

April 2019

# OnSite

METROPOLITAN BUILDERS & CONTRACTORS ASSOCIATION OF NJ MAGAZINE



**CHECK OUT THE EXCITEMENT  
FROM THE ABC SHOW**

SEE PAGE 7

**2019 AWARDS OF EXCELLENCE  
REGISTER TO ATTEND AND SPONSOR**

SEE PAGE 11



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### OnSite / April 2019

Editor: Barbara Bertone

Design: Gregory J. Del Deo

Executive Officer: Yolanda Sheffield Williams

Printed by U.S. Press, Valdosta, GA

**Mission Statement:** Metro is a professional organization that shall serve to protect and advance the rights and interests of builders, remodelers and associates in all matters affecting the building and remodeling industries. Metro shall support the business interests of all its member firms, support safe and affordable shelter, and foster the American dream of home ownership.

**Vision Statement:** Metro is the leading trade association for the construction industry. Metro inspires active membership through professional development and advocacy. We embrace free markets to promote cost effective housing in NJ.

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# President's Message

## April 2019

April is upon us!! Tax season is here. The ABC show in Atlantic City was a success. The construction industry is bracing itself for the busy season. With the weather changing and the trades moving to the outside work, we find ourselves in the busy spring market. Although it tends to get hectic this time of year, we can't forget about increasing membership and staying on top of the ever changing industry.

The Awards of Excellence (AOE) is shaping up to be a fantastic event again and is currently looking for some more sponsors for this awesome program. Don't forget to mark your calendars for Thursday, June 6th at the Hanover Manor.

This summer, Metro will be participating in networking events with other associations, adding some webinars and offering NAHB educational classes, conducted by Bill Asdal of Asdal Management LLC.

April's challenge comes from NAHB down. I am requesting you to ask one or two remodelers to consider joining Metro. I am also asking you to think of ways we can enhance and retain our existing membership. The more we can get people involved (especially in these busy months) the stronger we will get.



**Alan Archuleta CGB,  
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# Yolanda's Blueprint



First and foremost, Metro would like to thank everyone who submitted entries for the annual Awards of Excellence. The judging took place on March 27th. Our judges reviewed 117 entries from both builders and associates. Now is the time to register for the main event on June 6th at the Hanover Manor where our winners will be announced. There are still sponsorship opportunities available as well.

I hope that everyone enjoyed the ABC Convention April 2-4th at Harrah's. Many of our members were exhibitors, attended for the day and were SAM award recipients. Exhibitors and attendees alike provided a lot of positive feedback and the new venue was very well received.

The next General Membership meeting will take place on Thursday, May 16th at the Bridgewater Manor. The topic is Building Marketing Success and the Metro presenters are from Ammunition, NJ Advance Media and Your Town Realty. Please mark your calendars for this upcoming event, bring guests and plenty of questions to ask our experts.

Reno's Appliance, a longtime member and Silver Hammer Sponsor is hosting a networking mixer and BBQ on July 11th at his facility. Tickets are \$25pp and are on sale now. Please visit [www.MetroBCA.org/events](http://www.MetroBCA.org/events) to purchase your tickets.

There is always something going on at Metro. Please feel free to stop by the office if you are in the area. Our staff always has treats in the office and would welcome the visit.

*"You will get all you want in life, if you help enough other people get what they want" – Zig Ziglar*

**Yolanda Sheffield Williams, EO**  
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Membership in this prestigious Club is for any Metro member who has brought in 2 or more new members during 2019. Thank you for your efforts in recruiting new Metro Members!

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FOR IMMEDIATE RELEASE



Atlantic City, NJ, (April 2, 2019) The New Jersey Builders Association (NJBA) is pleased to announce that Corey T. Wescoe was installed as President of the New Jersey Builders Association (NJBA) earlier this evening at the 70th annual Atlantic Builders Convention (ABC) in Atlantic City, New Jersey.

