

Flemington-Raritan Business Association

October 2002

FRBA "Where Business and Community Meet"

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HCYMCA 11th Annual Comedy Night

Join us at the Hunterdon County YMCA's 11th Annual Comedy Night on Friday, November 8th at the Hunterdon Hills Playhouse, Rt. 173, Hampton NJ. Featuring 3 standup comedians of television & coast to coast comedy club fame, they will have you clutching your sides with some hilarious uproarious comedy. Hors d'oeuvres and a cash bar start at 7:00 p.m. and the opening act begins at 8:15p.m. Tickets are \$50. per person and all proceeds benefit the YCares Financial Assistance program. Last year's event SOLD OUT ... don't wait, buy your tickets now. Tables of ten can be reserved. To purchase tickets call either branch, Deer path @ 782-1030 or Round Valley @ 236-0055 ext. 43, or visit our website at hcyxca.com and click on Special Events.

Hunterdon Holiday Parade

This year's Hunterdon Holiday parade sponsored by the Flemington-Raritan Business Association, will take place Sunday, December 8, 2002 at 7pm, Main Street, Flemington, NJ. Parade Route from Fulper Road to the Monument at East Main Street. Bands, cheerleaders, floats, scouts and holiday fun. Interested participants and volunteers. Volunteers are needed for this big event. Please contact Holiday Parade Chairman Chris Gacos at 908-788-2921 or FRBA Administrator Edward Morris at 284-9341 or e-mail edward@edwardmorris.net.

Discover Hunterdon Business Business Expo 2002 ATTENTION FRBA MEMBERS!!!!!!

The Flemington-Raritan Business Association will be sponsoring a booth at this year's Business Expo, held on November 7th, 2002 at North Hunterdon High School from 11am to 7pm. **All** FRBA members are invited to help man the booth and display information about their business for **FREE**. For more information, please contact Ed Morris at 908-284-9341 or

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FRBA's Distinguished Business Leader of the Year Award JACK CUST

For 2002, the Flemington-Raritan Business Association is awarding its Distinguished Business Leader of the Year Award to Jack Cust.

Jack's volunteer background is extensive and has benefited the Hunterdon County area for several years. Through the years, Jack has served as a volunteer for the following organizations:

- Hunterdon County United Way
- North Hunterdon Little League
- North Hunterdon Soccer Club
- American Amateur Baseball Congress
- Immaculata High School
- Immaculata Conception Parish
- Saint Magdalen parish
- Spartan Education Foundation

Jack is also a active member of the business community, he is the CFO of the Somerset Patriots baseball club, Managing Partner and Chairman of HealthQuest of Central New Jersey, Founder and Partner of Cust, Dori & Benick a CPA firm and is Co-Founder of the Jack Cust Baseball Academy.

An Award dinner will be scheduled for February 2003, so the FRBA can present Jack with the Distinguished Business Leader of the Year award. Date, time and location for the Award Dinner will be posted on the FRBA's website: www.frbanj.com For more information please contact James Botsocas at 908-788-5700 or Ed Morris at 908-284-9341 or edward@edwardmorris.net

Halloween Making Registers Sing!

Every year around this time, stores begin displaying bins full of all types of candies. Packages of bulk sweets are everywhere - on the shelves, in the aisles, at the checkout. Trick-or-treating is big business and it drives this marketing initiative. Major retailers such as the ShopRite stores in Raritan and Franklin townships are suddenly stocked to the hilt with candies and cookies and other small, bite-sized confections. Halloween is not on anybody's list of officially recognized holidays.

But it survives - and thrives - despite a lack of any official designation. All sorts of both public and private events are planned around the last day of October. And while we say it's all in good fun for the children to go trick-or-treating, it's clearly the adults who keep Halloween alive and well.

Continued on Page 2.....

