

# Business News



February 2017

Volume 41, No. 2

## Hunterdon County Chamber of Commerce Announces Support for Redevelopment Project for the County Seat

In December, the Hunterdon County Chamber of Commerce Board of Directors publicly announced its support for the Redevelopment Project proposed by developer Jack Cust for the Borough of Flemington. The Chamber indicated that its Mission which is, "To



*enhance an economic climate that advances growth, prosperity and the quality of life for all who live, work and visit Hunterdon County,*" aligns with the vision that has been put forward for the Borough of Flemington with the current plan.

The Chamber's sister organization, the Hunterdon County Chamber of Commerce Foundation, now owns the Large House a historic 1847 property in the downtown very close to the redevelopment site. The Foundation has demonstrated a strong and dedicated commitment to historic preservation of its historic property. The Chamber has indicated that it looks forward to the continued interest of the developer and public officials in preserving the unique nature of the downtown, of which the Large House and the Chamber Foundation is a key part. The Chamber believes that the current plan and the historic nature of the downtown can complement each other in a manner that boosts commerce, promotes employment, and maintains what is unique about the downtown.

The Chamber indicated that the jobs that will be created by the project and the impact of the plan to encourage economic growth are two key benefits of the plan.

The Chamber indicated that it listened to, understood, and respected the views of its friends who have expressed concerns about the plan. The Chamber has stated that it is confident that public officials will do a thorough and

complete evaluation of the redevelopment plans as they evolve to ensure infrastructure, environmental and other concerns are appropriately addressed.

The Chamber said that it looks forward to working with local officials and the developer to assist its

member businesses in the redevelopment area doing business as the project is underway and to helping these businesses continue thriving when the project is completed. The Chamber plans to advocate for completion of this important project and assist in educating the public about the economic and social benefits of the project to Flemington and Hunterdon County.

Cust presented his plan for "The Stagecoach at Flemington," an idea for revitalization of Main Street, to a crowd of over 100 people on February 22, 2016. Press reports indicate the audience was very supportive of the plan.

The project aims to attract people to Main Street to work, live, and shop, and includes plans for more than 200 new condos, a 100-room hotel, parking for over 900 cars, a pedestrian plaza with shops and restaurants, and potential for either a college campus or theater. While some are opposed to taking down the Union Hotel as well as two other buildings as included in the plans, the Chamber has noted that no viable alternative plan or funding source has been presented.

The Chamber expressed concern about the potential lost opportunity and continued deterioration of the site should the plan not move forward.



# Chamber Board Supports Elective Angioplasty to Improve Quality of Life for Hunterdon County

The Hunterdon County Chamber of Commerce Board of Directors recently adopted a resolution of support for Hunterdon Health Care's efforts urging the New Jersey State Legislature for the Department of Health to approve additional licenses for angioplasty facilities, with at least one in each of our 21 counties in New Jersey. Heart disease remains the number one cause of death in Hunterdon County.

Hunterdon Medical Center currently does not have state approval to conduct elective angioplasty, a scheduled treatment to open narrowed arteries of the heart, therefore exposing cardiac patients to severe risk. Hunterdon

Medical Center has expert Cardiologists and state-of-the-art facilities where non-elective emergency angioplasty procedures are performed with great success and excellent outcomes.

National studies have concluded that performing elective angioplasty at facilities without surgical back-up is safe; Hunterdon Medical Center cardiac patients must go to alternate and out of state facilities when the procedure can be conducted successfully at the medical center. New Jersey is one of only a small number of states nationally without regulations allowing for the safe conduction of elective angioplasty at qualified facilities without on-site

cardiac surgery. The Chamber Board feels New Jersey has a responsibility to provide comprehensive, preventive cardiac healthcare resources with equal access to all of the state's residents and who work in our County.

The legislation that the Chamber Board supports would require the Department of Health to license additional angioplasty facilities, with at least one facility in each county.



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## Be a Part of Hunterdon Chamber Radio



regularly scheduled programs reach an audience in excess 8000 listeners of live and podcast programming.

