna Chimney Sweeps  
and Hearth Products**  
717 Route 206, Suite 1  
Andover, NJ 07821  
973-786-5501  
[sweeps@lunachimneysweeps.com](mailto:sweeps@lunachimneysweeps.com)  
[www.lunachimneysweeps.com](http://www.lunachimneysweeps.com)

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Andover, NJ 07821**

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with your chimney  
or fireplace issues.**



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**Patricia Singer**  
**Follow Me Social Media Consulting**

4 Center Street  
Sussex, NJ 07461  
201-874-0032

[patti@besttofollowme.com](mailto:patti@besttofollowme.com)

Follow me on Facebook: <http://www.facebook.com/pages/Follow-Me-Social-Media-Consulting/217905304897262>

## **Follow Me Social Media Consulting**

*Focusing on social media presence for Small Business.*



Do you wish you had your company on all the social media sites available today?

Do you want to get more visits and followers?

Don't have the time to do all of this AND run your business?

**I can help!**

From analyzing what you already have to starting from scratch, I can get you noticed.

I will even maintain your presence if you like for a monthly fee.

Give me a call and let's discuss how to make your company socially acceptable!

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**Animal Hospital of Sussex County**  
**Ted Spinks, VMD**  
**Marge Morolov**  
169 Route 206  
Augusta, NJ 07822  
(Next to State Police)  
(973) 579-1155  
[ahsc.marge@gmail.com](mailto:ahsc.marge@gmail.com)  
[www.CaringVets.com](http://www.CaringVets.com)



### **Animal Hospital of Sussex County**

**169 Rt. 206 Augusta, NJ**



### **Did you know that we have our own Canine & Feline Blood Bank at Animal Hospital of Sussex County?**

These are our Canine Heros, very special local dogs that keep our Blood Bank stocked in case of emergencies and life-threatening situations.

Rocky, left, is our very special Universal Donor.

[www.CaringVets.com](http://www.CaringVets.com)

- All Pets are Welcome: Cats, Dogs, Rabbits, Birds & Exotics
- Full-Service Medicine, Surgery & Dentistry

- Experienced Veterinarians: On Call Nights & Weekends
- All Technicians are Certified
- Open 7 days a week
- Centrally located in Sussex County, NJ

**Office Hours  
Open 7 Days a Week!**

Monday thru Friday: 8:00 AM to 7:30 PM  
Saturday: 8:00 AM to 1:00 PM  
Sunday: 10:00 AM to 1:00 PM

*Our hours are by appointment with the utmost attention to your scheduling needs.*



**Dr. Ted Spinks, VMD, with 4 Lynx Kittens**

**Animal Hospital of Sussex County**

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**Play Your Music DJ LLC**

7 Woodmere Court  
Hamburg, NJ 07419

**Harvey and Patricia Voorhees**

Bus.: 973-209-1202

Email: [music@playyourmusicdj.com](mailto:music@playyourmusicdj.com)

Website: [www.playyourmusicdj.com](http://www.playyourmusicdj.com)

## Play Your Music DJ



**State of the art DJ Services for all events!**

**Birthdays, Weddings, Anniversaries, Graduations, Reunions, Banquets, Holiday Parties, Sweet Sixteen, and much much more.**

We combined our talents with computers and the love for music to offer a wide range of DJ services.

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**Andrew S. Abdul**  
**Flags & Silver a.k.a. That Special Gift**  
A&P / Sears Shopping Plaza  
1926 Union Valley Road  
Hewitt, / West Milford, NJ 07421  
973-728-2927  
E-mail: [andy@flagsandsilver.com](mailto:andy@flagsandsilver.com)  
Website: [WWW.FLAGSANDSILVER.COM](http://WWW.FLAGSANDSILVER.COM)

## **NEW YORK YANKEES**



### **FLAGS - WINDSOCKS - PENNANTS**



### **JEWELRY - PINS - EARRINGS - MAGNETS - DECALS - AND MORE**

**ALSO, NY METS, NY GIANTS & JETS,  
DEVILS, RANGERS  
PLUS, COYBOYS, STEELERS AND MORE**

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**Amy Steele**  
**Bellamy Technology & Unique Design**  
Lafayette, NJ  
973-875-8886  
[Amy@BellamyTech.com](mailto:Amy@BellamyTech.com)  
[www.BellamyTech.com](http://www.BellamyTech.com)

## BellamyTech

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Check out 3 NEW BellamyTech web sites:

Rose Mediterranean Fusion Restaurant [www.RoseMediterranean.com](http://www.RoseMediterranean.com)  
One Step Closer Animal Rescue (O.S.C.A.R.) [www.OscarAnimalRescue.org](http://www.OscarAnimalRescue.org)  
Jean Kawecki Sculpture: [www.JeanKawecki.com](http://www.JeanKawecki.com)

Visit the BellamyTech [Portfolio](#) to see more web site designs!