Halloween Safety Tips

Parents :

- 1.Children should carry quarters so they can call home.
- 2.Ideally, young children of any age should be accompanied by an adult. If your children go on their own, be sure they wear a watch, preferably one that can be read in the dark.
- 3.If you buy a costume, look for one made of flame-retardant material.
- 4.Older children should know where to reach you and when to be home.
- 5.You should know where they're going.
- 6.Although tampering is rare, tell children to bring the candy home to be inspected before consuming anything. Look at the wrapping carefully and toss out anything that looks suspect

Team Sponsorships

Today's business is constantly trying to expose themselves to the community. With the soaring costs of advertising in the media, it has become very costly for a business to be able to advertise.

Team sponsorships thru the local Flemington-Raritan youth sports programs have become a very popular for the local businesses to be involved. It is a way for a business to give back to the community. Most sponsorships for youth teams cost between \$150 to \$250. A business who sponsors a team will get their business name on team shirts. The teams will be identified by the business name. Weekly game summaries will be featured in the Hunterdon County Democrat. A listing of all sponsors will be given to all players and parents. A team plaque will be presented to the business at the end of the season to be displayed in their business.

Many youth sports programs in Flemington-Raritan offer this program. Basketball, Baseball, Softball, Soccer, and Football are some of the sports that have used this program to raise thousands of dollars for their clubs.

For further information about youth team sponsors, please contact Chris Gacos @ 908-788-2921.

Make A Difference Day

Make A Difference Day - America's largest national day of volunteering- is October 26th. It's a great opportunity to serve your community. For more information, contact: Make A Difference Day Hotline at : 1-800-416-3824; or visit its website:



Welcome New FRBA Members

The FRBA would like to welcome the following new members:

Pine Creek Miniature Golf
Raritan Valley Insurance
Advantage Bank
Rogers & Company
Unique Touch Foot & Hand Spa

Volunteers Needed

There are several Flemington-Raritan Business Association events that you can help out with by being a volunteer:

- Hunterdon Holiday Parade
- Business Expo 2002
- Membership Committee
- Scholarship Committee

If you are interested in becoming a volunteer, please contact Ed Morris at 908-284-9341 or

Rotary Pancake Day

The Next Pancake Day has been scheduled!

New Date: Saturday, October 19, 2002

Pancake Day began over 20 years ago, and is a mainstay of the Flemington Rotary Club for a variety of reasons:

- Promoting Fellowship
- Raising Funds for the Community
- Increasing Awareness of Rotary International.

Proceeds from this event average \$15,000!

Pancake Day is an event that is supported by the full Flemington Rotary membership. Members sell tickets, plan the entire event, and provide all the manpower (person-

Thanks!

The FRBA would like to thank Raritan Township for their donation to the Hunterdon Holiday Parade. If you would like to make a donation to the Parade or one of the other FRBA events, please use the donation form on page six of this newsletter.

Halloween Continued.....

"There's a parade in Liberty Village in the afternoon for the kiddies," said Shel Samuelson, owner of the Rocky Mountain Chocolate Factory there. "We participate, as do the other stores here."

The Rocky Mountain Chocolate Factory is a large franchise chain with some 200 stores nationwide. It began operations in 1981, about the same time Liberty Village was getting off the ground, according to Mr. Samuelson.

"We started up here with this store about five years ago," he said. "It's a family business."

The Samuelsons hold frequent fudge-making demonstrations. Anyone can call the store and plan to attend one of these.

"We have a lot of chocolate, of course," he said. "We dip berries in chocolate and we have the fudge on a marble slab."

But there's interest in other things at this time of year. It's apple-picking time, and the store has carmel apples and candy apples in keeping with the season.

Another local family-owned operation devoted to chocolate and related sweets is The Fudge Shop. It's on Route 202 in Raritan Township.

"We've been here 41 years," Allen Burry told me. "Halloween is OK for us, but our big time is Easter." At Halloween, people seem to be interested in bulk, pre-packaged candies that they can pick up at the supermarket.

Mr. Burry got an early start in the sweets business. He grew up in Plainfield where his uncle owned a place, and he worked there after school.

"We sell an awful lot of chocolate," he said. "Chocolate-covered fruits are popular - strawberries, raspberries, blackberries, even blueberries. And at this time of year, carmel-covered apples."

