



River Edge Chamber News

The River Edge Chamber of Commerce
P.O. Box 15, River Edge, NJ 07661
201-576-9400

25 January 2004, Stuart Schneider - Editor

The River Edge Chamber of Commerce is an organization of business men and women whose goal is to create a healthy business environment and provide community service. © River Edge Chamber of Commerce, 2004

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 The February 4th luncheon meeting will be held at Shanghai Restaurant, 606 Kinderkamack Road, River Edge at 12 Noon.

Meeting Schedule for 2004

- February 4
- March 3
- April 7
- May 5

Minutes:

The Mayor and council have passed the Sign Ordinance that the River Edge Chamber has spearheaded. As you may recall, the ordinance banned banners and other signage. Members of the River Edge Chamber of Commerce appeared at meetings, offered a revised sign ordinance and testified to the effect that the ban was having on their business. Wendy Walker made a presentation at the Council Meeting of the way that the River Edge Chamber of Commerce wanted the sign ordinance to read.

It was an overwhelming success. The new ordinance, adopted by the Mayor and Council, addressed the needs of the membership of businesses in the town and banners are allowed 4 times a year for 28 days at a



Christine Valmy Day Spa & Salon

stretch. We thank the members who gave their time to push this issue and congratulate ourselves on a successful campaign that will directly benefit the business community in town.

The November meeting was a real treat for those attending. It was held at Christine Valmy Salon & Day Spa and catered by Dantes. Besides the cordial atmosphere and good food, the members who had time, were

invited to choose a salon service at no charge. I chose a massage that really made it hard to go back to work afterward. Other members had nails done or experienced a Christine Valmy facial. Boy! Talk about a meeting that many members regretted missing or were unable to stay for that extra 45 minutes after the meeting ended. Christine Valmy is located at 335 Johnson Ave. in River Edge and they recently purchased another skin specialty spa that is in Englewood. Their phone number is 201-488-3335, fax number is 201-343-0404 and you can check out their services on the web at www.cvdayspa.com.

The 2004 Directory:

The upcoming **Directory** is expected to attract new advertisers and allow the River Edge Chamber of Commerce to continue to push projects that make it easier for town businesses to attract and keep business in town. If you have not sent in your ad for the Directory, it is not too late. We are holding a page for you!

New Officers Elected:

Well, 2003 seemed to shoot by quickly and a new year is upon us. We are all looking forward to an

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improved business atmosphere as the economy picks up. The Chamber is already planning projects that will bring more customers to River Edge businesses. We have a new slate of officers chosen by the Board. The new President is Mary Montemurro, Vice-president is Dan Stenchever, Secretary is Tom Bernard, Treasurer is Wendy Walker. Congratulations and many thanks for two years of great work by our outgoing Chamber officers.

Spotlight On Members:

This month's Spotlight features new member, Allison Ong Shreffler, an architect, who provides architecture and design services for both residential and commercial construction. Commercial projects range from new storefronts to renovations for businesses and restaurants. Residential projects include new construction, whole-house renovations, and



(above) Allison Ong Shreffler & Wendy Walker at Christine Valmy. (below) Luncheon at Christine Valmy



If you are considering new construction or renovation, you can reach Allison Ong Shreffler at 201-634-0533 for a consultation.

WRITERS WANTED:

The Chamber Newsletter solicits local writers. Tell us what you are doing in River Edge. We need a few members to write articles, reviews, cover local events, and provide timely articles of interest to our readers.

additions.

Allison's philosophy is to provide her clients with a comprehensive design, not an add-on feature that looks like just that. Her projects look like they are new and fresh, yet fit into their surroundings. Sometimes overlooked, a business storefront should convey to potential customers what type of business it is. A residence should look like the whole building was built together at one time. Consideration for siting a building and its access and interior flow of circulation are also important. The entrance to your business should be prominent and inviting.

She is aware of how important it is to represent her clients during the course of construction. There are field conditions that need to be addressed. She stresses the importance of being able to facilitate the communication between client and contractor to ensure that the project moves smoothly from design to completion.

We hope you have taken the opportunity to check out our new, revised website. Anyone looking for information on River Edge businesses will find it there.

Current officers:

President: Mary Montemurro (tel. 201-488-3335)
Vice Pres.: Dan Stenchever (tel. 201-487-4400)
Treasurer: Wendy Walker (tel 201-487-2629)
email:timothyjwalker@mindspring.com
Secretary: Tom Bernard (tel. 201-262-7777)
email: abagency@aol.com

WebSite: www.riveredgechamber.org

The Editor wants to hear from you about what you are doing - email: Stuart@wordcraft.net or mail information to: 820 Kinderkamack Rd, River Edge 07661