



NEWSLETTER

MARCH 2018

Office: 210 Whiteman Street, Fort Lee 07024 201.944.7575 www.fortleechamber.com

EXECUTIVE DIRECTOR'S MESSAGE



Several months ago, our member Steve Lewis came to me and said he had a great idea. "Let's do Fort Lee Fashion Week." He envisioned this incredible event that would bring a lot of excitement to Fort Lee and provide a tremendous stimulus not just to commerce but also to the

social fabric of our town. My initial hesitation (aside from the trepidation over such an enormous project) was the fact that we have so many restaurants and even a lot of salons and fitness places, but apparel, not so much. Could our retail stores "carry" the Fashion Show? But as we talked about it, we both agreed that local clothing stores could be the foundation, and then we could bring in emerging designers, local college students with designs of their own, some well known names to add some panache and voila – we have an incredible Show reaching men and women, young adults and senior citizens, "locals" and our friends across the GWB.

Well, on May 12th, you can witness this vision become a reality! In the vacant commercial space on Hudson Street we will not only have an amazing Fashion Show, but there will be "Pop-Ups" for you to shop at as well. (Special thanks to Hudson Lights for letting us use this great space!)

And by partnering with the Fort Lee Business District Alliance, there will be 6 days of incredible promotions at local stores to help you shop for Mother's Day, pamper and wine and dine Mom and have a lot of fun as a family celebrating and honoring your mom, Grandma/Nana, Aunt and anyone else who is like a mom to you.

However, I need your help! We still have some spots open in the Fashion Show – do you know any aspiring designers or maybe someone well known who wants to be part of Fort Lee's 1st Annual Fashion Week? We still need some sponsors (this is going to be a class act, so we need more than a not-for-profit's budget) and people to sign up for Pop-Ups so that we have a well-rounded assortment of vendors. Heed Ken's call to action from the prior column, and help us make Fort Lee Fashion Week, something everyone will be hashtagging about well into June.

See the schedule on Page 4 and contact me to get involved. Thank you!

Hope Rothenberg
Executive Director
director@fortleechamber.com 201-944-7575



PRESIDENT'S MESSAGE

If you have turned on the TV lately, I am certain that you have been privy to the litany of issues that we face as the human race and as individuals. Debates on politics and gun control and the myriad of other topics in the hot seat are never ending that is for certain. But, those debates are precisely what brings me to this message. In today's modern world, one thing is certainly clear, more and more people are engaged, aware and interested. They advocate with passion for what they believe in. Those who have sat quietly in the past as on-lookers are getting involved and creating their voice. Engagement has no boundary, not to race nor background, religion nor age, nor social status. Being engaged, passionate and involved is a great thing; it connects us to one another, and we are united on some front.

That leads me to a very important point. It is the hallmark of our wonderful Chamber to engage with one another, to forge and foster relationships, to facilitate personal and business growth and most importantly to help and serve our community. We become engaged in contributing to community growth and betterment, enhancing our spaces and each other. Our organization, its successful programs and events, and guest speakers, our Chamber leaders and Board, and most of all our Chamber members have made us grow from beyond "me" to "we". This engagement and involvement adds such a tremendous value, and because of that, has allowed our Chamber to become as successful as we are.

Our website is a wonderful resource for upcoming events. It helps to keep our Chamber vibrant, relevant and cutting edge. Our calendar is filled with so many great opportunities to meet, greet and grow. If you have not already visited our new and updated site, I encourage you to do so at www.fortleechamber.com. Come out to an event, get involved, and get active. Come meet members and business owners from other Chambers, check out our exciting Fashion Show event, or our incredible golf outing upcoming in the warmer months. We as a community, as an organization have a simple mission. It all starts with you. To be engaged or not to be engaged. Live, work and play, and get to know your business neighbors!

Look forward to seeing you all!
Kenneth Bruno
President

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MEMBER SPOTLIGHT



Dawn Catherine Pascale is the founder and head baker of Om Sweet Home, a specialty bakery that focuses on plant-based and gluten-free pastries, desserts and products.

Dawn comes from a long line of traditional Italian cooks and bakers. But she identifies most closely with her grandmother and namesake, Catherine, who was celebrated for her made-from-scratch pies, breads, and pastas. While other children enjoyed watching cartoons, her favorite TV show was The Galloping Gourmet with Chef Graham Kerr.

Dawn's first experience in the food industry was actually as a cashier and then bookkeeper, so she went on to major in finance at Saint John's University. After graduation she worked at Deutschland Bank and Citigroup in Human Resources.

In 2005 Dawn launched Simply Home Goods, a traditional baked goods company with the mission of delivering simply homemade, made-to-order decadence as a side business. Her made-from-scratch cakes, cookies and pies were created with only the highest quality ingredients.

When Dawn was laid off from her job at Citigroup in January 2013, she knew that it was time to pursue her passion full time. While she enjoyed indulging in homemade treats, Dawn has always sought to use the most wholesome, healthy, and planet-friendly ingredients. This led her to register for the Natural Gourmet Institute's Vegan Baking Bootcamp that was taught by the "queen of vegan desserts", Chef Fran Costigan.