President Wescoe stated, “I’ve been a proud member of the New Jersey Builders Association for many years, and I am now truly honored to represent this association and its members as President. I have tremendous respect and admiration for those that have held this office before me, and for all those entrusting it to me now. NJBA’s membership is made up of the most creative and forward thinking individuals in the development community, and I look forward to this next year as we continue to advocate for a more vibrant and affordable housing economy in New Jersey.”

NJBA CEO Carol Ann Short, Esq. added, “I have a tremendous amount of confidence in Mr. Wescoe’s ability to lead our association over the coming year. Corey has been an integral part of NJBA for many years whether it be his dedication to our pro-housing legislative and regulatory agenda or his continuing commitment to our association and the membership. I look forward to working with Corey to further our mission of creating a more vibrant, greener and affordable housing market in New Jersey.”

Installed along with Corey Wescoe at ABC were the 2019-2020 NJBA Elected Officers:

- Vice President: Michael V. Canuso, Kings Management Services, LLC
- Treasurer: Josh M. Mann, Esq., Iron Ore Properties, LLC
- Secretary: Thomas Bovino, Jackson Development Corp.
- Associate Vice President: Michael A. Borodinsky, Caliber Home Loans
- Second Associate Vice President: Brian Maffia, General Plumbing Supply

#### More About Corey T. Wescoe:

Mr. Wescoe is Vice President of Acquisitions for PulteGroup, Northeast Corridor Division, with more than 13 years of experience. He oversees all site selection, underwriting, negotiations and land purchases throughout New Jersey, eastern Pennsylvania and southern New York and is responsible for the sourcing and contracting of projects totaling in excess of 4,000 homes.

In 2012 Mr. Wescoe was elected President of the Shorebuilders Association of Central New Jersey, becoming the youngest president in the organization’s history. After years of financial losses following the great recession and devastation left behind by Superstorm Sandy, Mr. Wescoe grew the association’s membership through new incentives, programs, events and networking and led the association to profitability.

A graduate of Rutgers University, with degrees in economics and political science, Mr. Wescoe has served as Vice President and member of the Board of Directors of the New Jersey Builders Association and on numerous committees including budget, master sponsorship, environmental nominating and legislative.

He is also involved in the Rutgers Center for Real Estate, part of the Rutgers Business School, where he serves on the inaugural Emerging Leaders Council.

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#### ***About the New Jersey Builders Association (NJBA):***

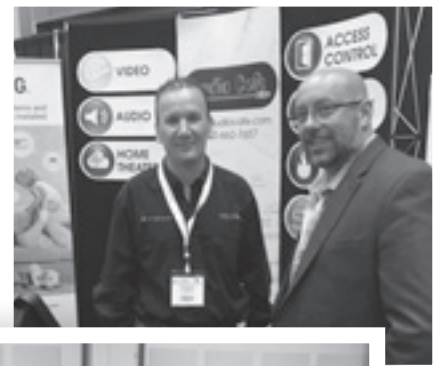
*NJBA is a housing industry trade association of builders, developers, remodelers, subcontractors, suppliers, engineers, architects, consultants and other professionals dedicated to meeting the housing needs of all New Jersey residents and facilitating their realization of the American Dream. NJBA serves as a resource for its members through continuing education and advocacy. NJBA and its members strive for a more vibrant, greener, and affordable housing market in New Jersey. Additional information is available at [NJBA.org](http://NJBA.org).*



# ABC Show

APRIL 3-4, 2019 – NJBA ATLANTIC BUILDERS CONVENTION (ABC)

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## Brand Positioning Isn't About Sacrifice, It's About Opportunity

Much of the work we do for our clients each day is in helping both emerging and well-established brands find meaning in who they are, and what makes them special in the marketplace. It's tricky, because in an effort to keep from turning down business, many companies attempt to be all things to all people — the thought of saying one might turn down a certain type of customer is damn-near blasphemy.

This can be especially true in a startup environment, or in the case of a company where growth may have hit the skids. It becomes easy — perhaps natural — to begin looking for multiple sources of income, and inadvertently doing more harm than good by losing focus. Who do you serve? What do you offer them? Why is it special? Answers to these questions helps in finding the difference in the signals versus the noise.