During the Easter holiday he estimates the store gets 600 to 700 people a day. And at Valentine's Day - another one of those big holidays that's not official - some 500 to 600 people typically show up daily. He gets a big kick out of people telling him they came by and could not get in the door.

"We've grown by word of mouth over the years," Mr. Burry said. "People come in and buy something and give it to someone else who then comes in."

In addition to all kinds of chocolates, The Fudge Shop offers all sorts of other sweets - among them sugar candies, buttercrunch and peanut brittle.

"We used to wholesale, but we stopped," he said. "Now we just sell over the counter. We enjoy it because we make our customers happy."

So Halloween moves lots of sweets in the marketplace, but that market is largely served by bulk sales at large retailers. People seem less interested in buying upscale, more expensive sweets to hand out to trick-or-treaters.

FRBA Board Officers Elected

New FRBA Board Officers were elected recently and here are the results:

President-Michael Schreck of Withum, Smith & Brown

Vice President-Chris Gacos of Sneakers Plus

Secretary-Susan Fantus, Hunterdon County YMCA

Treasurer-Theresa Freligh of Withum, Smith & Brown

Board Members:

James Bostocas of James Toyota

Robin Buhl of Ink River Gallery

Carol Clark of Corner Stone Print & Imaging

Joe Koury of McDonalds

Carol Nebiolo of Sweet Carolines

Debbie Stout of Commerce Bank

Ron Van Horn of Van Horn Financial

Estate Planning

By, Ronald F. Van Horn, CLU, ChFC

Three out four people I meet with do not have wills! Good planning will help to insure your hard- earned assets and estate go where *YOU* want them to. In the event you die without a will in the state of NJ the layout below will give you a general idea how the probate court will order your assets to be distributed.

IF YOU LEAVE

1. No lineal descendants or parent or parents.
2. No lineal descendants but a parent or parents.
3. Lineal descendants who are lineal descendants of both you and your spouse.
4. Lineal descendants and one or more are not lineal descendants of both you and

THEN

1. Spouse takes all.
2. Spouse takes first \$50,000 and one half balance. Parents take rest.
3. Spouse takes first \$50,000 and one half balance. Lineal descendants take the rest.
4. Spouse takes one half and lineal descendants take one half.

WHEN YOU, DIE WITHOUT A WILL AND LEAVE NO SURVIVING SPOUSE:

IF YOU LEAVE

1. Lineal descendants.
- 2.No lineal descendants but have Parents
3. No lineal descendants or parents at all
4. No lineal descendants or parents or lineal descendants of parents but a grandparent ,or grandparents.
5. No lineal descendants or parents or lineal descendants of parents grandparents take all. or grandparents.
6. No lineal descendants or parents or lineal descendants of parents or grandparents or

THEN

1. Lineal descendants take all.
2. Parents take equally.
3. Lineal descendants of your parents take
4. Paternal grandparents take one half and maternal grandparents take one-half.
5. Lineal descendants of your
6. The State of New Jersey takes all.

In the event you have taken the time to have completed some planning and have executed wills, beware. Tax laws change daily and your personal situation may have changed since you executed your wills. Nine of ten people I meet with who have wills, have documents that need some type of updating. Consider your planning needs and have an attorney prepare the needed documents to make sure things will go the way you want. Get it

FRBA Newsletter Submissions

Does your business or organization have an event that you would like published in a future FRBA newsletter? If so, please send information about the event to Ed Morris, fax 1-760-875-6076, or e-mail:

Portfolio Year-end Review

By, Ronald F. Van Horn, CLU, ChFC

The year-end is coming fast! Prospects for a substantial stock market rebound do not look realistic. In front of us we still face corporate scandals, accounting challenges, and reduced corporate earnings/year-end forecast. Do not forget the possibility of war and the rocky overseas markets. Now is a good time to be looking at your allocations in relationship to your goals.

Make sure you are diversified and money you have in the stock market is money you can keep there for at least 5-10 years. Short-term goals should be addressed with fixed investments. If your time horizons for the money you have earmarked have been reduced, you should consider a re-allocation to fixed investments for some or all of the money.