Through the course, she was introduced to baking without dairy, eggs, and any refined sugar products. As her business expanded, Dawn found more and more people asking for products that met specific dietary requirements. She saw this as an opportunity to create good-for-you, scrumptious and mindful desserts that appeal to everyone regardless of food sensitivities, allergies, lifestyles and preferences. So she got to work reformulating her Simply Home Goods recipes into vegan and gluten-free creations and launched Om Sweet Home in May 2013.

And when she could not find a palm oil-free vegan butter alternative to use in her products, Dawn decided to make her own. The Om Sweet Home-branded, Non-Dairy Butter Alternative melts, spreads and whips like dairy butter and is free of the top eight food allergens. Dawn uses this unique product in her baked goods and sells it to a selection of wholesale clients throughout New York and New Jersey. She is working on growing this product into a national brand in the near future.

Over the past five years, Dawn has grown Om Sweet Home from a one person operation working out of rented commercial kitchen to a team of three pastry chefs with a storefront and commercial baking facility. She looks forward to expanding her wholesale baking business.

Om Sweet Home
708 Anderson Avenue Cliffside Park, NJ 07010
201-943-CAKE Om-sweethome.com



WELCOME TO OUR NEW FLRCC MEMBERS



- 201 HEALTHY SPA;** 201 Bridge Plaza North, Suite 2, Fort Lee
- A FOCUSED ADVANTAGE;** 770 Anderson Avenue, Fort Lee
- ABOVE ALL FITNESS;** 1642 Schlosser Street, Fort Lee
- ADUROLUX;** 2050 Center Avenue, Fort Lee
- AESTHETIC DENTAL;** 9252 Kennedy Blvd, North Bergen
- AURA THAI KITCHEN;** 210 Main Street, Fort Lee
- BANK OF HOPE;** 172 Main Street, Fort Lee
- CGI HOLISTIC FITNESS CLUB;** 111 Homans Avenue, Closter
- CHOI LAW FIRM;** 1372 Palisade Avenue, Fort Lee
- COLDWELL BANKER;** Robert Dilorio, PO Box 1102, Union City
- CORPORATE WELLNESS MONETIZED;** 555 North Ave, Fort Lee
- CROSS RIVER BANK;** 400 Kelby Street, 14th Floor, Fort Lee
- CRUISE PLANNERS;** 2100 Linwood Avenue, Fort Lee
- DOCTOR CHIMNEY;** 814 Harvard Place, Fort Lee
- ENGLEWOOD HOSPITAL GRAF CENTER;** 305 Engle Street, Englewood
- ENTERPRISE RENT-A-CAR;** 321 Bruce Reynolds Blvd, Fort Lee
- GREEN DEN;** 150 Linwood Plaza, Fort Lee
- H&M GROUP INC;** 1636 Parker Avenue, Fort Lee
- MAMOUN'S FALAFEL;** 187 Main Street, Fort Lee
- NAJIB, KIM, FELIZ & BULLWINKEL, LLC;** 2125 Center Avenue, Ste 300, Fort Lee
- PGA TOUR HQ/THE NORTHERN TRUST;** 96 W. Midland Ave, Paramus
- PHOTO PROS;** 80 Mandon Drive, Wayne

- PUROCLEAN MITIGATION & RESTORATION SERVICES;** 492-C, Cedar Lane, Teaneck
- SLIM CENTER;** 1641 Center Avenue, Fort Lee
- SPLASH POKE;** 1605 Lemoine Avenue, Fort Lee
- STAPLES BUSINESS ADVANTAGE;** 252 Branch Brook Drive, Unit C, Belleville
- STAR STUDDED CELEBRATIONS;** 310B 6th Street, Palisades Park
- SUSSEX BANK;** 810 Abbott Blvd Suite 104, Fort Lee
- TRAVEL POINT OF AMERICA;** 1441 Broadway, Ste 6014, New York
- WORLD FINANCIAL GROUP – TRANSAMERICA;** 2160 North Central Avenue, Fort Lee



Come to our
New Member Breakfast
Wednesday, April 18th
8-9:30 am
at the 5th floor
of the Modern and put
faces to these names!



“LOOKING BACK”

2018 FLRCC 3-on-3 Basketball Tournament

On Saturday, February 24th the FLRCC held its’ 10th Annual 3-on-3 Basketball Tournament. All proceeds went to Scholarships for graduating Seniors, The Academy Of Finance Program, the Athletics Program and a Summer Internship. Many thanks to all our Sponsors, Players, Volunteers and Spectators.

BASKETBALL PICTURES



LOOKING AHEAD

Nominate Beautification Award Candidates and Attend Golf Outing & Dinner Cruise

On Thursday, June 28th we will have our Annual Membership Luncheon at the Doubletree by Hilton in Fort Lee. (Mark you calendar!) Besides announcing our new Board members and Person(s) of the Year, we also present our Beautification Award Winners at this luncheon.

We would like your help in coming up with candidates for each of the categories below. We would like to have nominees from all the towns in the FLRCC region. This year we would like to award an “MVP Award” to 1 person from each town. All submissions must be made by May 1st. Thanks in advance for your assistance and input.

