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**OPENING A SMALL BUSINESS? OCEAN COUNTY CLERK  
SCOTT COLABELLA CAN HELP**

MOM AND POP businesses are a staple of Ocean County's economy.

While opening a small business can seem like a daunting task, a stop at the Ocean County Clerk's Office can be the first step to success.

May 4<sup>th</sup> to 8<sup>th</sup> is National Small Business Week and Ocean County Clerk Scott Colabella said his office is ready to assist entrepreneurs in making their dreams come true.

"The first thing any business needs is a name," Colabella said. "Last year alone 630 individuals from Ocean County had their trade name certificate recorded at the County Clerk's Office as they joined thousands of Americans across our nation in starting a new business."

Individuals conducting or transacting business under any assumed name or designation are required by law to file a business trade name certificate with the County Clerk's Office.

"Nearly every day we have county residents visiting our offices in Toms River and Manahawkin to file a trade name," Colabella said.

Applicants simply complete a registration form which states the name, nature, address of the business and the names/residence addresses of the business owners.

The registration form must be notarized and the fee is \$50.00.

Colabella said banks and other financial institutions require a Trade Name Certificate when opening a new business account.

Anyone interested in starting a small business can visit Colabella's web site at <http://www.clerk.co.ocean.nj.us/tradenames.htm> or call (732) 506-5198 or (609) 597-1500.

The County Clerk also operates two offices that handle trade names, at 118 Washington Street in downtown Toms River and at the Southern Service Center, 179 South Main Street (Route 9) in Manahawkin office.