



UPPER TOWNSHIP

Business Association

Neighbors Helping Neighbors

March 2021 Newsletter

New Board Members Named ...

UTBA Kicks Off 2021 with Mayor's Zoom Visit

The Upper Twp. Business Association's (UTBA) annual meeting was much different this year due to the continuing Covid-19 epidemic.

However, the all-volunteer community organization carried on with a special ceremony Zoom meeting held Feb. 25, 2021 with the induction of officers and board members on Zoom, along with a timely program by Upper Twp.



Steve Zellers

Mayor Richard Palombo and his presentation on the "State of the Township."

2021 marks the 10th Anniversary year for the UTBA with 120 active members from across the retail, service, professional and non-profit sectors of Upper Township, located in northern Cape May County, New Jersey.

Officers and Board Members:

Mayor Palombo conducted the induction Ceremony for the 2021 Board.

UTBA Officers

Steve Zellers, President, Advertising Director for the Sentinel Newspapers; Liz Foglio, Secretary, with Foglio's Flooring Center; Ralph Cooper, Treasurer, with the Historical Preservation Society of Upper Twp.; Jack Griffin, Past President, with Dompierre, LLC

Board members:

Blanche Adams, Heist Insurance Agency; Pandora Mason, Foglio's Flooring Center; Kathy Peasheck, Wings Travel; Christina Tolson, Broadley's; and Dana Wilson, Yes She Can!

Steve Zellers, President

Steve Zellers, Advertising Director for the Sentinel Newspapers is the new President of the UTBA for 2021.

Steve Zellers has spent his career working in Cape May County after graduating with a Bachelor of Science Degree in Business Administration from Rutgers University.

Steve has extensive experience in sales, marketing and management and currently works for the Upper Township Sentinel as Advertising Director. He resides in Ocean City with his wife and sons.



Christina Tolson

Two new UTBA Board members were inducted. They are Christina Tolson, Marketing Manager for Broadley's and Dana Wilson, owner of Yes She Can!

Christina Tolson, UTBA Bd. Member

Christina Hagan Tolson grew up in Seaville, attending the Upper Twp. School system and graduating from

Ocean City High School in 2004. She completed her undergraduate education at Philadelphia University (now Thomas Jefferson University) in Philadelphia.

Christina started her career in advertising in 2008 with a local advertising agency, and is now the Marketing Manager at Broadley's Plumbing, Heating and Air Conditioning in Marmora since 2019.

She resides in Upper Township with her husband and her daughter.

Dana Wilson, UTBA Bd. member

Dana Wilson grew up in Upper Township and graduated from ChARTer Tech High School of the Performing Arts in 2001.

She then went on to get her bachelor's degree from Stockton College in 2006 for Business Marketing.

She spent years working in Marketing, a Real Estate office and a Law Office

before finding her passion for uplifting ladies with proper fitting bras in 2011. For over 6 years she had a mobile bra fitting business and since 2017 a brick and mortar boutique in Marmora called Yes She Can!

Dana resides in Upper Township



Dana Wilson

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What's New ... See Page 2

**UTBA Newcomer
Tote Bag Campaign**

**UTBA Annual Scholarships
@ OCHS and Cape Tech**

UTBA's New Welcome to Upper Twp. Newcomer Tote Bag Campaign

The Welcome to Upper Township Tote Bag is a targeted advertising opportunity by the Upper Twp. Business Association (UTBA) for businesses of all kinds.

Your welcome gift or promotional item and marketing materials will be hand-delivered to Upper Township's new homeowners throughout the year by real estate agents, neighborhood associations and UTBA representatives.

We plan to deliver approximately 30 to 50 bags over the course of a 12-month period.

What Do You Need to Do?

Be a current member of the Upper Twp. Business Association. If you are not a member and wish to participate you can join with the PayPal link on our website.

Commit to providing 30 promotional items that represent your business.

Please keep in mind that we are looking for a "gift". Flyers and brochures without an accompanying gift are discouraged. Items may be provided in two batches of 15.

See the registration form here.

> <http://bit.ly/NewcomerBagGiftSignUp>

What Will the UTBA Do?

Provide a reusable shopping / tote bag with the UTBA logo on one side.

Provide a drop off location for your items and provide assembly of the bags.

Provide delivery of bags to new businesses, homeowners and renters.

UT Welcome Bag Ideas ...

Give a gift. Everyone loves getting a present. Instead of just giving them a brochure or a coupon, give a gift. An item of value, a small product that you sell or a promotional product with your logo that represents what you do, will have a lasting effect.

Get personal! Write a note that welcomes them to the community and attach it to your bag insert.

Bring them into your business. If you have a physical location, have them come into your business to pick up the gift. For best results, give them one item in the bag and then have them visit your business for the second item.

If you'd like to discuss appropriate gift ideas for your business, please contact Ralph Cooper with the UTBA at 609-464-0920 or upperbiz25@gmail.com ##



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www.UpperBiz.com

Upper Business 2021 Scholarships

The Upper Twp. Business Association will be offering two scholarships for students graduating from Ocean City High School for the Spring of 2021.

- One scholarship is for a graduating Senior that is planning to major in business at college.
- The second scholarship carries the requirement that the OCHS Senior recipient is a family member of an Upper Township Business Association member.

Both scholarships are \$500 each and the funds are provided to the selected students when transcripts are received by the OCHS Guidance Office, after completion of the first Freshman semester.

Applications for UTBA Scholarships are available at the OCHS Guidance Office.

Cape Technical High School Scholarship program with UTBA The Upper Township Business Association is offering one \$500 scholarship to a deserving student who meets the following criteria:

1. High School Senior, Class of 2021
2. Resident of Upper Township
3. Plans to major in business
4. GPA of 3.0 or higher (copy of transcript required)
5. Provide proof of acceptance to 2- or 4-year college/university
6. A resume should demonstrating work experience, extracurricular activities & clubs, and volunteer experience
7. One page essay explaining why you'd like to major in business and your future plans
8. Completed Application

Applications for UTBA Scholarships are available at the Cape Technical HS Guidance Office.

Scholarship winners will be recognized at the school's awards night. ##

New Board Members

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with her husband and two sons.

Mayor's Highlights included:

Mayor Palombo outlined his experiences and accomplishments for the past year, and the span of over 20-years, as the lead official for the Upper Township municipality.

Mayor Palombo reported that for the first time since October, the Township of Upper had "zero" new Covid-19 cases reported (on Feb. 25th) and only 44 active cases.

Other Twp. Topics:

- Twp. help and guidance for retail and outdoor dining.
- Beesley's Point Beach improvements
- BL England plan status and future site plans
- Road improvement plans
- Township computer system upgrades
- Attracting new commercial ratables for the Twp.

Related UTBA items:

Monthly membership meetings (Zooms) are planned for the UTBA this Spring. See the UTBA Facebook page and Eventbrite emails for details.

UTBA Committees will be active in the coming months on a range of topics including:

- Marketing
- Website / Social Media
- Scholarship
- Beautification / Community Pride
- Sustainability
- Civic Engagement
- Business / Professional Development Workshops

Website and Facebook:

The UTBA has vibrant website www.upperbiz.com with a membership Business Directory and numerous informative pages. UTBA Zoom meeting video recording are shared on the Business Association Facebook page >

www.facebook.com/UpperBiz ##