A Chamber Radio commercial telling prospective customers about a product or service; announcing a sale or special event; or celebrating an opening is a one-of-a-kind opportunity for members. Less expensive than cable TV, the Chamber will advertise your special message for as infrequently or as long as it makes sense for your business. The reach, or the broadcast capacity, after all, is worldwide. Advertising is the key to this membership benefit. Consider placing your cost-effective commercial with Chamber Radio.

For more information about Hunterdon Chamber Radio, please call: 908-782-7115



The Hunterdon County Chamber of Commerce launched its live Internet radio in October of 2011--- the only Chamber in the world with a 24-hour radio station. Hosts broadcast weekly programs on a wide variety of topics, that later become podcasts which are made available to program guests and for listening download extending an already large listening audience. Listeners may also follow regional news and weather; keep current with business issues throughout the day; and since some programs allow call-ins, listeners become participants in community happenings. Broadcasting from the studio in the Chamber office, the show occasionally goes "on the road" to feature special County events thanks to the savvy skills of the morning show host, Big C.

Broadcast opportunities are available to Chamber members only--offering its worth in membership investment alone since

## Business News

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For information contact us by phone:  
**908-782-7115**  
 fax: 908-782-7283

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Hunterdon County Chamber of Commerce  
 119 Main Street  
 Flemington, NJ 08822

## Hunterdon Chamber & Somerset Partnership Host Opportunity NJ Forum



The Hunterdon County Chamber of Commerce held a forum on January 11, 2017 at RVCC featuring key leadership from Opportunity NJ. Pictured above from left to right: Somerset County Freeholder, Patrick Scaglione; Hunterdon Chamber President, Chris Phelan; New Jersey State Chamber President, Tom Bracken; Somerset County Business Partnership President, Mike Kerwin; NJBIA President, Michele Siekerka; Hunterdon County Freeholder, Suzanne Lagay; and Somerset County Freeholder Peter Palmer.

OpportunityNJ (ONJ) is a non-partisan, grassroots coalition comprised of New Jersey interests representing employers, employees, business, trade groups, community organizations and other concerned citizens in the State. With no direct ties to political parties or government, ONJ serves as an independent voice to provide data based education about New Jersey policy actions – and to support policies that encourage job growth, affordability and prosperity in New Jersey.

Together – outside of the political structure – ONJ will create a strategic direction that addresses four immediate critical areas affecting affordability in New Jersey: tax reform, infrastructure investment, workforce development/jobs, and regulation reform.

### **Make New Jersey Affordable for all residents to live and work:**

- Reduce our overall tax burden, cut through the red tape of government, and eliminate antiquated regulations that are a burden and undue cost to citizens and businesses.
- Advance the development and retention of a talented workforce where people are encouraged to stay due to the opportunities and affordability that a less burdensome environment provides.
- Guide investment of government resources towards areas that reinforce a positive work and living environment, such as improving aging infrastructure through dedicated and predictable funding sources.

### **Bring New Jersey Together Toward a “Common Ground” Goal:**

- Cultivate a grassroots network of diverse community, business, trade and citizen interests.
- Facilitate discussion and stimulate out of the box thinking about the issues impacting affordability in New Jersey.
- Develop collaborative solutions-based platforms, outside of the political arena and influences.

### **New Jersey’s GPS to Success:**

- Recreate the process through which public policy solutions are developed and rebuild trust in that process through collective involvement and a solutions-based approach.
- Engage interested participants in the development of solutions-based platforms to achieve affordability and prosperity in New Jersey.
- Create Policy Committees to focus on specific issues of common concern, and work together to create recommended solutions to reach common objectives.
- Collect and analyze available data and research already conducted by New Jersey business organizations, community interests, think tanks, not-for-profits and even state and local agencies.
- Include evidence based data in all policy recommendations to educate decision makers on the impact of such policy on “affordability.”
- Conduct economic impact testing to all policy recommendations to ensure outcomes that drive “affordability.”

