

## Upcoming Events 2011

### November 19

Annual Dinner Dance -  
Albert F. Buzzetti,  
Person of the Year  
DoubleTree Hotel - Fort Lee

### December 7

Holiday Member Luncheon  
Villa Amalfi, Cliffside Park

## 2012

**March:** Basketball Tournament to benefit  
Fort Lee High School Academy of Finance

**April:** New Member Breakfast

**June:** General Membership Luncheon

**July:** Member BBQ

**August:** Joint Business After Hours

**September:** Joint Business After Hours

**October:** New Member Breakfast

**November:** Annual Dinner Dance honoring  
Person-of-the-Year

**December:** Holiday Member Luncheon

## President's Message

*"If you don't have a competitive advantage, don't compete" – Jack Welch*

This is one of my favorite quotes from Jack Welch, the former chairman and CEO of General Electric. Gaining a competitive advantage in this economy is no easy task. At the Greater Fort Lee Chamber of Commerce, we provide a service for business professionals and companies dedicated to advancing their competitive edge through networking. Rising above our circumstances to get desired results has been the center of our efforts since the recession started in September of 2008. We have to accept the current economic conditions for what they are, and work through them to get the desired results.



Public image and membership go hand in hand.

Too many people – intelligent, educated, involved people – simply have no idea what a chamber of commerce is, or what it can do for them. This is something we need to confront. We have heard again and again about communities where, despite all the good work that chambers do, many people are unaware that organizations like ours even exist. This is not the way forward for our organization. Serving well is the essential first step – but it is only the beginning. We have to raise our profile with all the tools that are available to us, and there are more tools today than ever. The Greater Fort Lee Chamber has so much to offer. It is up to us to let others know what a fantastic organization we have, and to show people how the Greater Fort Lee Chamber of Commerce can improve their competitive edge.

Every year, I proudly serve on the board, excited to work alongside friends and community leaders, and every year, my sense of pride and commitment in this chamber reaffirms. This year, I am eager to begin my Presidency, and offer another year of service to our community. We look forward to helping your business grow for many more years to come.

Ken Bruno  
President

## Welcome New Members

Dakota Security Systems, Inc.  
ECS Nutrition Inc.  
Harrison Rand Advertising  
ijKim architect pllc  
Koryodang Bakery & Café  
Nara Bank  
NY Life-Ruben Chez  
Restoration 1 NJ  
Robert Wilkens Insurance Agency  
Smart Stop Self Storage  
Sneak Times  
Son Cubano  
Spa Dew  
The Palisades Condos/Wentworth  
Valley National Bank  
Z Realty Group, LLC



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## CHAMBER SPOTLIGHT...

### Z Realty Group, LLC

Z Realty Group, LLC was formed in 2009 and opened their Fort Lee office in October, 2011. Zeynep "Z" Ekemen, President and Founder, explains, "We provide retail leasing and tenant representation in the New Jersey area." Get more information at [www.zrealtygroup.com](http://www.zrealtygroup.com). Right is a photo taken at the ribbon cutting October 4 at the new offices located at 1564 Lemoine Avenue in Fort Lee.



### ijKim architect, pllc

Iljoon Kim is the founder of ijKim architect, pllc, a design/planning practice specializing in contemporary destination architecture. "We turn a client's vision into reality with innovative ideas and sustainable design. In each and every project, we bring our expertise in design and construction with creativity, generating exceptional value for clients."

He joined the chamber to meet more people in the area. The best way to do that is to get involved, so Iljoon volunteered for the Program and Events Committee. Thanks for jumping right in! Find him at [www.ijkimarchitect.com](http://www.ijkimarchitect.com).

by W. Hope Player, CPA, CFP, CVA, The Arcadian Group, LLC

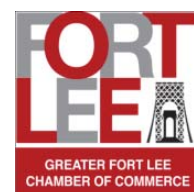
## "Who wants more TIME?"

There is never *enough time*. We need *more time*, *run out of time*, are *time-poor*, *don't have time*, wish we had *more time*...talk about supply and demand! Since a day will never be more than 24 hours, try following these guidelines.

### 7 Steps to Better Time Management:

1. Make a list of everything you need to do each day.
2. Use the 80/20 Rule. 20% of activities account for 80% of value. Focus on the 20%.
3. Use the ABCDE Method of setting priorities.
  - A tasks: must do-serious consequences if not done
  - B tasks: should do-mild consequences if not done
  - C tasks: nice to do-no consequences if not done
  - D tasks: delegate to someone else
  - E tasks: eliminate whenever possible
4. Use zero-based thinking. Is there anything you are doing today that you would not do again? If the answer is "yes", one of the best time savers is to stop doing it.
5. Practice the Law of Forced Efficiency. There is never enough time to do everything-there is always enough time to do the most important thing:
  - a. What are your highest value activities?
  - b. What can you, and only you, do?
6. Overcome procrastination. Feel like stopping work on a key task? Repeat "Do it now!" over and over and get back to work.
7. Concentrate single-mindedly on one thing at a time. Focus 100% on the most important task until it's done.

by Margaret Maclay, Business Performance Advisor, Maclay Associates, LLC [m.maclay@maclayassociates.com](mailto:m.maclay@maclayassociates.com)



### Promoting the Greater Fort Lee Area

- Strategic Alliances
- Networking Events
- Welcome Bag
- Visibility
- Educational Programs
- Community Events
- Credibility
- Chamber Events
- Community Directory

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## Albert F. Buzzetti, 2011 Person of the Year



Albert F. Buzzetti, Chair and Chief Executive Officer of Bank of New Jersey, understands hard work, education and perseverance. The Greater Fort Lee Chamber of Commerce believes these traits make him the perfect selection to be recognized as this year's "Person of the Year."