When working with brands, we try and solve for a single-minded proposition (or, SMP) that everything we say or do is about. It's the ultimate reason to be excited, the thing that makes us who we are, and it typically follows a format like this: because we have [fill in the blank] you get [fill in the blank]. The goal is to distill everything you stand for down into this simple phrase — and it's not easy. Once this has been established, then we can start to ladder “reasons to believe” (or, RTBs) back to the SMP, and customize them based on each discrete target audience.

Doing this is never easy, but when done correctly, can lead to a powerful messaging platform with the ability to make a demonstrable difference in the work the brand does, and inform everything from advertising to web experience to email marketing efforts.

Looking for support helping your business stand out? Drop me a line.



## Lifetime Achievement Award Presented To Kenneth J. Fox, Of Fox Architectural Design

“I was recently nominated by the Morris County Chamber of Commerce Leadership Morris program to receive the Boys Scouts of America 2019 Morris County Lifetime Achievement Award, and I am truly humbled. Frank Coppola of Coppola Brothers, LLC and a member of the Metro Board of Directors, graciously gave of his time to introduce me at the event. Recipients of this award are chosen for their “outstanding community service as evidenced by the interest and leadership they have given to



many worthwhile organizations, as well as the respect and esteem in which they are held by their colleagues.” It is presented to those who “exemplify, in their daily life, the ideals that the Boy Scouts of America have expressed in the Scout Oath and Law for over 100 years.” Having been a Scout myself, as well as a Scout Leader, it was a true honor to be recognized by this great organization. Scouting is about raising up young people to become independent servant leaders of the future. I am proud to have been counted among them and will continue to give them, and my community, my support wherever I can, whenever I can, however, I can, and for as long as I can! This has been an amazing honor!”

Ken is a proud member of Metro as well. Said Ken, “I have just had my twelfth anniversary here at Metro, this month. I have found my membership to be extremely valuable to my business. Not only do I acquire work with the builders in the organization, but I am able to LEARN about the industry, and what builders are thinking. This is invaluable to me as an architect who relies on builders to make my clients dreams, and my vision a reality.” Congratulations, Ken, on this outstanding achievement.

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## Awards of Excellence (AOE) Corner



By **Erin Myers**, Evergreen Recycling Solutions, LLC, 2019 AOE Chair

Congratulations to all of the Awards of Excellence finalists!

We have a lot of awards to give out this year, so it's going to be a great show! Join us on June 6th to celebrate our winners, and network with your fellow members.

The Awards of Excellence dinner & presentation is all about celebrating your hard work. Every project takes teamwork – from suppliers to team members to owners. With that, we encourage you to invite members of your team or even customers to the event. It's exciting for everyone involved to see their project recognized among such beautiful and thoughtful work.

And don't forget -- There are still sponsorship opportunities available, starting at just \$250. Each level of sponsorship

provides great exposure for your company at Metro's biggest event of the year. Get your company name out there! Personally, I like the Gold sponsorship. It includes 2 tickets to the event, two print ads, priority seating & logo exposure...A serious value!

Check out the Sponsorship & Dinner reservation form in this issue of OnSite for more details.



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# Awards of Excellence Dinner and Award Presentations

June 6, 2019 – Hanover Manor, East Hanover – 6pm



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*Cancellations must be received by May 29 for full refund. No Shows will be invoiced.*



**Gabe DaSilva, a Metro Board Member, traveled to Guatemala with his Church on a mission trip this past March. "We worked to build a women's center in Santa Rosalita with Hope Of Life. This cause is coincidentally aligned with what we do back home."**



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# Cheers — And Some Caution — For Reclassification Of NJ's Rivers And Streams

**Conservationists extol plan to upgrade hundreds of miles of waterways with new protections. Business interests question the decision.**

The state's plan to upgrade hundreds of miles of New Jersey's rivers and streams with new protections to preserve water quality has won wide praise from conservationists, many of whom added a plea: Don't stop there.

The state Department of Environmental Protection's proposal to designate 749 miles of waterways as Category One waters affords those streams and rivers the highest level of shields to prevent any degradation in water quality, the first time in 11 years the agency has reclassified New Jersey's waters.

