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## Lt. Governor Kim Guadagno Visits Jersey City's Brownstone Diner & Pancake Factory to See New Jersey's "Open For Business" Attitude In Action

Tuesday, January 15, 2013

Tags: [Hurricane Sandy](#)

### *Visit to Lola's Boutique in Point Pleasant Beach Symbolizes Shore Communities are Open and Doing Business*

**Trenton, NJ** – Highlighting that small local businesses in areas hardest hit by Hurricane Sandy are open and actively doing business, Lt. Governor Kim Guadagno today visited and met the owner of Point Pleasant Beach's Lola's Boutique, and encouraged New Jerseyans to demonstrate their support for businesses in these towns. "Lola's Boutique is a testament to the resilience that has defined New Jersey's small business community in the aftermath of Hurricane Sandy," said Lt. Governor Guadagno. "These entrepreneurs are the backbone of New Jersey's economy and their determination to recover and come back stronger than ever is truly inspirational. I urge residents to show their support by visiting these and similar small businesses whenever they can."

Lola's Boutique sells unique and affordable women's clothing. Open year-round and seven days a week, the store specializes in "funky, one-of-a-kind pieces and local, handmade clothing."

Compared to other shore businesses, owner Marla Lengle said she was lucky to survive without much physical damage.

"I'm friendly with the business owners on each side of my store and we talked about taking precautions when we heard a storm was coming," said Lengle. "I boarded up the store with the boards we used during Hurricane Irene and moved the store's inventory off the walls and floor and put everything up on tables and covered it. Luckily, I didn't have any flooding - just some roof shingles had blown off and some wind driven rain came in under the front door."

After reopening, Lengle said the greatest challenge was overcoming the notion held by many that Point Pleasant Beach's business district was closed.

"Once we were able to open, no one was coming because everybody thought the area was closed, so we had no business for three weeks. On top of that we, like many store owners, had prepared for the holiday season before the storm hit and took in a substantial amount of holiday merchandise. Thankfully, we had very good business during the Black Friday weekend. Things then slowed down before picking up again during the last two weeks of the holiday season."

Despite the setback, Lengle is optimistic about Lola's future and encourages New Jerseyans to shop at small, locally-owned businesses.

"Since the storm, I think it's more important that people shop local. Small business owners, we bring a lot of revenue into town, and if you lose that, you're really going to change the face of the town. I can't stress enough to shop small, shop local."

In the aftermath of Hurricane Sandy, the Christie Administration has made assisting impacted small businesses a priority in New Jersey's larger recovery and rebuilding efforts. In addition to initiating a statewide business impact assessment in collaboration with the state's leading business groups, Governor Christie worked quickly to secure programs and direct assistance to the state's small business community. To date, over \$54 million in Small Business Administration disaster loans have been approved and over 8,300 impacted residents and businesses have registered for such assistance. New Jersey was also the recipient of a \$15.6 million National Emergency Grant from the U.S. Department of Labor to hire unemployed state residents to assist with clean-up and recovery efforts.

Businesses are encouraged to call the state's Business Action Center at 1-866-534-7789 for assistance and information on the many business advocacy services available through the state. Information is also available by visiting the state's business portal at [www.newjerseybusiness.gov](http://www.newjerseybusiness.gov).

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