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HOLIDAYS– GOOD FOR BUSINESS?

By

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KNOW THESE?- Here are some terms which you may not be familiar. Give them some thought and you will find the understandings toward the end of this edition of the Newsletter.

Socialism Capitalism Communism

*Please don't miss the **Professional of the Edition** on the following page.*

HOLIDAYS, GOOD OR BAD FOR BUSINESS- This age old question has taunted us for many years. It is generally understood that business is usually slows for primarily people oriented business, i.e., accountants, appraisers, financial planners and the like. For manufacturing this is not necessarily true. People still need goods as food and everyday products, i.e. paper towels, food wrappers, etc.

Yes, there are buying seasons for many products such as automobiles and pool supplies and related items. I'm sure you get the point. There are local businesses like lawn services, snow plowing, gutter cleaning and painting contractors and the like which as for many years seen as a one service income producing business. But then someone comes up with an idea of how to extend their businesses to other seasons. As an example, lawn service businesses recognize that there are other services they can provide besides the staple, cutting lawns. They can create service for other needs their customers likely have. Some now provide power washing walkways, decks, etc. They can do leaf removal and carting the collection from the house.

Florists can create additional income by augmenting the seasons typically known for flowers, into private gravesite floral arrangements or add chocolates, nuts and other candies or condiments to their array of products.

Barbers can provide other services also. Many men have a problem with going to a hair stylist for a hair cut. I guess it's a guy thing. So, barbers can provide hot towel shaves with a straight razor and a manicure and

pedicure. Privacy is the key so there must be a place which is not opened to the viewing public. This can be further extended to massages. And, the imagination can take it to other levels (NO! not illegal stuff). How about combining these services with a cigar room which comes with toothpaste and mouthwash. It is advisable that the cigar room be before the haircut, etc. so the tell-tale cigar odor can be removed. Professionals like attorneys, accountant and others can provide their expertise and knowledge to local community colleges for specialized classes or for senior community centers which may lead to future business. A word from one who has done this, there is a lot to earn when doing community service seminars. So, what's a "Season?"

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CON'T

Socialism

It is an Economic System characterized and based on cooperation rather than competition. It utilizes centralized planning and distribution. After this unusual election season, one can reflect back on the political and economic systems with which the candidates associated their respective agendas. Some see this system as one that is pro-bureaucratic with higher taxes to support this system and weaken a country's global economic competitiveness. This type system is ruled by the masses.

Capitalism

An economic system characterized by the goals of private property ownership, individuals and companies permitted to compete for their own economic gain, and free market forces determining the prices (costs is not a good synonym in this context) of goods and services. This system separates business from government and allows free enterprise permitting functioning entities without interference. The government is restricted to regulation and protection of participants.

Communism

Is an ideology and a social and political movement to establish a communistic society. The Soviet Union operates under this type governmental control in a one party state format. The elitist typically would make all major decisions and the government owned everything. Rather Romanesque don't you think. This is not a suggestion that any of the candidates in the 2016 election were communists; and, then only the future will be able to judge that.

ODD NAMES OF NEW JERSEY TOWN- I didn't conjure these. Some are from an article by Peter Genovese of the NJ Advance Media for NJ.Com and some are my choices. These are for real ladies and gents. Beemerville, Mizpah, Shellpile, Allamuchy, Amatol, Buckshutem, Shamong, Back Neck, Big Tree, Harmony, Tranquility, Bear Tavern, Cologne, Dorothy, Othello, Manunka Chunk, Mahalala, Silcam, Turkey Foot, Three Tuns, The Alligator, Waterloo, Zarephath. Talk about a party joke!! Considering the Atlantic City takeover, what we do need is jokes. So, laugh at the names of the towns but don't laugh at the people of those towns. They are people just like you and me. Some how educated adults just don't get it. We need to understand everyone's point of view in order to move forward and to succeed.

ATLANTIC CITY IS NOW THE RESPONSIBILITY OF THE STATE OF NEW JERSEY- In the beginning of this November Governor Christie announced that the state is taking over Atlantic City. The intent was to avoid a bankruptcy which hasn't occurred for a municipality since 1938, I believe. AC is in deep depth. The cause is the casino closings. There were 12 casinos up until 2014 when closures began. Since then there are 5 casinos which closed of which three bear the Trump name. Politically driven Donald Trump is seen as the failed businessman in AC. This isn't political, just knowing something about this. He closed the casinos because they no longer were profitable. I know one is not vacant, it was purchased. For many years those casinos operated profitably and paid their taxes and may even more importantly provided a couple of thousand jobs for many who still lived in AC. So, was it a bad thing or a failure on Trump's part? No! Frankly, it was smart timing. His group knew when to pull the plug. Ladies and gents this isn't small business where the owners / operators hang in too long because it is a very personal involvement. The Trump organization knew when hold and when to close. Yes, it's ashamed that jobs were lost but it has happened to many of us for various reasons. This is no different. AC has seen a \$100 million short fall from loss taxes and it will be worse.

THIS EDITION'S SELECT PROFESSIONAL

Christine L. Matus, Esq.- Attorney

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It took one meeting to become mesmerized by this incredible professional. Her low keyed persona with an ability to speak so very well about obviously what she knows so incredibly well....the law was an unbeatable combination. Ms. Matus has a wonderful client base which she acquired by being honest, forthright and pleasant but never losing sight of extending her legal abilities in a winning way. Her clients listen to her because she has earned their respect and confidence. I can tell you, she will not violate those trusts, as one recently in the newspapers has. She and those like her must be seen in the light which they deserve as professionals who are truly caring of their clients.