But business interests questioned whether the upgrades are backed by sound science and worried about unintended consequences, such as impeding towns from complying with affordable housing mandates. The disparate views were aired at a public hearing in Hamilton Township yesterday.

The new designations establish 300-foot development buffers along the streams, and would require any wastewater or other regulated discharges to meet more stringent water quality standards.

For the environmental community, that is just fine with them. While praising the DEP reclassifications, several speakers urged the agency to reconsider for C-1 designation some streams that were left off the list.

## '...a lot of catching up to do'

"Much more needs to be done, and it can't happen fast enough," said Eric Benson, of Clean Water Action. "This is a good start, but we have a lot of catching up to do."

In general, those advocating the reclassification urged the DEP to focus on specific streams — like the north branch of Rockaway Creek, a trout stream for which the agency recently issued a modified draft permit for a new wastewater treatment plant. "I think there were a few missed opportunities," said Bill Kibler of the Raritan Headwaters Association, referring to that stream.

Others urged the state to designate all streams and rivers in the Highlands as C-1 waters, or a special category of exceptional waters, since the region provides drinking water to more than 6 million New Jerseyans.

Elliott Ruga, policy director at the New Jersey Highlands Coalition, urged the DEP to follow up its new classifications with tough regulatory policies.

"At best, the regulatory framework only slows the degradation of state waters," he said. "We are only protecting waters. We are not enhancing or restoring them."

## Waters flowing through 67 municipalities

The new designations include waters flowing through 67 municipalities ranging from the Upper Delaware River and Lower Delaware River to the Ramapo River in Bergen County and the Atlantic coastal region.

In this reclassification, the agency proposed upgrading 734 miles of waterways for their exceptional ecological value, with suitable habitat to sustain threatened and endangered species. Another 53 miles were designated for their exceptional fishery resources. Thirty-eight miles overlap both categories.

During yesterday's hearing, several conservationists urged the state to develop new standards that would make it easier for waters to be designated as C-1 streams for their recreational value, or because they are part of the Wild and Scenic river system. Six such waters are so classified — the upper and lower Delaware River, the Musconetcong, the Mullica, Great Egg Harbor and Maurice rivers.



Richard Bizub, of the Pinelands Preservation Alliance, argued not enough attention is paid to maintaining stream flows in state waters. "There needs to be a greater recognition that maintaining stream flows is really key to water quality," he said, particularly in C-1 waters.

A wide array of business groups, including the Chemistry Industry Council of New Jersey, the New Jersey Builders Association and New Jersey Chamber of Commerce, however, urged the DEP to ask for a 90-day extension of the comment period, arguing the administrative record for proposing the reclassifications is not complete nor transparent.

## DEP urged to row back

George Tyler, a lawyer and former DEP assistant commissioner representing the Raritan Township Municipal Utilities Authority, said there was an incomplete administrative record and difficulty for the regulated community or businesses to access the data used by the DEP to support its proposal. He urged the agency to withdraw the reclassifications and re-propose the rule.

Raymond Cantor, a vice president for the New Jersey Business & Industry Association and another former DEP executive, agreed. "It's very difficult for the regulated community to look at all of the data and determine whether it is justified," he said.



Contributed by Metro Member Katherine Ritchey,  
Morris Habitat for Humanity

# Stacy Goods' Story

## Morris Habitat For Humanity Homeowner In Progress, Monmouth Avenue, Dover, NJ

Can you imagine raising four boys in a neighborhood where gangs and gunfire are commonplace? Neither can we.

Regrettably, this is the reality for far too many, including Stacey Good and her four sons – there have been shootings on the very same block they call home.

And yet, when a former co-worker emailed Stacey an application for homeownership from Morris Habitat for Humanity, she was hesitant to apply. Stacey was sure the financial difficulties she had been having since she was laid off made the idea of owning a home too remote to even consider.