### HUNTERDON COUNTY CHAMBER OF COMMERCE BOARD OF DIRECTORS

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The Hunterdon County YMCA hosted a grand reopening to celebrate recent renovations to the fitness center at the Round Valley Branch on January 7th. The ribbon cutting ceremony was officiated by Bruce Black, President and CEO of the YMCA; John Higgins, Mayor of Clinton Township; Suzanne Lagay, Hunterdon County Freeholder; and Chris Phelan, President and CEO of the Hunterdon County Chamber of Commerce.

Maria Semple, Principle of The Prospect Finder, LLC, shared her outstanding LinkedIn knowledge during our December 6th Lunch and Learn hosted by our Women's Business Forum at the Hunterdon Shared Space in Clinton. This sold-out event was enjoyed by all attendees so much that the Women's Business Forum Committee had asked Maria if she would be one of the breakout speakers for the 8th Women's Business Summit, which is scheduled to take place on Tuesday, April 25, 2017 at Hawk Pointe Golf Club.



*Would you like to develop your leadership skills?*

*Would you like to meet key business, education & non-profit leadership?*

*Information Sessions are available on: February 28th & March 14th from 8:30-9:30a.m.*



**We are now accepting applications for our 2018 Leadership Hunterdon Program**

**For more details, please call: 908-782-7115**

**The vision of Leadership Hunterdon is to transform people to become trustees of our communities, to become leadership resources and work for the betterment of Hunterdon County.**

# Don't Miss the Annual Meeting & Dinner Dance

Friday, February 24, 2017 marks the Hunterdon County Chamber of Commerce's 2017 Annual Meeting & Dinner Dance. This highly attended annual gathering will be held from 6:00 to 11:00pm at The Farmhouse at The Grand Colonial in Perryville, NJ. This year's theme is a "Night on the Red Carpet".

This lovely evening out entails cocktails and hors d'oeuvres from 6 to 7p.m., followed by a 15 to 20 minute Annual Meeting/Installation of New Officers, and then on to the dinner and dancing. There will be another incredible silent auction this year including artwork, apparel, and gift baskets to browse and bid on. The 2016 Annual Business Report will be available for distribution the night of the event as well.

The Chamber would like to thank Merck & Co. for once again taking the Presenting Sponsorship for this event. Also, a thank you to our Entertainment Sponsor, Hunterdon Radiological Associates; Cocktail Hour Sponsor, eSOZO Computer & Network



Services; and Supporting Sponsor, Hunterdon Healthcare.

There are still Supporting Sponsorships available for this festive event. Cost per ticket for the evening is \$100 for Chamber Members and \$175 for General Admission. Tables of 8 are also available for \$900 which includes a half-page ad in 2016 Annual Business Report.

Pre-registration is required by calling 908-782-7115 or registering online at [www.hunterdon-chamber.org](http://www.hunterdon-chamber.org).

*Are you unable to attend the Annual Meeting & Dinner Dance? You can still give your business excellent exposure by donating a silent auction item and/or placing an ad in the 2016 Annual Business Report. For more details, please contact the Chamber at: [lcummins@hunterdon-chamber.org](mailto:lcummins@hunterdon-chamber.org).*



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# 2017 Women's Business Summit

The Hunterdon County Chamber of Commerce is sponsoring its 8th annual Women's Business Summit to be held on Tuesday, April 25th from 8:00am to 2:00pm at Hawk Pointe Golf Club.

This year's theme is "Moving Women Forward in Business". Our afternoon keynote speaker will be Ms. Kathleen McQuiggan, a Senior Consultant to the Pax World Global Women's Equality Fund. Ms. McQuiggan is responsible for the gender initiatives at Pax World, including managing the firm's efforts on gender equality as an investment concept and for leading the sales and marketing efforts of the Global Women's Equality Fund. Kathleen is a long-time activist for women's issues in business. She has been a guest speaker at numerous conferences on women in finance including: 85Broads, Simmons College and 100 Women in Hedge Funds.

