

# LCMR students present business plans to local experts

By JACK FICHTER  
Cape May Star and Wave

CAPE MAY — Lower Cape May Regional High School students presented business plans for enterprises both imagined and real to Curtis Bashaw, entrepreneur and co-founder/co-manager of Cape Resorts, and three other business leaders June 11 in the Harrison Room of Congress Hall.

More than a dozen well-dressed and slightly nervous teens presented their ideas and asked for a loan, much like the popular television series "Shark Tank." The students were part of "Next Generation Entrepreneurs," a program spearheaded by Bashaw and Cape Resorts.

Along with Bashaw, who operates hotels, restaurants, a farm and develops real estate, the panel consisted of Cathy Phillips, a lending officer with

Sturdy Savings Bank; Ryan Platzer of the retail store Galvanic; and Linda Casale, of a new Washington Street Mall store called Makers Making.

Loans requested from the students ranged from a few thousand dollars to \$13 million. The actual payoff for students was not in dollars but served as their final exam and their grade for the course.

The students were questioned by the panel on details of their business plans, such as how they would motivate and compensate their employees, how they would keep their product line fresh and whether they were sure the rent was that high.

Bashaw said some of the business plans were doable, such as a food-delivery service to the beach and a hair dressing salon inside Congress Hall to serve wedding parties. He said West End Garage, a

Cape Resorts property that rents booth spaces to sellers of antiques and crafts, was an incubator for new businesses. Some merchants use West End Garage as a proving ground and move to larger quarters when successful, Bashaw said.

He said he has been visiting teacher Kathleen Parker's business classes every other week since the start of the school year, helping students come up with ideas for businesses and coaching them on how to open a business.

"I believe so firmly that people can do whatever they set their minds to if they have the tools and if they have the passion and if they are willing to take a little bit of a risk," he said.

While Bashaw encouraged students to follow their dream and work hard, he did not discount the possibility of a business failure based on a bad idea.

The business students may represent the next generation of business owners in Cape May, Bashaw said. He said he hoped for ideas beyond another generation of T-shirt shops.

Bashaw decried the high cost of commercial rentals in Cape May and suggested landlords consider the long-term success of a new business as a renter.

Student Alec Levin came up with a real enterprise to sell T-shirts that would not only turn a profit for his company but also give money to charitable organizations whose logos appear on the shirts. With each purchase of an Actions Over Words T-shirt, \$5 would be donated to the charity.

Levin said he was the "perfect guy," coming from a business family. He said his grandfather and father owned Cape May's Collier's Liquor Store. Levin said he would recruit other students to sell the shirts and reward them with a \$2 commission per shirt sold. He was seeking \$5,000 with a promise of a return of \$10,000 to investors in the first year.

George Swayer and partners Justin Tomlin and Zach Driscoll arrived with a 31-page business plan. Swayer introduced his team as the "big, new up-and-coming real estate moguls in South Jersey."

Their grand plan, which exists only in their imagination, was to open AquaAtlantic Indoor Waterpark and Resort in the former Atlantic City Hilton. The plan called for an indoor waterpark, restaurants and family activities.

Swayer said his group would not run the waterpark but lease all the space to well-known restaurant chains and waterpark operators. They estimated a cost of \$54 million to purchase and convert the defunct casino hotel to a waterpark attraction.

Swayer said the three had \$40 million in the bank and



Jack Fichter/CAPE MAY STAR AND WAVE

Judges Cathy Phillips, of Sturdy Savings Bank, left, Ryan Platzer, of Galvanic, Linda Cassale, of Makers Making, and Curtis Bashaw, co-founder and co-manager of Cape Resorts, watch the presentations of Lower Cape May Regional High School business students June 11 at Congress Hall.

were seeking \$13 million in loans.

Student Brandon Howell proposed a delivery service that would bring food from four Cape May restaurants and one convenience store to the beach. He proposed using six delivery people riding mopeds with customers ordering on a phone app.

The delivery fee would be \$8, Howell said. He was seeking a loan of \$7,000 and promised a return of \$10,000 to investors after the first year. Bashaw recommended Howell pick up food from restaurants but sell beverages from his own stock.

Students Jean Morano and Zohndra Vogoles proposed an all-homemade store selling jewelry, scarves and candles in West End Garage. Vogoles said their target audience was younger females and middle to upper class families. She said they chose West End Garage for a location because it had a "young and hip feeling." They were seeking a loan of \$8,000 with a \$20,000 return on the investment in the first year.

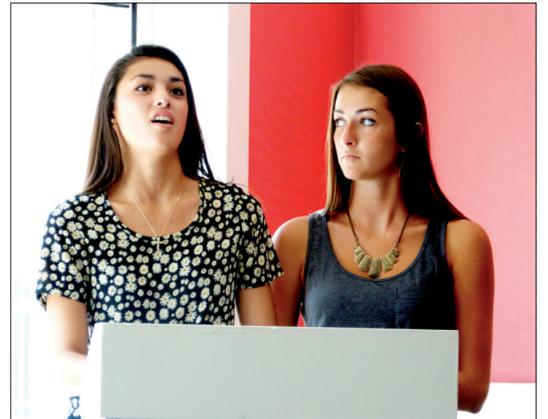
Student Thomas Kripfgans had hopes of opening an authentic German beer garden in Cape May. He said he was seeking a loan of \$38,120, promising a return of \$50,000 over three years. Bashaw called the concept a great idea for Cape May. Kripfgans said his ideal location would be on a corner of Washington Street Mall. Casale suggested outdoor space for the beer garden to set it apart from other restaurants.

Victoria Jacoby and Carissa Scott proposed expanding an actual business into an additional location. Scott said she was the daughter of William Scott, owner of Artisan's Alcove. She proposed opening an Artisan's Alcove in Avalon beyond their locations in Cape May and Ocean City.

Carissa Scott said jewelry



Victoria Jacoby and Carissa Scott propose expanding Artisan's Alcove in Avalon. Scott is the daughter of Artisan's Alcove owner William Scott.



Jean Morano and Zohndra Vogoles propose opening an all-homemade store selling jewelry, scarves and candles at West End Garage.

was symbolic of all types of love. She said no other jewelry store in Avalon specializes in estate jewelry. Jacoby said the store has brand recognition,

so they were not starting from scratch. They were seeking a \$150,000 loan, promising a return of \$350,000 over five years.

## Counterclaim

Continued from Page A1  
information contrary to At-

orney General Guidelines on numerous occasions, states the counterclaim.

"Bruce MacLeod was a complainant when the matter concerning the two officers was first brought to the Cape May County Prosecutor's Office and insisted a crime had been committed," it states. "Even after being advised the matter was not criminal by the First Assistant Prosecutor Robert W. Johnson, Bruce MacLeod on additional times tried to claim and insist the matter was criminal."

Taylor's counterclaim notes MacLeod allowed the city to hire investigator James Fallon to start an internal affairs investigation on then Chief Robert Sheehan contrary to Attorney General Guidelines. Johnson replied to Monzo if there was going to be an investigation of Sheehan, it must be done by the Prosecutor's Office.

The counterclaim states MacLeod ignored and violated the right of privacy of Lt. Chuck Lear and Sheehan by releasing confidential infor-

mation about them. "Bruce MacLeod criticized the then Chief Sheehan because the Cape May City Police Department arrested the son of the city solicitor for burglary," stated the counterclaim.

It stated MacLeod as appropriate authority would have access to personnel files, evaluations of officers and "potentially criminal investigative files and would be in a position to unlawfully release different type of confidential information to the public."

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