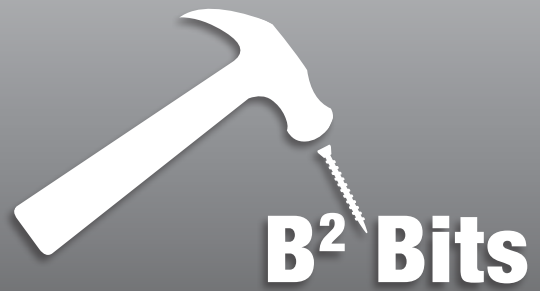
But her youngest son, 15-year-old KyJuan, encouraged her to attend a Morris Habitat homeowner orientation. He said, “Mom, you never know what can happen!”

KyJuan saw how hard his mother was working to regain



her financial stability now that she's found a new job. He understands just how difficult it has been for him, his mom, and his three older brothers – Marquise, Faakhir and Sean – to squeeze into a cramped two-bedroom attic apartment. They have been working hard, going to school and trying to make the best of the situation.

But the truth remains that “on any given day, at any given time, you can hear gun shots as if that's normal” says Stacy.



***Looks like someone needs a Metro Engineer!***



The good news is that KyJuan's optimism has paid off. Stacy is a Morris Habitat Homeowner in Progress. She and her family are helping to build their own three-bedroom home on Monmouth Avenue in Dover. They will contribute a total of 300 hours of sweat equity into the construction, and, if all goes according to plan, they will celebrate the closing on their brand new home in July!

Morris Habitat projects build more than just affordable homes for families like the Goods'. Their projects bring together the public, private, and business sectors to create strong, healthy, vibrant communities. Morris Habitat is pleased to have a Metro Builders as a partner in this extraordinary effort.

***Metro would like to personally thank one of our members – Lipoczky Brothers, Inc. for their assistance in installing the drywall at this location.***





# Contractors Sign Contracts

Almost every type of contracting business enters into, you guessed it, contracts. These contractors could be signing upstream contracts with GC's or project owners, or downstream contracts with the trades or subcontractors.

As an insurance advisor I am not able to provide legal advice regarding specific contract language. I am however, willing and able to provide advice on what the insurance requirements mean in a given contract. I encourage clients to share the contracts they are presented with, **prior** to signing them. By doing this, I can clearly explain what the scope of his/her liability really is. Furthermore, I can often structure the insurance policies to align with the contractual obligations requested in the agreement.

Aside from the insurance limits required in a contract, a focal point of the review process should include examining the indemnification agreement. An indemnification agreement is an **"obligation for loss or liability shifted from one person held legally responsible to another. Indemnitor agrees to reimburse indemnitee"**. There are 3 types – Limited, Intermediate, and Broad

1. **Limited** - agreement states that the downstream party of the contract, the indemnitor, is only responsible for his/her own negligence.

2. **Intermediate** - agreement states that the indemnitor is responsible for his/her own negligence and/or for the shared negligence of both parties.
3. **Broad (BAD)** - agreement states that the indemnitor is responsible for his/her own negligence, and/or the shared negligence of both parties, and/or the **sole negligence of the indemnitee!**

By signing a broad indemnification agreement, you could be responsible for losses that you had 0% fault in causing. It is important to review the indemnification wording of a contract to understand what risks are being transferred to you.

There are several other sections of the contract that should be reviewed including the additional insured requirements, waiver of subrogation requirements, and defense costs. In addition to the "standard" construction contract, other agreements require a review as well. Some of these would include equipment rental agreements, Automobile rental agreements, and Security contracts. Consider treating your insurance professional as a resource before entering into your next contract.



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# NAHB Builder Designee Of The Year

**Philip A. Calinda, Jr., GMB, GMR, CAPS, CGP**



The National Association of Home Builders (NAHB) honored eight individuals who have excelled in teaching NAHB education courses and who have displayed notable professionalism as NAHB educational

designation holders, naming them the 2018 Educators and Designees of the Year.

