



Business in mOcean

JANUARY 2006

BUSINESS SPOTLIGHT

Tea 4 U **Kirsten Kristensen, Tea Coach**

"I Brake for Tea" is what the bumper sticker says on Kirsten Kristensen's minivan rear window - and that is exactly what she does. Her mission is to guide people to break for a minute, breathe deeply and enjoy a good cup of tea.

When Kirsten Kristensen opened her Ocean Township-based business, Tea 4 U, in September, 2005, it was not new to her to pour the teapot for a delightful tea social; her passion had turned into a business.



The company offers a selection of carefully selected flavored teas which can be bought at vendor shows or online, but Kirsten's core business is

(Continued on page 3)

A lot of people had a hand in helping us move into our new office. A very special thanks goes to Les Fromkin of Samuel Fromkin Construction Co. and Carl Linfante of AdVantage Specialists. We also thank Nick Blanda of First Interstate Financial Corp., Dave Nicola of LADACIN Network, John Thompson of Quickie Print and Roy Samitt. As always, the Board was very supportive.

**January 5th Annual Awards & Installation Dinner Dance - The Renaissance
January 10th - GOTCC Ribbon Cutting Ceremony - 9 AM New Office**

GOTCC Business Card Exchange at Creative Caterers

The first snow of the season did not deter 20 hardy souls from coming to the Chamber's Business Card Exchange on December 6 held at Creative Caterers. Owner Marcia Sacks and her terrific staff prepared a lovely supper buffet for us. It was a warm and cozy atmosphere sitting at the bistro tables and everyone had a good time.

Howard Richmond of the Ocean Township Historical Museum won a Creative gift certificate and Lynn Knight of Inner Healing won a CD. When Chamber trustee Carl Linfante expressed admiration for the CD artist, Lynn offered to play it for him if he comes to her for a massage. Now, that good networking!! ☺



*We're in our new office at 2002 Bellmore Street in Oakhurst.
Come to the official ribbon-cutting on Tuesday, January 10 at 9 AM
and share some coffee and cake with us.*

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*Business in mOcean
is a monthly newsletter.*

**The
Presidential
Pause**

THE CARPENTER'S HOUSE

An elderly carpenter was ready to retire. He told his employer of his plans to leave the house building business and live a more leisurely life with his wife enjoying his extended family.

He would miss the paycheck, but he needed to retire. They could get by. The contractor was sorry to see his good worker go and asked if he could build just one more house as a personal favor. The carpenter said yes, but in time it was easy to see that his heart was not in his work. He resorted to shoddy workmanship and used inferior materials. It was an unfortunate way to end his career.

When the carpenter finished his work and the builder came to inspect the house, the contractor handed the front-door key to the carpenter. "This is your house," he said, "my gift to you."

What a shock! What a shame! If he had only known he was building his own house, he would have done it all so differently. Now he had to live in the home he had built none too well.

So it is with us. We build our lives in a distracted way, reacting rather than acting, willing to put up less than the best. At important points we do not give the job our best effort. Then with a shock we look at the situation we have created and find that we are now living in the house we have built. If we had realized that we would have done it differently.

Think of yourself as the carpenter. Think about your house. Each day you hammer a nail, place a board, or erect a wall. Build wisely. It is the only life you will ever build. Even if you live it for only one day more, that day deserves to be lived graciously and with dignity. The plaque on the wall says, "Life is a do-it-yourself project." Your life tomorrow will be the result of your attitudes and the choices you make today.

Author Unknown

Mark Horowitz, President
732-660-1888 ☺

**Top 10 Benefits
Joining GOTCC**

1. Promoting your business.
2. Flexibility in meeting times with networking opportunities.
3. Scholarships to high school seniors.
4. Participation in promotions of area businesses.
5. Representation to local government on issues that affect business.
6. Opportunity to showcase your business at our Expo.
7. Business in mOcean monthly newsletter
8. Keynote speakers at functions.
9. Customer referrals to your business.
10. Quarterly mailings to members at a nominal charge.

Publicize

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Condolences to Marc Comer of Jacobowitz Defino Latimer Fradkin Comer on the death of his father, Nathan Comer.

NEW CONTACT
Baja Fresh Mexican Grill
Sam Sayed

Congratulations to Steve Falco and his wife Carolyn of Falco Caterers on the birth of their son Stephen Robert at 7 lbs. 12 oz.



Our New Trustees



Greg Jacobson

Greg is currently in his sixth year of operating a financial planning practice, all of them with Ameriprise Financial Services, Inc. (formerly American Express Financial Advisors). His main focus is objective advice and the advice based planning relationship. He primarily works with three types of clients: women, folks who want to retire, and guys who like to play golf.