Offering THREE affordable pricing options:

**Web Presence:**

Single page informational site that lets the world know your business exists.

**Business Express:**

Four page site, limited in text and photos, developed and launched quickly.

**Professional:**

Comprehensive 5-10 page web site with virtually unlimited text and photos.

Chose the web site option that suits your budget. Expand your site in the future as your business grows.

Please call 973-875-8886 or email [Amy@BellamyTech.com](mailto:Amy@BellamyTech.com) to discuss your web site project.

*Installment payment plan available. Check, VISA, MasterCard, American Express, Paypal.*

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## Business Resources

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## Community Events

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**Andy & Joy Ball**  
**Main Street Marketing & Events**  
973-222-8748  
[www.MainStreetEvents.org](http://www.MainStreetEvents.org)  
[AndyRan2832@yahoo.com](mailto:AndyRan2832@yahoo.com)

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## Duathlon/Rollerthon Daze

Sept. 10 in Augusta



Duathlon/Rollerthon Daze Sept. 10<sup>th</sup> held at the Fairgrounds in Augusta.

2mile run/10mile bike/2 mile run and 5k/10k rollerthon around fairgrounds.

For sponsor and vendor info, call Andy Ball at 973-222-8748 or email [AndyRan2832@yahoo.com](mailto:AndyRan2832@yahoo.com)

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## Classified Ads

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## Business Resources

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*From time to time the ISBOG Newsletter will include additional resources for Business Networking Opportunities*

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**Patricia A. Singer, Leader**  
**B.I.G. (Believe, Inspire, Grow)**  
201-874-0032  
[www.justthinkbig.us](http://www.justthinkbig.us)  
[trishy1me24u@yahoo.com](mailto:trishy1me24u@yahoo.com)

**B.I.G. is a business support, education and networking organization for women.**

We are a growing community of intelligent, creative and entrepreneurial women who want to share our business ideas and build upon our dreams. Those dreams require the right environment to flourish. B.I.G. offers precisely this forum with face to face guidance and support with local community meetings as well as an interactive, informative website.

One of the great things about the BIG community is that no two members are alike. We are Interior Designers. Accountants. Lawyers. Photographers. Some of us have MBAs. Others have MFAs. There are all kinds of women here with whom to share your experiences and expertise. This is where connections are made. Where paths crisscross. Where brainstorming happens. It's a place where you don't have to have every last detail of your dream planned out. It's okay if you don't even have the first detail planned out. BIG is simply about establishing momentum. Helping women get to where they want to be as a business. Even those who don't know where that is at the moment. BIG is where uncertainty and intimidation perish. And you flourish.

Join us for our next meeting at: [18 Church Street, 2nd Floor, Newton, NJ 07860 7:30pm - 9:00pm on July 20th to see what the BIG deal is about!!](#)

[For questions and to RSVP you can email me at the email address above! I look forward to seeing you there!](#)

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## Help Wanted

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## For Sale

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## Looking For....

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## Safety

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## Family

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## Pets

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## ISBOG is pleased to help support the efforts of O.S.C.A.R!

In the spirit of community and non-profit organizations supporting each other, ISBOG feature a dog and cat of the month.

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## One Step Closer Animal Rescue (O.S.C.A.R.)

**Cassie and Debbie**

PO Box 248  
Sparta, NJ 07871  
973.652.3969

Email: [lilfurryanimals@yahoo.com](mailto:lilfurryanimals@yahoo.com)  
NEW Web Site: [www.OscarAnimalRescue.org](http://www.OscarAnimalRescue.org)

One Step Closer Animal Rescue (O.S.C.A.R.)

DOGS of the MONTH

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Meet Candy

Candy is a border Collie/lab mix. She is a female who is fixed and had all of her shots. Candy is 1-2 years old and weighs about 45 pounds.