Builder Designee of the Year. Philip A. Calinda, Jr., GMB, GMR, CAPS, CGP, the sole proprietor of Millennium Custom Homes, LLC, a design/build firm in Livingston, N.J., is a third generation builder who oversees all new construction and renovation projects at his company. He credits mentoring from others in the industry and NAHB education courses as essential to his success, and he helped his local HBA become a destination for professionals seeking NAHB designation courses. The New Jersey Builders Association, Metropolitan Builders & Contractors Association of NJ and the New Jersey Association of Realtors have recognized his company with honors and awards.

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## 5 Powerful Words

### Marketing Minute from Kyle Hunt

When you're talking to a prospect – you need to clearly articulate:

**“This is how we work.”**

Those are 5 powerful words a prospect needs to hear come out of your mouth (and read on your ‘Our Process’ document.)

Whatever service you provide, chances are they don't request your type of service every week (or month or even year!) They may have apprehension about the process. They need to clearly understand what to expect.

Make it clear. Make it easy. Limit the options.

This puts them at ease, makes their choice easier, and converts more of your prospects to paying clients.

They crave a PROCESS – give it to them!

Being able to articulate your process is just one of things that will help you grow know, like, and trust between you and your prospects.

**P.S. ‘If you can't explain it simply, you don't understand it well enough.’**

*This is a quote from a smart guy named Albert Einstein. Quite relevant to the topic above.*

*Kyle Hunt is the owner of Remodel Your Marketing. He works with remodelers to help them transform their sales process, organize their sales pipeline, and automate their follow-up. Kyle resides in Brighton, Michigan with his wife, Sarah, and their four children. Learn more at [www.RemodelYourMarketing.com](http://www.RemodelYourMarketing.com) or 810-522-8755*

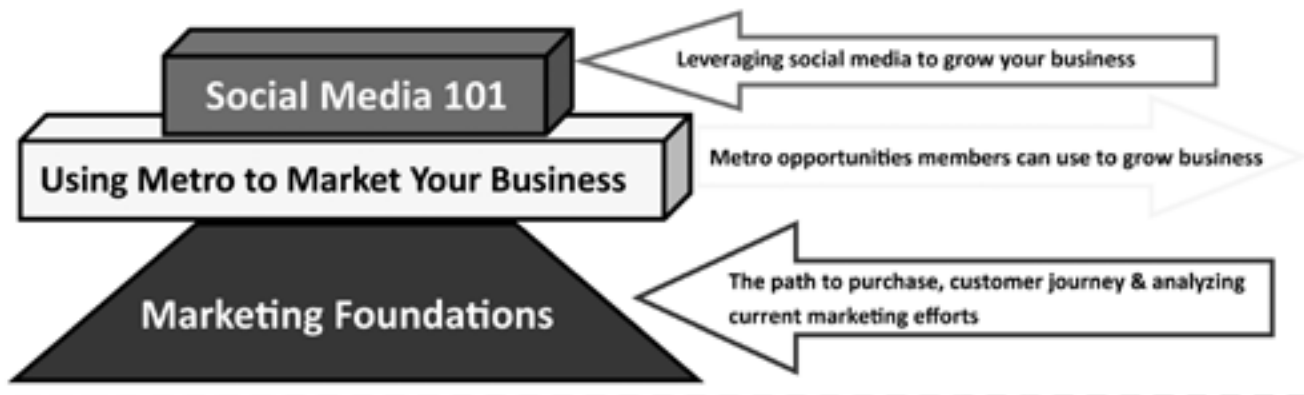


**METRO'S GENERAL  
MEMBERSHIP MEETING  
THURSDAY, MAY 16, 2019  
6:00PM**

**BRIDGEWATER MANOR, BRIDGEWATER**

**Sponsored by the Sales & Marketing Council  
Presented by: Ammunition, NJ Advance Media & Your Town Realty  
Topic: Building Marketing Success**

- Gain an understanding of marketing fundamentals and how you can quickly apply them to your business
- Understand how you can leverage social media to grow your business
- Understand how you can leverage Metro to market your business



Attendees: \_\_\_\_\_

Company: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

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Contact Barbara at the Metro Office for more information – [barbarab@metrobc.org](mailto:barbarab@metrobc.org) or 973-887-2888, Ext. 302

Mail to: Metro BCA, 39 E. Hanover Avenue, Suite C2, Morris Plains, NJ 07950

Fax to: Metro @ (973) 887-2926

**CANCELLATIONS MUST BE RECEIVED BY MAY 9 FOR FULL REFUND**



# Look For The Abbreviations!



In today's changing housing market, potential homeowners have more questions than ever. How do I know if my builder or remodeler is the best one for the job? How do I choose a home sales professional that I am confident has my best interests in mind? How can I modify my home so I can continue living here after I retire?