Greg graduated from Shore Regional in 1987, and Villanova University in 1991 with a B.A. in Accountancy. He passed the CPA exam in 1994, and is currently in the process of obtaining the Certified Financial Planner (CFP) designation.

Greg has been a resident of Ocean Township since June, 2004. He is Vice Chairman and Board Member of Junior Shore Junior Golf - a local charity based in Allenhurst. Since joining the Chamber in January, 2004; Greg has been a speaker at a breakfast meeting, worked on the golf committee and will be part of the 2006 Culinary Classic Committee.



Estelle Cadet

Estelle has been with PNC Bank since 1999. She began working as a teller throughout her years at college. Upon graduation she became a Financial Sales Consultant, and was promoted three years ago to the position of Business Banker.

She received a B.S. in Finance from Monmouth University, and her Masters from A.I.U. Estelle grew up and still resides in Neptune.



Estelle's interests include playing tennis, travel, cooking, networking and community development. Since joining the Chamber, Estelle has worked on the Comedy Night/Scholarship Committee and will be part of the 2006 Culinary Classic Committee.

Tea 4 U Kirsten Kristensen, Tea Coach *(Continued from page 1)*

her tea seminars and catering business. Brookdale Community College and Monmouth County Park System both offer Kirsten's seminars, workshops and presentation of history and health benefits of tea, teas around the world, teas compared to other hot drinks, and proper brewing and the etiquette at tea parties in the Victorian Era - both for adults and children.

"If you ask an American what is the number one and two beverages drunk in the world, most Americans will answer, 'coffee and coke!' The correct answer is water and tea! And the tea is not sugared iced tea but green tea if you look at the Eastern part of the world," says Kristensen. "This led me to search out a range of good tasting flavored green teas but also other teas that I have made it my mission to educate people about." Having lived in Hong Kong (1991-1994) Kirsten has an understanding of the Asian culture as well as of colonial life (Hong Kong was a British Crown Colony until 1997). As an active member of the International Club at Brookdale College, Kirsten met friends for life from a plethora of cultures world wide, which is why she proudly offers "international tea" served with delicacies from all over the world. Kirsten is Danish and came to the U.S. in 1998 with husband Per, and two daughters, Krissy and Lin. Kirsten was brought up with tea, since her father was a coffee roaster and tea importer in Elsinore, Denmark in the 1950s.

Kirsten calls herself a Tea Coach since she has no intention of making people drink what she likes, but rather helps them find a selection of teas that they prefer. Just like wine, there is no 'right' or 'best' tea. It is a matter of taste, and Kirsten helps people taste a variety to narrow down their choices among the thousands of possibilities. Kirsten ends with one of her favorite quotes:

*"But this will cure all streight, one sip of this
Will bathe the drooping spirits in delight
Bayond the bliss of dreams. Be wise, and taste."
from John Milton, The Masque of Comus, lines 810-811*

To learn more about the world of tea - visit Tea 4 U's website at www.tea4u.us or contact Kirsten Kristensen at 732-695-1104 - email info@tea4u.us

Comedy Night & Gift Auction Huge Success

The Chamber held their 19th annual Comedy Night and Gift Auction on November 17. It was a huge success and those of you who couldn't make it really missed out on a fabulous evening. There were over 60 items in the gift auction, none for less than a \$75 value and many were worth much much more. The generosity of our local business people was just phenomenal.

We had restaurant gift certificates, game tix, sports memorabilia, chocolate baskets, overnight stays, iPods, TV, BoomBox, lottery tix, cigar humidor, wine and lots more. The winner of the 50/50 walked home \$400 richer. The comedians were the funniest we've ever had and the audience was in an uproar.

Leona Funder and Nick Blanda were co-chairs once again this year and they did a fabulous job. Their committee was: Bill Bintliff, Carol DiCola, Nancy Moran, Michele Commodore, Hortense Jatlow, Helen Kaye, Christine Hanlon, Bill Evers, and Jackie Leiva. Also we thank Carol Cohen, Marie Siciliano, Hank Keller, Paul Commodore, Dave Nicola, and Priya Mattson for their help. Also our thanks to Steve Falco and The Renaissance.

All of the profits from this event will be going into the scholarship fund. The last two years, we gave out five \$1500 scholarship checks to deserving high school students. The checks are distributed at the June Chamber luncheon. 🐦



FREE ADVERTISING

Business in Motion Newsletter is looking for your articles. All GOTCC members can submit an article ranging from 200-300 words. Your article should be informative to our members and the last paragraph can be free advertising for your company. GOTCC members are encouraged to take advantage of this FREE advertising for your company.