Candy is a FABULOUS dog! She has obviously lived in a house -- when we got home she walked right into the house like she owned it, jumped on the couch and settled right down (not in a wild way but in a "I've done this a thousand times before" way). She gets along great with all of my dogs -- even the little bratty chihuahua that I am babysitting, who tried to attack her several times, did not ruffle her feathers in the slightest.

She is very quiet and calm but playful too with the youngsters. She respects the older dogs too.

She comes when called (although does not seem to recognize the name Candy at all.....). She will be a great dog! Candy is really afraid of thunder. (Many dogs are). Because she gets so nervous she needs a family to be there and comfort her when she gets scared.

Interested in Fostering?

You can take a dog or cat into your home for a period of time (1 week to a few months). You take care of them and give them the extra time they need until they find a home of their own. Many animals are very adoptable but are in high-kill shelters where they only have 3 days to find a home. Most just need more time to find their new family.

Read more on the O.S.C.A.R. web site [Fostering Opportunities](#)

## Meet Sabrina

Sabrina is a Chihuahua mix and is about 2 years old. We rescued Sabrina and went to have her spayed and surprise surprise, she was pregnant. Her babies are now old enough to leave her and she is now getting spayed. She is such a good mommy. She loves to run and play and is very sweet and loving!

### O.S.C.A.R. Pet Adoption Events

July 4, 2011  
Sparta Parade  
East Shore Trail Sparta, NJ  
07871  
(Starting at 9:30am)

\*\*During and after the parade  
O.S.C.A.R. will be having a Pet  
Adoption Event.



July 4, 2011  
Realty Executives  
17 Woodport Road Suite 2B  
Sparta, NJ 07871  
(10:00am-11:30am)

\*\*If you are coming to see a certain dog please check before hand to make sure that dog will be there that day.

## One Step Closer Animal Rescue (O.S.C.A.R.)

**O.S.C.A.R.** is a smaller, rescue group that focuses on animals in desperate situations. We rescue dogs and cats from shelter where they have no room and euthanize due to space. All of our animals we rescue are full vetted and fixed. They are all great animals very deserving of great homes. Our rescue was created through the desire to save more lives that all our members have. We all have a passion to save animals as well as a commitment to ensure great futures for all our animals we rescue.

For your convenience, please use our new [Online Adoption Application Form](#)

*Thousands of animals are saved each month by a network of rescuers who work together.  
Please join us and help make a HUGE difference!*

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## Humor

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All the best... for your business success,

Amy

Amy C. Steele  
President, ISBOG of Sussex County  
Lafayette, NJ  
Phone: 973-875-8886  
Email: [AmySteele@ISBOG.org](mailto:AmySteele@ISBOG.org)  
Web Site: [www.ISBOG.org](http://www.ISBOG.org)

### **ISBOG Officers & Steering Committee**

Amy C. Steele, President/Co-Founder of ISBOG of Sussex County (BellamyTech Web Sites, Children's Teepees)

Lisa Natoli, Vice President, Mt Arlington Chair (Mainly Menus- Advertising)

Harvey Voorhees, Treasurer (Play Your Music DJ)

Mary Adelman, Business Advisor (Green Star Services, SBDC Assistant Director)

Emily Bittner, ISBOG Co-Founder (Locks of Pizazz)

Jeffrey Blank (WSI Computer Assistance)

Sarah Collins, Augusta Chair (Wellness Care Today & StarSojourn)

Carolyn King, Sussex Co-Chair (Insurance - CLU, ChFC, RHU)

Pat Voorhees, Sussex Co-Chair (The Teacher's Edge Tutoring)

Mickey Harrington (Micnann Innovations)

Eric Degen, Mt Arlington Host/Chair (Titan Business Development)

Randi Sokoloff, Sparta Chair (A Helping Hand At Home)

*ISBOG of Sussex County (Informal Small Business Owners Group) Founded July 2004 Amy C. Steele & Emily Bittner*

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REMOVE: We hope that you enjoy being part of the ISBOG organization. We generally send out 6 communications each month: Three Meeting announcements, Newsletter Entry Reminder and the ISBOG Monthly Newsletter. If you would like to be removed from the ISBOG Email address list, please reply to this email with the subject 'remove' and you will not receive any more ISBOG communications.