The National Association of Home Builders (NAHB) offers comprehensive training programs to builders, remodelers and other industry specialists that lead to professional credentials. The professional designations from NAHB can be earned in any of 13 specific areas ranging from building and remodeling to sales to property management to green building, allowing you to find the perfect program for your specific niche or specialty.

Earning a professional designation from NAHB is a challenging and enriching process. Though the curriculum is demanding, year after year, builders and remodelers eagerly enroll in designations programs, and each year hundreds from around the country earn professional credentials.

NAHB's targeted curriculum and accomplished teachers help builders and remodelers learn the latest technology, building methods and business practices. Designations also

give consumers a guide to selecting professionals who have specialized in their areas of interest, whether it is aging-in-place or marketing. Consumers can rest assured that a credentialed graduate from NAHB Education has excellent training, practical experience and in-depth knowledge.

Designations in the following areas currently are awarded by NAHB Education:

**Certified Green Professional (CGP)**  
**Master Certified Green Professional (Master CGP)**  
**Graduate Master Remodeler (GMR)**  
**Certified Graduate Associate (CGA)**  
**Certified Graduate Builder (CGB)**  
**Graduate Master Builder (GMB)**  
**Certified Graduate Remodeler (CGR)**  
**Certified Aging In Place Specialist (CAPS)**  
**Certified New Home Sales Professional (CSP)**  
**Master Certified New Home Sales Professional (Master CSP)**  
**Certified New Home Marketing Professional (CMP)**  
**Master in Residential Marketing (MIRM)**  
**Housing Credit Certified Professional (HCCP)**

For information on how you can obtain one of these designations or even just take one of the many courses offered through NAHB, contact the Metro office at 973-887-2888.

## UPCOMING CLASSES:

**APRIL 24** - Basics of Building

**APRIL 25** - Diversification: Capitalizing on New Business Opportunities

**MAY 15** - Estimating & Scheduling for Profitable Business Operations

**MAY 23** - Profitable Business Through Quality Practices

## 2019 CALENDAR OF EVENTS

**THURSDAY – MAY 16, 2019 – GENERAL MEMBERSHIP MEETING – 6:00PM – BRIDGEWATER MANOR, BRIDGEWATER**

**THURSDAY - JUNE 6, 2019 – AWARDS OF EXCELLENCE – 6:00PM – HANOVER MANOR, EAST HANOVER**

**THURSDAY – JULY 18, 2019 – GENERAL MEMBERSHIP MEETING – 6:00PM – BRIDGEWATER MANOR, BRIDGEWATER**

**SEPTEMBER 2019 – GRILLIN N' CHILLIN BBQ (TBD) – 5:00 PM – THE RARITAN VALLEY INN, CALIFON**

**THURSDAY – OCTOBER 17, 2019 – LOBSTERFEST / ASSOCIATE APPRECIATION MONTH – 6:00 PM – PUB 199, MT. ARLINGTON**

**OCTOBER 2019 – ANNUAL METRO GOLF OUTING – DATE, TIME AND LOCATION - TBD**

**THURSDAY – NOVEMBER 14, 2019 – GENERAL MEMBERSHIP MEETING & ELECTION OF OFFICERS**  
**6:00PM – BRIDGEWATER MANOR, BRIDGEWATER**

**THURSDAY – DECEMBER 5, 2019 – INSTALLATION OF OFFICERS & HOLIDAY PARTY – 6:00PM – HANOVER MANOR, EAST HANOVER**

*(All events/topics and dates are subject to change)*

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