Our Women's Business Forum committee is presently planning some



highly informative breakout sessions for this year's Summit that will cover topics like professional development, community leadership roles, plus much more.

We thank our Presenting Sponsor, Patton, Heide & Associates for the continued support of the Women's Business Summit; our Supporting Sponsor, Hunterdon Radiological Associates; Contributing Sponsor, Raritan Valley Community College; and our Scholarship Sponsor, MSI Plumbing.

Through our Scholarship Sponsor, MSI Plumbing, we are able to offer up to 10 scholarships to individuals interested in attending the summit. If you would like criteria to qualify to apply for a scholarship, please contact Laura M. Cummins at the

Chamber office or at [lcummins@hunterdon-chamber.org](mailto:lcummins@hunterdon-chamber.org)

Consider attending the Summit if you are a Small Business Owner, Senior Executive, Supervisor/Manager or high achieving individual or entrepreneur.

For more information or to register, visit [www.hunterdon-chamber.org](http://www.hunterdon-chamber.org). The fee for the Summit is \$80 for Chamber Members and \$95 for non-members. Breakfast and lunch will be provided.



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Develop the business relationships that can improve your bottom line. Network, exchange business cards and present your business to other Chamber members.

*Admission is included in your Chamber membership.*

## Leads Exchange North

**Date:** Wednesday, March 1st  
**Time:** 7:45 AM registration  
8:00 - 9:00 AM program



Led by  
Tom Fitzgerald



111 West Main Street  
Clinton, NJ

## Leads Exchange Central

**Date:** Wednesday, March 15th  
**Time:** 7:45 a.m. registration  
8:00 - 9:00 a.m. program



Led by  
Judy Gold



14-B Royal Road  
Flemington, NJ

# Don't Miss Hunterdon County Community Day

The Hunterdon County Chamber of Commerce is proud to hold its 4th Annual Hunterdon County Community Day on Saturday, June 3rd from 11:00 a.m. to 4:00 p.m. at the South County Park-Hunterdon County Fairgrounds, located on Route 173 in Ringoes. Admission is free to attend and it will take place rain or shine.



From local businesses to non-profit organizations to our 26 municipalities, we are ready to celebrate everything Hunterdon on June 4th. Back by popular demand, Michael Shwedick's Reptile World will be holding three live reptile



shows throughout the afternoon. This festive event will also include a petting zoo, pony rides, children's games, demonstrations from local businesses and organizations, tethered rides on the Unity Bank Balloon, food, music and much more.



Businesses and organizations are encouraged to be a part of this exciting event, which provides a perfect platform for them to introduce their products/services to local consumers. Spots for businesses and food vendors are available for \$200 and non-profit vendors for \$100.



Also, be sure to inquire about our sponsorship opportunities for this festive event that attracts over 3,000 attendees. For more information, please call the Chamber at 908-782-7115.

## Thank You to Our Volunteers!

Events such as the Business & Home EXPO & Restaurant Showcase, Annual Golf Classic, Community Day and Annual Meeting & Dinner Dance require year-long involvement, committee rigor, and untold hours of volunteer time. The Chamber hosts many such events in a single year's timeframe along with its critical work and day-to-day demands.



Also, committees like our Business & Government, Chamber Ambassador and Women's Business Forum meet on a regular basis to help with tasks such as event coordination, member outreach and advocacy, plus much more.

We would like to take this time to extend a 'Thank you' to all of our volunteers and subject matter experts that whole-heartedly and genuinely recreate signature events

and programs year after year, and who keep activities fresh and in tune with the rhythm of the County. It is the ongoing support and outstanding collaboration of these individuals that help us further build a strong business community.

If you are interested in becoming a Chamber volunteer, please set-up a time to meet with one of our staff members so we can review the many ways in which you can participate and get involved. We are presently looking for Chamber members to be a part of the many committees that we offer at the Hunterdon County Chamber of Commerce.



# Jim Gano is Celebrating Five Years on the Air



Jim Gano is celebrating over five years of hosting a radio show on Hunterdon Chamber Radio. Gano's show lives up to its name "Takin' Care of Business" by interviewing compelling guests or by discussing topics affecting business large and small.

