



Christopher South
Cape May Star and Wave
VILLAS – Above, a Teddy Bear sits ready to be sent to the child of an American service member serving overseas. Other boxes are packed for the servicemen and women themselves.

Run for the Fallen remembers war dead

By **CHRISTOPHER SOUTH**
Cape May Star and Wave

VILLAS – Eileen Kreis, administrative assistant to the township manager, announced the 2012 New Jersey Run for the Fallen campaign.

On Thursday, Sept. 27, at 6 p.m., there will be a special flag ceremony at Sunset Beach to honor all New Jersey fallen service members. Over 30 families of fallen service members are expected to participate.

On Friday, Sept. 28, at 8:30 a.m., a team of active duty service members will begin a three-day, 172-mile relay beginning at the Cape May Point Lighthouse. Runners from the Joint Base McGuire/Dix/Lakehurst and other units will participate in the run, stopping every mile to honor each service member from New Jersey killed in Iraq and Afghanistan.

“Unfortunately, the distance has been increasing as more service members are lost,” Kreis said.

Kreis also asked for support for Operation Gratitude. A representative contacted Marvin Hume, of the Sunset Beach Flag Lowering Ceremonies, and provided him with 100 care packages each for service members and children of service members. The packages for children include a Teddy Bear meant to give comfort to children while their parent is serving overseas in a combat zone. The second is a care package for the service members containing snacks and personal items, plus a letter from a child.

“We have 100 boxes each in Marvin’s warehouse. If you know anyone with a service member or service member’s child, please call me at town hall,” Kreis said.

Kreis also thanked local hotels for offering free rooms to 37 Gold Star families coming down for Run for the Fallen. She also thanked the owner of the Bayview Restaurant, who has donated meals for all the Gold Star families on Thursday evening.

Social media: If you choose one, choose Facebook

By **CHRISTOPHER SOUTH**
Cape May Star and Wave

CAPE MAY – Attendees packed Convention Hall, Monday, to hear how social media could help promote their businesses on the internet.

Dave Yunghans, the Regional Development Director for Philadelphia Metro, and Carolinn Pocher Woody, the Constant Contact Local Expert for South Jersey, provided a day’s worth of workshops on using social media in the business world, including topics like: The Power of Email

Foursquare and Linked-In. Facebook, Pocher Woody said is the largest, with 901 million members worldwide.

“Be where your customers are,” Pocher Woody said, adding that if you are going to choose just one social media site, Facebook is it.

Pocher Woody recommended businesses create a business page on Facebook, because using a personal page for a business is technically against Facebook policy. She said for those who are using a personal page, it is possible to convert your profile to a business page. Pocher Woody recommend-



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CAPE MAY – Participants take notes in a social media workshop sponsored by the Greater Cape May Chamber of Commerce and Constant Contact, which teaches people to use social media to promote their businesses.

Marketing – Why Your Email Doesn’t Get Opened; Social Media Marketing Made Simple – Small Business and Social Media...It’s Different Now; Engagement Marketing: Marketing Your Business with the New Digital Tools; followed by a hands-on workshop.

The second workshop, Social Media Marketing Made Simple, addressed the use of the top five social media sites, Facebook, Twitter, Pinterest,

ed visiting socialquickstarts.com to get more information on the conversion.

She said one problem with the conversion is your picture files will not follow, so you must download your photos beforehand. Using the “Migrate” function on Facebook, your “friends” will become “fans” instead. After the conversion, she recommended making your Facebook timeline look like

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Christopher South/Cape May Star and Wave

9/11 Remembrance Ceremony in Cape May

CAPE MAY – Firefighter Chuck Burke from the US Coast Guard Fire Company raises the American flag as Lt. Alex Coulter of the Cape May Fire Department salutes. Both Burke and Coulter responded to the attack on the World Trade Center, Sept. 11, 2001. See more photos on page A10.

Stewart’s appeal goes flat

Council upholds revocation of mercantile license

By **CAIN CHAMBERLIN**
Cape May Star and Wave

CAPE MAY – City council affirmed a decision made by the city clerk to revoke the mercantile license of Stewart’s Root Beer of Cape May, LLC after repeated violations for exceeding the maximum seating capacity granted by the license.