Mr. Buzzetti spent most of his banking career right here in Bergen County. He served our country in the United States Army and entered banking more than fifty years ago. His aspirations in the industry led him to pursue his college education in night school, where he started work as a "Rack Clerk" at Manufacturers Hanover Trust Company in New York. He earned a Bachelor's Degree in Business Management and a Masters in Business Administration at Fairleigh Dickinson University.

Bank of New Jersey, opened in 2006, and is Mr. Buzzetti's current project. Under his guidance, the bank now has seven branch offices and over \$400 million in assets. He was an integral part of the formation of Bridgeview Bank and its growth to eleven branches and its sale to Interchange Bank in 2003.

His career has not been all work, because he truly believes in giving back to the community. Mr. Buzzetti sat on Boards of Directors for organizations such as YMCA, United Way, and as a three-time chairman of the Fairleigh Dickinson Annual Fund. He coached youth sports and served as an administrator in the programs. Over the years, he served as a trustee of Clarkstown Central School District and as chairman of City of Paterson CETA Program.

Please join us November 19, 2011 in our celebration of Mr. Albert F. Buzzetti, at the DoubleTree Hotel in Fort Lee.

by W. Hope Player, CPA, CFP, CVA, The Arcadian Group, LLC

### Member BBQ



Chamber Member Lucille Skroce and Margaret Maclay Program and Events Chair



Board Member Jaime Weiss

### Movies & Music Under the Stars



Programs and Events Committee member Mirela Tarabokija. The chamber sponsored the evening benefiting the Fort Lee High School Academy of Performing Arts.

## GREATER FORT LEE CHAMBER OF COMMERCE Officers & Board Members

2011-2012

### President

Ken Bruno

KAB Computer Services, LLC

### First Vice President

Ashley Yook

DoubleTree Hotel - Fort Lee

### Second Vice President

Alejandra Pazmino

APG Enterprises LLC

### Secretary/Treasurer

Margaret Maclay

Maclay Associates, LLC

### Immediate Past President

Gloria Oh\*

ASAP Title Agency, LLC

### Board Accountant

W. Hope Player, CPA, CFP, CVA

The Arcadian Group, LLC

### Board Attorney

Saverio Cereste\*, Esq.

Law Offices of Saverio V. Cereste

### Presidential Appointees

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Frank A. Patti & Kenneth Mikatari  
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Anthony Clores\*

PHI Enterprises, LLC

Joseph Mariniello, Jr.

Mariniello & Mariniello, PC

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Howard Joh

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Michael Lesler

Bank of New Jersey

Anthony Sorrentino

Otterstedt Insurance

Craig Weinstein\*, Esq.

Law Offices of Craig Weinstein

Jaime Weiss

Weiss Realty Co. Inc.

\* Past President

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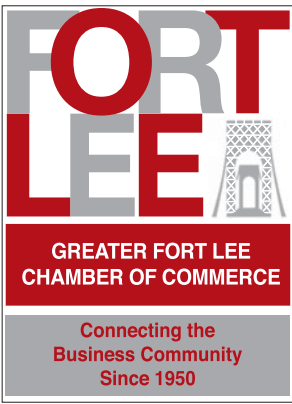
## 43<sup>rd</sup> Annual Dinner & Dance

Saturday, November 19, 2011 • Cocktails 6:30 • Dinner 7:30 • DoubleTree Hotel, Fort Lee

For ticket or directory information call: 201-944-7575

Honoring Person of the Year: **Albert F. Buzzetti**





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## IRONMAN COMING TO FORT LEE



The 2012 Ironman U.S. Championship is coming to Fort Lee on Saturday, August 11, 2012. This will be the first time an Ironman competition has ever been held in the New York metropolitan area. The event will be co-hosted by Fort Lee and New York City. It is expected to generate nearly \$50 million in revenue. 2,500 athletes from around the world are expected to compete in the 2012 Ironman U.S. Championship.

The 140.6 mile course will begin with a 2.4 mile swim. Participants will then bicycle 112 miles. The competition ends with a 26.2 mile run. It is expected that parts of all three stages of the race will take place in Fort Lee.

According to New York City Mayor Michael R. Bloomberg, some of the best athletes in the world will participate in the triathlon. Registration began in June 2011, and was sold out within 12 minutes.

The Borough of Fort Lee has been planning its involvement in the 2012 Ironman U.S. Championship for some time, and intends on taking a very active role. Mayor Mark Sokolich and several members of the Borough Council have had meetings with organizers from the World Triathlon Corporation (WTC). WTC is a Florida based company recognized for athletic excellence, distinguished events and quality products.

According to Mayor Sokolich, the hub for the triathlon is Fort Lee. "Everybody is going to congregate at Ross' Dock," Mayor Sokolich said. "I'd love to get them past Constitution Park, where we can have an outdoor concert, community barbecue, and room for kids and chairs." The Mayor is particularly proud that Fort Lee was chosen to co-host the event. "There were a multitude of boroughs that were being considered to play this part, this cog in the wheel, and we were selected," he said.

Mayor Sokolich added that Fort Lee would be reimbursed by the Ironman organizers for any overtime, and that bleachers would be erected in Fort Lee so spectators will have a birds eye view of this historic race. The website for the 2012 Ironman U.S. Championship is [www.ironmanuschampionship.com](http://www.ironmanuschampionship.com).

Any Greater Fort Lee Chamber of Commerce member or other business interested in being a sponsor, advertiser or in any other manner, should contact the Chamber office at (201) 944-7575 or e-mail [assistant@greaterfortleechamber.com](mailto:assistant@greaterfortleechamber.com).

*by Craig Weinstein, Esq., Law Offices of Craig Weinstein*



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