

Your Money



What's Going There?
David P. Willis
Asbury Park Press
USA TODAY NETWORK - N.J.

Texas Roadhouse coming to Howell

Steakhouse plans to open in February

HOWELL - Texas Roadhouse, Louisville, Kentucky-based steakhouse, is expected to open a restaurant on Route 9 in Howell on Feb. 19.

Now under construction at the Greenleaf at Howell shopping center, Texas Roadhouse currently has six restaurants in New Jersey, including locations on Route 35 in Holmdel and on Route 9 in Old Bridge.

"Howell is just a hidden gem for Texas Roadhouse," said Travis Doster, spokesman for Texas Roadhouse. "That is a great spot for us. We are going to introduce new people to Texas Roadhouse."

What's there to know about Texas Roadhouse? Here's what Doster had to say.

■ **Fresh made.** Everything from croutons and bread to salad dressings are made fresh in the restaurant. Each restaurant has its own butcher and baker.

■ **Dinner place.** Texas Roadhouse, which seats 291 guests, doesn't serve lunch except on weekends. During the week, it's dinner only. "The majority of our guests go home and grab their family and then go out to dinner," Doster said. "We like to be located near businesses but also homes since we are not a lunch concept."

■ **Most popular menu items?** Steak. Steak makes up 44 percent of the restaurant's menu, but Texas Roadhouse serves chicken, ribs, seafood, such as salmon and shrimp, and salads too.

■ **Attention to service.** Each server only has three tables, Doster said. "You get a higher touch," he said. "Your drinks are refilled faster." Each restaurant has about 200 employees with the majority in the front of the house, including servers and bus boys.

■ **Managing partners.** The managing partner who runs the location has a 10 percent equity stake after investing \$25,000 and signing a five-year employment contract. "We call that having skin in the game," Doster said.

■ **Yearly sales.** A Texas Roadhouse restaurant averages about \$5 million in sales a year, serving about 7,000 guests a week.

Have you seen a construction project in Monmouth or Ocean counties and wanted to know what was going there? Contact business writer David P. Willis at dwillis@gannett.com, and we will look into it for a future column.

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A featured cheeseburger at Texas Roadhouse. TEXAS ROADHOUSE



Dr. David Bertone works with Angela Kinlin of Colts Neck at his db Orthopedic Physical Therapy facility in Lincroft. TANYA BREEN

Hands-on approach suits physical therapist

Bertone broke out on own decade ago

Susan Bloom Special to Asbury Park Press
USA TODAY NETWORK - NEW JERSEY

Growing up in North Bergen, David Bertone felt the calling of the health care field.

"During my senior year in high school, I decided that I wanted to help people and practice medicine in some way, but I felt that many physicians weren't hands-on enough," the 53-year-old Freehold resident said.

During his undergraduate years as a biology major at William Paterson University and later as a physical therapy student at New York University, "I learned all about the field of physical therapy and became passionate about treating the whole body and restoring people to full normalcy."

Though he worked at St. Luke's Roosevelt Hospital in New York City for a year after graduation and then at existing practices in New Jersey, "They were 'big box' chains of physical therapists, which wasn't the way I wanted to practice. I wanted to provide more personal, hands-on service," Bertone explained.

After spending 15 years at a practice in Marlboro, where he was an associate partner, he did just that. Following an extensive search through Monmouth County, he found an ideal 1,300-square-foot space in the Lincroft section of Middletown and officially launched db Orthopedic Physical Therapy in 2008 (spelled deliberately with lowercase initials). "It was time to break away and do my own thing," he said.

At his Lincroft practice, as well as in a second location he opened in Manalapan in 2013, "we offer orthopedic physical therapy, treating musculoskeletal injuries like sprains and strains and issues involving the neck and back as well as providing post-surgical rehabilitation for procedures like knee, hip and joint replacements," Bertone said.

Though he and his team also treat orthopedic issues related to conditions like Parkinson's disease, "most of our practice is devoted to treating general pain syndromes that people acquire over life and restoring them to their prior level of function using various modalities like heat, electrical stimula-

DB ORTHOPEDIC PHYSICAL THERAPY

Locations: 732 Newman Springs Road, Suite 200, Middletown, and 120 Craig Road, #2, Manalapan

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Founded: 2008

Owner: David Bertone

Website: www.dborthopt.com

tion, laser therapy, traction, ultrasound, joint mobilization, therapeutic exercise and massage to reduce pain and increase mobility, flexibility and strength," he said.