Some of Gano's guests have included *OnDeck*, an internet based lending company to small

businesses in need of operating capital. Chris Birdyshaw of *Fimbel Architectural Door* was a featured guest speaking about how to increase your home's curb appeal with new custom garage doors. Evan Gebhardt the owner of *Wired for Wine* was a guest who talked about wine and his company which is internet based and sells high end alcohol products.

When not interviewing guests, Gano discusses topics that affect every business large and small including marketing, sales, product diversification, revenue streams, employee issues, cash flow and more.

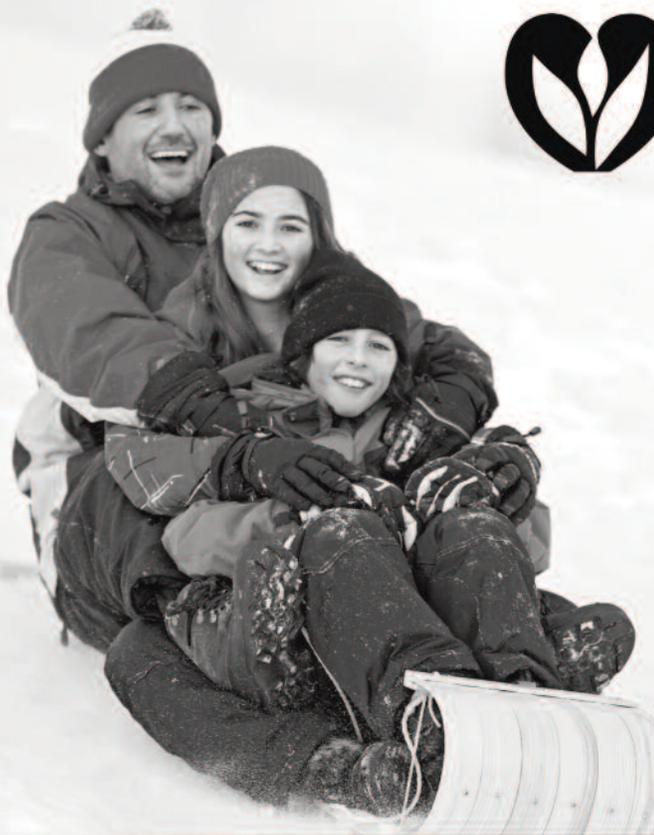
Gano is the inaugural recipient of the "Tell Me More award" which recognizes the most informative radio show on Hunterdon Chamber Radio. Jim

was presented with this award by the Hunterdon County Chamber of Commerce during the 2015 Hunterdon County Business Awards Breakfast at Beaver Brook Country Club in Annandale.

If you would like to listen to Jim's show, tune in every Thursday at noon at: [www.hunterdonchamberradio.com](http://www.hunterdonchamberradio.com)



*Jim Gano interviewing Evan Gebhardt, owner of Wired for Wine, during his award-winning show—"Takin' Care of Business".*



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**Saturday – Sunday 8:00 a.m. – 6:00 p.m.**

## new members

### **Buinewicz Plastic Surgery**

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908-956-8678  
Contact: Annie Buinewicz

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### **Country Arch Care Center**

114 Pittstown Road  
Pittstown, NJ 08867  
908-735-6600  
Contact: Robert Cohen

*Country Arch Care Center is a caring, professional rehabilitation and long-term care facility to accommodate patients for various medical needs using customized care including therapy, respite, palliative care and more.*

### **TeamLogic IT**

361 Route 31, Building D, Unit 1101  
Flemington, NJ 08822  
908-968-9223  
Contact: Deborah Service

*TeamLogic IT is a nationwide IT outsourcing service that focuses on the computing, networking and application needs of small to mid-sized businesses. They specialize in implementing and maintaining network and end-user support for their clients.*