Also, if your tolerance for volatility caused from stocks or growth funds has diminished, you should consider re-allocating a larger portion of your long-term holdings to fixed investments. Remember going forward that money re-allocated from stocks to bonds or fixed investments will no longer offer the prospects for capital appreciation (the up-side of the volatility story). A simple equity -to-fixed formula to consider for long term investments: Take your age subtracted from 100 and what's left over could be considered for stock allocations; example for you math wizards – your age is 60, and what you have left over after subtracting from 100 is 40. That would mean that 40% of your allocations could be in stocks/growth funds and 60% in bonds/fixed investments. When you are 80 years old, 20% of your long-term money could still be in stocks. The cost of inflation and taxes historically has not been covered by the returns of fixed investments. Some money left in stocks long-term could serve as a hedge against taxes and inflation given the long-term historical performance of stocks (past performance is no guarantee of future performance). A postage stamp in 1982 was 20 cents. The increase to today's 37-cent stamp is an 85% increase.

Year-end re-allocations for goal changes or risk tolerance changes need to be considered now. Remember the tax effects of selling personal assets. Long-term gains can be offset by long-term losses. In the event you file a joint return and your net losses exceed your gains, you can deduct the excess from up to \$3,000 of other income and the balance of net losses can be carried over to future years.

I know you are all busy, but the time you devote to planning some year-end adjustments, may go a long way to increasing your net worth and increasing your sleep

Interested in becoming a FRBA Member?

Your business must be in the Flemington Borough or Raritan Township. If you have more than one location, only those within these areas can be members. Membership is for one year. General meetings for members of the board are held on the Second Wednesday of each month. If interested in attending a meeting, please contact Ed Morris at 908-284-9341 or edward@edwardmorris.net. Members receive a decal indicating membership in the FRBA for display in their business location upon receipt of dues. Members also receive a newsletter to keep abreast of FRBA activities, and are listed on the FRBA web site.

If you are a business owner whose business is located within the FRBA area as stated above, please complete the form below and follow these instructions:

1. Print or cut out this copy of the form
2. Complete the form
3. Mail, along with a check in the appropriate amount made out to Flemington-Raritan Business Association "FRBA" Box 564, Flemington, N.J. 08822.

Business: _____

Contact Name: _____

Address: _____

Date: _____

Bus. Phone: _____

Bus. Fax: _____

Retail business or Professional Service? (circle one)

Type of business or service: _____

Please complete multiple forms for all locations included in the FRBA membership.

Annual Dues Schedule

- 1 store - \$125.00
- 2-5 stores - \$175.00
- 6-20 stores - \$225.00
- 21 or more stores - \$280.00

Community Events Calendar

October 20th, Hunterdon County YMCA Community Fall Fest, Camp Carr, Annandale, NJ 1pm to 4pm - Activities for the kids, free snacks and a

October 31st, MUSIC ON MAIN STREET continues, with a Halloween concert featuring Cario, located on Flemington's Main Street, there will be

Thursday, October 31st - HEP Acorn Awards Luncheon

12 NOON at Stanton Ridge Country Club Tickets: \$45/person Please contact HEP for more information (908-735-0692 or

November 7th - Experience Hunterdon Business - Business & Home Expo, North Hunterdon High School, 11am to 7pm. FRBA members who wish to help man out booth this year or would like information about their business displayed at the FRBA booth, please contact Ed Morris at 908-284-9341 or

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December 12th - Flemington-Raritan Business Association Holiday Social. To be held at the Union Hotel, Main Street, Flemington at 6:30 PM. FRBA Members and Guests are welcome. Invitations to be sent out two weeks prior. Please RSVP Ed Morris at 908-284-9341 or edward@edwardmorris.net

Flemington-Raritan Business Association

Donation Form

Name: _____

Donation Amount: _____

Business: _____

Please use this donation for the following:

Address: _____

Holiday Parade _____

Donation Amount: _____

FRBA Scholarship Fund _____

Please mail to:

FRBA Operating Fund _____

Flemington-Raritan Business Association
PO Box 564 Flemington, NJ 08822