Bertone also specializes in concussion management, through which he both treats concussed athletes and supports them in preventing future injury.

Through the specialized equipment he possesses, "we're able to create baseline measurements of an athlete's balance, memory, speed of processing and other neuro-cognitive elements and can assess their status and level of recovery following a concussion," he explained of his program, which has secured his practice's place as the official baseline testing provider to Red Bank Catholic High School as well as other local sports teams, soccer and hockey leagues and sports facilities.

"It's an important service given that more young people are playing sports and there's greater awareness and recognition of concussions and their ramifications than ever," Bertone said of the practice of concussion management, which he also teaches to doctoral physical therapy students at Rutgers University.

"I love teaching and have also developed a continuing education program for other physical therapists to help share my knowledge," he said.

Bertone's expertise has worked wonders for Marlboro resident Marc Kempner and his family.

"I started going to David three years ago after my family and I were in a car accident," said the active 52-year-old supply chain director, who faced the prospect of back surgery after back pain, disc herniations and related nerve damage made it difficult for him to sit, stand and play sports.

"Thanks to the personalized treatment plan he developed for me, which involved targeted spinal exercises, dry

needling, the use of a compression sleeve and more, I successfully avoided surgery and am back in the gym lifting weights, running, etc., all things my surgeon told me I wouldn't be able to do," he said.

"He also nursed my son Ethan back to health after he sustained a concussion from the car accident and rehabbed my daughter when she tore ligaments in a basketball game. With other physical therapists I've gone to, you may see them the first time and then not again, but I get David every time in a one-on-one setting," Kempner said. "His goal is to get you back to normal or as close as possible and he succeeded, for which my family and I are so grateful."

While Bertone said that competition in the field is always challenging, especially from physician-owned physical therapy practices and multispecialty chiropractor practices, he believes that his operation has thrived by remaining true to its roots.

"People don't know what true physical therapy is until after they come to a practice like ours and experience the level of skill, training, knowledge, supervision, and personalized service we provide," he said.

With support from Drs. Jerry Moczerniuk and David Colella, both of whom are on a partnership track at db Orthopedic Physical Therapy, as well as a physical therapy assistant and administrative specialists, "everyone is an integral part of the outstanding care we deliver," said Bertone, who just moved his Lincroft practice to a larger, 2,500-square-foot space within the same building on Jan. 2.

"Our new state-of-the-art facility offers more room for treatment tables, consultation, evaluation and cutting-edge equipment like the AlterG Anti-Gravity Treadmill and we're delighted to be able to offer our patients a more comfortable and comprehensive experience than ever before," said Bertone, who one day hopes to open a third location.

Practicing on the forefront of physical therapy using the latest equipment and techniques as well as the hands-on manipulation he's known for, Bertone finds his daily work energizing.

"I love the challenge of treating a patient in pain, getting them to feel better that day, and giving them the tools for sustainable improvement that can change their lives," he said.

New Jersey sales tax drops by a quarter of a percent

Susanne Cervenka
Asbury Park Press
USA TODAY NETWORK - NEW JERSEY

Did your last purchase seem just a little bit cheaper than you thought it would be?

Those slight savings come as New Jersey's sales tax drops a quarter of a

percent, making good on a deal from 2016 that increased the state's gasoline tax.

The sales tax dropped to 6.625 percent, down from 6.875 percent that was levied last year.

The sales tax also dropped for items purchased in the state's Urban Enterprise Zones, which is half the rate of the

sales tax elsewhere in the state. The new UEZ tax rate will be 3.3125 percent, down from last year's rate of 3.4375 percent.

New Jersey lawmakers agreed in October 2016 to drop the sales tax three-eighths of a percent as one part of a deal that increased the gasoline tax by 23 cents and made other tax

cuts for retirees.

The increased gasoline tax helped bolster New Jersey's Transportation Trust Fund, which pays to repair the state's roads and bridges.

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