For more information contact Susie Lavin, Editor of the Business in Motion, or e-mail me at Susie@attheshore-graphics.com.



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GOTBB Breakfast at The Culinary Education Center

The Chamber held their bi-monthly business meeting and breakfast on November 18 at The Culinary Education Center. The students, under their teachers' supervision, prepared a terrific breakfast. Our guest speaker was Richard Wiener, who is founder and president of the Center for Leadership Development. He spoke on leadership, which he says is "the ability to successfully influence a group toward the accomplishment of its goals."

Richard mentioned basic leadership skills, which includes successful communications, especially active listening and the importance of paraphrasing. He also talked about constructive feedback, dealing with stress management, building technical competence and effective relationships with superiors and peers. We talked about setting goals and that very important word: delegating. Richard's speech was very audience-interactive and we had a lively group at the breakfast meeting. ☺



GOTCC Awards and Installation Dinner Dance

The Chamber's gala Awards and Installation Dinner Dance is Thursday, January 5. It will be held once again at The Renaissance and we'll have a DJ for your dancing pleasure. In order to make this the fabulous event that it is each year, we're looking for sponsorships to help with the costs.

Our new slate of officers for 2006 are Mark Horowitz as President, Michele Commodore as Vice President, Hortense Jatlow as Secretary, and William Golda as Treasurer.

There is still time to get your reservation in. Please call Marsha at the new office at 732-660-1888. The event costs \$50.00 per person before January 1st and includes dinner and dancing with open bar.

It's a wonderful chamber event and if you've never attended before, you should plan on being there this year. ☺

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Falling Off The Weight Loss Wagon

One of the most discouraging aspects of weight loss is the inevitable slips. Everyone has them. For some people, an occasional slip engenders an all-out binge...followed by guilt, self-recrimination, a sense of powerlessness and a feeling of "what's the use?"

Sound familiar? We call it "falling off the weight loss wagon," and if you can change how you think about it, you don't need to be victimized by it anymore. Let's start by looking at a simple kids board game called "Chutes and Ladders." In case you forgot how to play, here's how it works: You use a spinner to advance from space to space toward the winner's spot. Along the way there are ladders—which leapfrog you over a lot of spaces, as well as chutes—which send you back in the opposite direction. Some kids play this game with a laissez-faire "whatever" attitude, taking life as it comes with all its ups and downs, pitfalls and triumphs. They learn the wonderful moral of Chutes and Ladders—half of the secret to life is just showing up. Keep playing the game, and eventually you'll get where you're going.

Some kids, however, get very upset when they land on a chute. They're ready to quit the game, pick up their proverbial marbles and go home. For some reason, they believe that life isn't supposed to have any chutes. When they land on them, they are very disappointed and feel like giving up. Weight loss is like a huge game of chutes and ladders! In dealing with hundreds of clients over the years, we've discovered that the biggest difference between the winners and the losers in the weight loss war isn't whether or not people have slips and go off their program. It's not really a question of if they have them, it's a question of when. What really makes the difference is how you deal with the slips when they happen.

Here's an example. You've been absolutely wonderful on your eating plan for three weeks. You've been sticking to

your exercise routine and feeling pretty terrific. You go to a wedding and have a glass of wine. Before you know it, someone is insisting you try those delicious little canapes, and before the wedding singer can say "Tanta Elka Cuts the Cake," you've managed to down about 4000 unwanted calories from stuff you wouldn't have been caught dead looking at during the past couple of weeks or months...pates, desserts, breads, stuffings, you name it. Most people think that's where the action stops. Actually, it's where the real action begins.

First, a reality check. Have you done a lot of damage? Not really. Maybe you put on a pound or two. Big deal. You can knock it off in no time, and go right back to "work" on yourself. So what's the problem?


The problem isn't what we did, but what we make it "mean." We tell ourselves that our "transgression" means that we have no will power, that we will never succeed, that our efforts are in vain. In other words, we hit a chute and now we want to stop the game.

Let me suggest something more empowering. Suppose, instead, we learn to see life's occasional "chutes" as just that — stumbling blocks that everyone hits on their personal path to personal power, nothing to be afraid of and certainly nothing to give a lot of "meaning" to. So you hit a chute. On your next spin, you might hit a ladder.

Most important of all, you can't win the game unless you keep on playing. And every minute gives you a new chance for another spin. Take it. And don't look back.

For more information on learning how to eat correctly without pills, diet products or packaged foods, please call Weight★No★More Diet Center - Brooklyn, NY, 718.998.8898; Cedarhurst, NY, 516.569.6400; Deal, NJ, 732.663.0222; Marlboro, NJ, 732.536.2027. ☺

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