### **Productive Play, LLC**

6 Fairfax Court  
Flemington, NJ 08822  
908-334-0660  
Contact: Lora Hudicka

*Together, Joey, Heidi, Joe and Lora founded Productive Play, LLC to provide fun educational games like Launch!, books like The Original Young Entrepreneur's Dictionary and*

*other resources that help families have amazing family time, while unleashing their entrepreneurial super powers – Creativity, Confidence, Communication and Collaboration. Today, this family team teaches families around the world that we can all benefit from an entrepreneurial mindset, no matter what we choose to do in life.*

### **Zoup!**

100 Reaville Avenue, Unit #11  
Flemington, NJ 08822

347-322-0027

Contact: Mark Barbour

*Zoup! offers hundreds of award-winning soups with 12 always-rotating daily varieties, including soups that are low-fat, vegetarian, dairy-free, spicy and made with gluten-free ingredients - each served with a hunk of freshly baked bread. Their menu also features a distinctive array of made-to-order salads and sandwiches. Customer top picks include Chicken Potpie, Lobster Bisque and Vegetarian Split Pea, but you can find your own favorite by sampling their soups before you order. In fact, they encourage it!*



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# Progress Continues on Chamber's New Home & The Unity Bank Center for Business & Entrepreneurship



This past January, the Chamber officially moved into their new home on 119 Main Street in downtown Flemington. The Reading-Large House is an historic property dating from 1847, and it is on the national registry. It has been undergoing extensive renovations during the past year. The annex will be undergoing renovations in the coming months and is expected to be ready for occupancy late this year or early next year. When fully operational, The Unity Bank Center for Business & Entrepreneurship will provide a focus for the Chamber and its partners to promote business topics and educate aspiring entrepreneurs.



# Upcoming CARD CLUBS



**Thursday, February 2, 2017**  
*Super Bowl Tailgate Card Club*  
**Crown of Flemington**  
 33 Reaville Avenue, Flemington

**Wednesday, March 8, 2017**  
*Prosperity by the Pool Card Club*  
**Holiday Inn of Clinton**  
 111 Main Street, Clinton

**Monday, April 3, 2017**  
*Take Me Out to the Salon*  
**DomAlena's Hair & Nail Salon**  
 9-15 Central Avenue, Flemington



*We presently have an opening for July 2017. If you are interested in hosting a Card Club, please contact Laura M. Cummins at 908-782-7115 for more information.*

# Super Bowl Tailgate CARD CLUB



**THURSDAY, FEBRUARY 2, 2017**

**5:30 - 7:30PM**

**33 REAVILLE AVE., FLEMINGTON**



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# hats off



**Unity Bank** has launched an Employee Volunteer Program to help build on its community outreach efforts and give employees an opportunity to put their skills to work with the bank's many non-profit partners. America's Grow-A-Row and NORWESCAP received more than 220 volunteer hours through early December from 40 bank employees.

Linda F Castner, a 2-time Master and SAFE member, recently renewed her

Master Aviation Educator (MAE) accreditation through MI LLC's MICEP program. Linda is an FAA certificated advanced ground instructor and teaches ground schools that focus on the science, technology, engineering, and math (STEM) aspects of aviation using her airport as a living lab. Also a certificated private pilot, she co-owns, operates, and manages New Jersey's **Alexandria Field Airport**.

**Norris McLaughlin & Marcus, P.A.**, has announced that Andrew D. Linden, Rebecca J. Price, and R. Nicholas Nanovic have been promoted from Associates to Members of the firm, effective January 1, 2017.

Andrea Bishop is now the Vice President of Business Development Officer at **PNC Bank**.

Congratulations to **Big Brothers Big Sisters of Northern NJ** on matching 434 bigs and littles in 2016.

**Unity Bank** and its employees have donated a total of \$18,700 to 17 food pantries in New Jersey and Easton, Pa., one service organization for each Unity branch. The funds were donated

by Unity Bank employees and matched by the bank as part of a special holiday community service project.

**Home Instead Senior Care** delivered hundreds of Christmas gifts to Veteran Haven North on Wednesday, Dec. 14, 2016 through their "Be a Santa to a Veteran" program.