The unanimous decision was given by council at a special meeting held at City Hall on Monday, Sept. 17, to hear an appeal by principal owner Sean Dougherty, represented by attorney William Kaufmann, after the city clerk revoked the license on Aug. 29.

Kaufmann said his client was being charged with violating two of six provisions in Section 310-9 (Revocation of license; causes) of the city



Cain Chamberlin/Cape May Star and Wave

CAPE MAY – Attorney William Kaufmann and his client, Sean Dougherty, owner of Stewart’s Root Beer of Cape May, LLC, listen as Cape May City Council votes to uphold the revocation of Stewart’s mercantile license for operating in violation of city code.

code. The first, which states the “fraud or misrepresentation in any application” and the second, “Operation of the licensed premises in violation of state or city land use provisions.” Kaufmann argued his client’s mercantile license application submitted to the city clerk on May 8 was not fraudulent in any way and the

restaurant was never in violation of state or municipal land use provisions.

“There is no evidence of any fraudulent material or misrepresentation in the application submitted to the clerk on May 8,” Kaufmann said. “Nobody knows how

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Study of stop signs at Park and Leaming is put on hold

By **CAIN CHAMBERLIN**
Cape May Star and Wave

WEST CAPE MAY – Borough Engineer Ray Roberts does not believe the installation of stop signs on Leaming Avenue at the intersection of Park Boulevard will be possible until next summer.

Roberts said the state Department of Transportation (NJDOT) would require a survey and traffic count at the intersection before a four-way stop is made. At the Sept. 12 Board of Commissioners meeting, Roberts said he had spoken with traffic personnel in the borough. He said it is plausible the intersection could have

the amount of traffic needed to meet the NJDOT guidelines in July and August during the peak season, but not in September because most visitors have left.

“The counts here are not going to meet those warrants,” Roberts told the commissioners. “If we did a count today, the obvious answer would be you do not need a four-way stop. Until we have actual counts, we cannot move this project forward.”

Roberts said it would cost anywhere between \$3,500 and \$4,000 for a traffic study. Sharyn Meade of Sixth Avenue raised the issue of adding more stop signs throughout the borough to increase safety and reduce speeding at the Aug. 22

meeting during public comment. Meade said she also hoped for more stop signs on Broadway, but as a county road, the borough is not authorized to add signage.

Mayor Pam Kaithern said correspondence with County Engineer Dale Foster stated even without a performing a traffic count at Leaming and Broadway, they were certain it did not have enough traffic volume to require a four-way stop.

Regarding the Park and Leaming intersection, Kaithern asked Roberts if there was something the borough could do to increase safety without adding stop signs.

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‘JIF’ is not just peanut butter, Point residents told

By **CHRISTOPHER SOUTH**
Cape May Star and Wave

CAPE MAY POINT – Paul Miola told residents attending last week’s commissioners meeting the JIF Cape May Point belongs to has nothing to do with peanut butter.

Miola is the director of the Atlantic County Municipal Joint Insurance Fund, to which every municipality in Cape May County belongs. Miola said there are current-

ly 41 municipalities participating in the fund, which has an annual budget \$20 million and about \$35 million in surplus funds.

“Every penny not spent on claims is returned to the members as a dividend,” Miola said.

Miola said the JIF’s operating costs are less than 10 percent of the budget. Claims, he said, are the hardest part of the budget to control. Claims are basically the reason for

the JIF being formed – that and the fact that insurance companies were distancing themselves from writing policies for municipalities.

Miola said in the mid-1980s there was an insurance crisis. He said a number of towns had been hit by various court decisions, and companies were afraid they were going to have to cover liability claims for pollution. Insurance companies were pulling out of New Jersey and

municipalities were finding themselves unable to get fire and casualty insurance.

As a result, towns started looking at self-insurance. The Atlantic County Municipal Joint Insurance Fund was formed under New Jersey statutes, and according to Miola, is very highly regulated by the New Jersey Department of Banking and Insurance and the Department of Community Affairs.

“The regulations in New Jersey are very strict,” Miola said. “They don’t want (JIFs) to be like other insurance companies. They want them to be controlled in the town.”

The long-term goal is to cover claims by JIF members, but the JIF looks at controlling and managing claims. The JIF membership set policy, make decisions, attend monthly peer meeting

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