MERIT AWARDS - within the greater Fort Lee area, for the remodeling of an existing structure, the expansion of an existing structure or the replacement of an existing structure with a new structure (1-4 recipients)

CONCEPTUAL AWARDS - A total project with its own impact on the community

LANDMARK AWARD - Annually presented when deemed appropriate to an entity that is closely identified with the community

COMMUNITY WELLNESS AWARD - Presented to a business/individual who has made a significant impact within the regional community

COMMUNITY MVP AWARD - Presented to an individual who has made a significant impact within the regional community

10TH ANNUAL
Fort Lee Regional Chamber of Commerce
Golf Outing
Wednesday, June 6
11:30 Check-in • 1 PM Shotgun start
at New York Country Club
103 Brick Church Road, Spring Valley, NY
Golf, BBQ Lunch, Cocktails & Dinner - \$180 pp
Cocktail Hour & Dinner (Only) - \$65 pp
Network on a beautifully manicured golf course
Get there in less than 30 minutes
Win great raffle prizes
Event Sponsor:
Bank of New Jersey

Dinner & Networking Cruise
Spirit of New Jersey
Tuesday, May 22, 2018
6:15 - 8:45 pm
\$65 for Members
\$95 for Non-Members
(Includes Dinner, DJ, Free Parking and Cruise)
Payment Due at Registration By Friday, May 4th
(Seating is limited)
We will leave from Lincoln Harbor, 1500 Harbor Blvd., Weehawken
Multi-Chamber Event with Mahwah Regional Chamber of Commerce, Meadowlands Regional Chamber, Hudson County Chamber of Commerce, and Newark Regional Business Partnership

WHAT'S UP?



A special column for FLRCC members to keep up with what is going on in our area

CLIFFSIDE PARK – MAYOR TOM CALABRESE



• The town continues to obtain state and federal grants at no cost to homeowners, and is maintaining an AA+ rating from Standard & Poor's (S&P). This enables Cliffside Park to fund bonds for its projects at lower interest rates and save taxpayers money.

- The town received a pair of grants totaling \$400,000 for repaving of Lawton Ave. from Anderson Ave. to the border of Ridgefield, and also for new sewers along the street. A similar sewer project is also ongoing for Franklin Ave.
- Utilities firms PSE&G and Suez Water are both currently performing major infrastructure upgrades to its equipment across town.
- About \$200,000 in grants is earmarked for new basketball courts and playground surfaces for West Grantwood Playground. Another \$30,000 in grants will provide free lunches and snacks for the full time summer recreation program's 600 children.
- The 13-story Towne Center Complex with 314 luxury rental units is completed and has 100 units rented. A restaurant called Sedona Taphouse opens March 26th. The 14-story luxury and townhouse development called One Park on Addolphus Ave is expected to be completed in September.

FORT LEE – MAYOR MARK SOKOLICH



- Construction of a New Parking Deck
- Construction of a New Post Office and Municipal Offices
- Demolition of old Post Office and Construction of a New Park and Amphitheater
- Construction of our Second Community Garden
- Conversion of an Existing Outdated Municipal Pool to our Second State-of-the-Art Spray Park
- Record breaking Borough-wide Street Re-Pavement Initiative never before experienced in our Borough

FORT LEE FASHION WEEK

MAY 7-12

EVENT SCHEDULE

THURSDAY, MAY 10TH

Karaoke Kickoff Party
Time: 6:00-8:00 pm
Location: City Perch in the iPic Theater

Men's Shopping Night for Mother's Day

Pop-ups Open
Time: 5:30 pm - 7:30 pm
Location: Hudson Lights

FRIDAY, MAY 11TH

Master Classes
Dance • Fashion • Health & Wellness • CycleBar 101 • Organizing & Purging Your Wardrobe • Personal Shopping & Wearable Technology
Time: 3:00 - 6:00 pm
Location: Downtown Fort Lee, Exact locations TBA

Pop-ups Open
Time: 3:00 pm - 6:00 pm
Location: Hudson Lights



SATURDAY, MAY 12TH

Welcome Brunch
Time: 11:00-12:30 pm
Location: The Modern
For Potential New Residents, New Businesses & Press

Fashion & Film in Fort Lee
Time: 1:00 – 2:00 pm
Location: Fort Lee Museum

Shopping & Pampering Mom (Promotions & Pop-ups)
Time: 2:00 – 6:00 pm
Location: Downtown Fort Lee & Hudson Lights Park

“Free Spin” with CycleBar
Time: 2:00, 2:20 and 2:40 pm
Location: Hudson Lights Park

Yoga with Pure Bliss Yoga
Time: 3:00 - 4:00 pm
Location: Hudson Lights Park

Women & Men's Fashion Show
Time: 6:00 – 7:00 pm
Location: Hudson Lights

“After-Party”
Time: 7:00 – 9:00 pm | Location: Hudson Lights
Champagne and finger food

Pop-ups Open
Time: 1:00 pm - 8:00 pm
Location: Hudson Lights

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