The Program Participants and staff of **CEA** and **The CEA School** held a drive this holiday season to help collect gifts for the Hunterdon County **YMCA** Angel Patrol.

Lauren Christie, **Unity Bank** Vice President/Loan Servicing Manager, has been selected as a New Leader in Banking by the New Jersey Bankers Association (NJBankers).

Jeralyn L. Lawrence of **Norris McLaughlin & Marcus, P.A.** has been honored at the Amicus Curiae Award Presentation presented by the New Jersey State Bar Association (NJSBA) on Friday, December 9, 2016. The award was in recognition of her extraordinary efforts in the matter of *Major v. Maguire*.

## fyi



**Mayor Janice Kovach and Mayor Phil Greiner** visited Country Arch Care Center this past December to help wish Adele Dunlap a very happy birthday. Adele, who turned 114 on December 12th, is the oldest living person in North America, and, has been a Hunterdon County resident her whole life. During their visit, Mayor Kovach presented Adele with a birthday card and a proclamation to mark this special day.

*Continued on next page*

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This season, **Roxey Ballet** will include its first-ever dance film night, "Dance on Screen", on February 11th from 7:00-9:00 PM. This program of local and international shorts will expand the meaning of dance and offer insight into dancing for the screen. Afterwards, there will be a panel to discuss the process of filmmaking for dancers, and offer

insight into the future of dance. This event is open to adults ages 21 and over.

**The Rotary Clubs of Hunterdon County** are promoting their Tenth Annual Hunterdon County Soup Cook-Off on Monday, February 27, 2017 from 5:00 – 7:00 p.m. at the Hunterdon Central Regional High School Commons. **ShopRite** of Hunterdon is proud to sponsor this event.

Jeralyn L. Lawrence of **Norris McLaughlin & Marcus, P.A.**

moderated the 2017 Family Law Symposium on Saturday, January 28, at the Hyatt Regency New Brunswick. This annual event was attended by over 700 family law attorneys, judges, paralegals, and related professionals.

Students of the Computer Science and Software Engineering Academy (CSSEA) were recently invited on a tour of **ExxonMobil** and given the opportunity to learn more about the company's work and career opportunities as they relate to computer science and programming.

# tax tidbits *Changes in Tax Return Due Dates*

Starting in 2017, there has been a change in the due dates for some business tax returns.

March 15th will continue to be the due date for S corporation tax returns. The due date for partnership tax returns has been moved up one month from April 15th, and now has a due date of March 15th. These businesses are both known as "pass-through" entities, as the income passes through to the individual partners and shareholders to be taxed on their respective tax returns. This due date is one month before the April 15th due date for individual tax returns.

April 15th will be the due date for estates and trust returns, which is no change for prior years. However, calendar year end C corporations return will be pushed back one month and will now have a due date of April 15th. For all C corporations, regardless of fiscal year end, the due date for filing will now be 3-1/2 months after their year-end.

September 15th will be the final extended due date for partnerships

and calendar year C corporations and S corporations. All corporations that have a fiscal year end, other than December 31st can apply for a 5 month extension, from the original due date.

September 30th will be the final extended due date for trust and estate fiduciary income tax returns. This is an additional 15 days, as the prior extended date was September 15th.

The due date for non-profit organizations is May 15th for entities with a calendar year or 4-1/2 months after the fiscal year-end. However, non-profits can now receive 1 six month extension, rather than requesting 2 three month extensions.

Individuals and all business entities that have over \$10,000 (in U.S. dollars) in total assets in foreign financial accounts, at any point during the prior calendar year, are required to electronically file Form FinCEN Report 114 (Report of Foreign Bank and Financial



Accounts) to report the existence of these accounts. This form has been due on June 30th, with no extensions granted. Under the new tax law, the due date will be April 15th for all affected entities (regardless of the fiscal year end of the business), with a new 6 month extension period allowed.

These new originally filed and extended due dates match the due dates for individual income tax returns, but may not match the due dates for the business income tax returns.

These new due dates can cause some confusion regarding planning for tax compliance. If you have any questions about tax filing due dates, please contact Andrew Ross, CPA at Bedard, Kurowicki & Co., CPA's at (908) 782-7900 x113 or visit [www.bkc-cpa.com](http://www.bkc-cpa.com).

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# Everything You Need to Know about Incorporating Video in Your Marketing

*The hottest trend in content marketing for business is video. It's everywhere and with multiple social media platforms investing serious resources into video in 2016, you can assume it's not going away.*

Using Video for Your Business The “old-fashioned” way of using video—and I mean this facetiously because it's how we did it a year ago—was to sit down and record a video. You then would spend hours editing or paying someone to do it for you.

Today, it's all about live video, which can then be saved and made available for your audience. People are broadcasting children opening gifts, seeing things for the first time, even zip lining. This personal increase in live video is also being experienced on the business end with businesses broadcasting contest results, office tours, and conferences for anyone who wants to tune in.

There are many reasons to use video for your business. People are drawn to it and it establishes nearly the same kind of connection you could get from face-to-face interaction. Some of the live video platforms also let you take questions as if your audience was right in front of you. Here's a rundown of what you need to know about the most popular video platforms and their capabilities.

## Facebook Live

Aside from the potentially large audience, why use Facebook Live? The audience is the reason you use Facebook Live, but it's not just because of how many people use Facebook in general. Facebook has been rather open about how businesses are only seen by those who interact with their content. That means you're lucky if 20% of your audience sees what you post. But

as an incentive to get more people using Facebook Live, Facebook extends your reach while you're live and notifies people that you're broadcasting.

You can broadcast for up to 90 minutes on the platform but with attention spans as they are, this should be saved for only the most remarkable content. But you do want to stay on for more than 15 to ensure you maximize that extended reach.

Facebook 360 immerses the viewers in a 360-degree viewing experience. If you're broadcasting from somewhere that the view is the show, consider using the 360 option. Here are more details about how you can be successful using Facebook Live and 360.

## YouTube

We can't forget the “venerable” video platform that is also the second biggest search engine in the world after Google. According to the site, “YouTube has over a billion users — almost one-third of all people on the Internet — and every day people watch hundreds of millions of hours on YouTube and generate billions of views.” And more than half of those hits come from mobile. Many people think of this site as a place to “hang” videos but you also have the option of going live, as long as you don't have any restrictions placed against your account and it is a verified account.

## Twitter/Periscope

Twitter now offers live streaming too through its acquisition of the Periscope platform. It also features a 360-degree immersive experience (currently available to selected users but will eventually roll out to everyone). It aims at being the next best thing to being there. Here are more details on how you can use Twitter Live for business.

## Instagram

2016 has been a busy year for live video and Instagram is also rolling out a live feature. Instagram Stories allows businesses (and others) to create content that resides at the top of followers' streams for 24 hours. Instagram was purchased by Facebook in 2012, so you might notice the same limitations to views. Fresh content is a way to get seen and video gets a lot of interaction, so if you're using Instagram for business, video is a good addition. Here's everything you need to know about using Instagram Stories and video for your business.

## In Conclusion

If you want to remain competitive in your market, at some point soon you'll be using video. There are lots of options out there and while this article covers most of them, tomorrow there may be a few more, as well as the day after that. When you're ready to take on video, decide what platform you feel most comfortable with. Don't feel like you have to go live on each one. Find one you like and begin.

One final thing to keep in mind is that you don't own these social platforms so your video should never solely reside in these spaces. Tomorrow they could disappear and all of your visual marketing would too. Instead, go live on your platform of choice and then save the videos elsewhere. The only plot of ground you can count on is your own.

*Christina R. Green teaches small businesses, chambers, and associations how to connect to their audience through content for higher conversions and greater loyalty. Her articles have appeared in Associations North (formerly Midwest Society of Association Executives') Magazine, NTEN.org, AssociationTech, and Socialfish. She is a regular blogger at Frankjkenny.com and the Event Manager Blog.*

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