



nrbp
NEWARK
REGIONAL
BUSINESS
PARTNERSHIP

connections

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APRIL 2007
www.newarkrbp.org

BUILDING BUSINESS FOR A GREATER NEWARK

Go Newark

By Chip Hallock, President & CEO, NRBP

Last year, Newark was reintroduced to the name of the region's leading business group, NRBP. In 2007, we will reintroduce the City of Newark to thousands of visitors using NRBP's GoNewark brand. First brought online in 2000, and reintroduced in 2004, www.gonewark.com is one of the Internet's leading portals for information about New Jersey's largest city.

This month, in collaboration with The Star-Ledger, NRBP and other partners throughout Newark will unveil a monthly GoNewark newspaper insert, an email newsletter and a refreshed www.gonewark.com. The purpose of this outreach is to remind people of and draw them to the entertainment and dining options throughout the City. And, the first audience for this message hits very close to home.

With the realization that tens of thousands of residents and employees have not taken full advantage of Newark's attractions, the sixteen page GoNewark insert will be included in 30,000 local editions of The Star-Ledger, 10,000 in El Nuevo and 30,000 through street promotion, offices, stores, restaurants and other venues. The email blast will be distributed to workers throughout the City and the gonewark.com web site public calendar will be available for attractions to list their special events.

How can NRBP members help to make this Newark marketing effort a success?

- Support the advertising/advertorial opportunities in the insert. The Star-Ledger is reinvesting net proceeds back into the GoNewark campaign.
- Distribute copies of the newspaper insert to your employees, tenants and visitors.
- Forward the GoNewark email to all of your employees and others in your circle of influence.
- Bring colleagues, friends and family to the events, venues and restaurants that make the City the great place we know it to be.

Please contact me with your offer to assist in this effort. A more vibrant City of Newark is our goal - let's work together to reach it.

Advancing Urban Transformation Through Business Partnership Guest Column by Bo Kemp, Business Administrator, City of Newark



I adamantly believe that the challenges we face in Newark are surmountable by tapping into the innumerable and uncultivated assets that already exist within the city. Perhaps the most important of these assets is Newark's people and organizations. In my short tenure as Business Administrator, I have continually been impressed with the level of activism and engagement the business community has exhibited in an effort to partner with the Booker Administration to resolve the city's challenges.

We have set an aggressive agenda for the City to achieve our vision: "to be America's leading urban city in safety, prosperity and nurturing of family life." We are addressing the immediate challenges, most notably violent crime, limited economic development, a projected budget deficit, and government integrity. We have achieved some early accomplishments, including some government reform legislation and an on-time passing of the budget without tax increases; however, we recognize there remains work to address a myriad of challenges. The business community's continued and expanding support is quintessential. We envision a partnership of private and public leaders drawn together by the recognition of Newark's potential and the understanding that the success of the City and the business community are interstitially intertwined.

Our Administration commits to working tirelessly in this partnership to restore confidence in our governance and ensuring that we create and adhere to fair, transparent processes for doing business with the City. We ask the business community to work with us to achieve efficient and effective government and to remove barriers for prospective business. We appreciate and encourage your continued investment in Newark, public advocacy, and loaned expertise to the city. The Newark Regional Business Partnership has a rich tradition and a strong base focused on growing Newark; we want to strengthen our existing public-private partnership and leverage successful models from other municipalities.

One example we are learning from is the Cleveland partnership model, where the city engaged the business community through executive loans, business partnerships, and independent initiatives spearheaded by the business community. The partnership

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Welcome New Members

Companies, organizations and individuals join NRBP for a host of good reasons – business development, peer-to-peer networking, business information, community interaction and public policy advocacy among them. The following are new members since the last issue. Please give serious consideration to using a member company for products and services that you require. To see the entire membership directory, please go to www.newarkrbp.org.

Commerce Bank
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Nick Miceli
Ramsey, NJ
www.commerceonline.com

Converse Consultants
ENVIRONMENTAL CONSULTANTS
Robert Feller
Parsippany, NJ
www.converseconsultants.com

CSS Facility Services Inc.
JANITORIAL SERVICES
Vic Tartara
Dayton, NJ
www.cssfacilities.com

DiversityInc
PUBLISHERS
Stuart Arnold
Newark, NJ
www.diversityinc.com

Garden State Apartments.com
REAL ESTATE
Sunny Kancherla
Newark, NJ
www.gardenstateapartments.com

Gavan-Graham
ELECTRICAL MANUFACTURERS
Emerson Crooks
Union, NJ
www.gavangraham.com

Goodwill Industries of Greater NY & Northern NJ Inc.
NON-PROFIT ORGANIZATION
Kirsten Giardi
Harrison, NJ
www.goodwillny.org

Hoffmann-La Roche Inc.
PHARMACEUTICAL
Ellen Lambert
Nutley, NJ 07110
www.roche.com

ICS Builders, Inc.
CONSTRUCTION
John O'Rourke
Roselle Park, NJ
www.icsbuilders.com

Newark Arts Supply
ARTS & CRAFTS
Ade Sedita
Newark, NJ
www.newarkartsupply.com

New Jersey Citizen Action
NON-PROFIT ORGANIZATION
Phyllis Salowe-Kaye
Newark, NJ
www.njcitizenaction.org

One Newark Holdings
REAL ESTATE
Daniel Czerniawski
Newark, NJ

Papa John's International, Inc.
RESTAURANT
Joni Dalton, CFE
Louisville, KY
www.papajohns.com

Protection One
SECURITY
Jim Donahue
Cranford, NJ
www.protectionone.com

Square Foot, LLC
REAL ESTATE
Marta Person Villa
Far Hills, NJ
www.squarefoot.com

TD Banknorth, N.A.
BANKING/FINANCIAL SERVICES
Ellen Birsner
Cedar Grove, NJ
www.tdbanknorth.com

The Governance Group, Inc.
CONSULTANTS
Robert Gandel
Summit, NJ
www.governancegroup.com

Walker Ford Lynch, LLC
INSURANCE
Grady Ford, CHC
Paterson, NJ

For membership details, please contact Lorraine Gretchen, Membership Services Coordinator at (973) 242-4228.

Urban Transformation *(continued from page 1)*

led to 800 recommendations for city improvements, the attraction of more than five billion dollars in investment for long-term economic vitality, over two-and-a-half billion dollars in infrastructure investments, and the promotion of industrial development to halt the increase in unemployment. Similar business impact in Newark is possible.

We invite the Newark Regional Business Partnership and its members to partner with us to realize the potential of Newark and reclaim its roots as a vibrant urban center. Our goal is to have a formal and frequent dialogue with the business community to encourage investment in

Newark. As we work to reduce crime, strengthen fiscal discipline, and improve government transparency, we hope that NRBP member organizations continue to support the City of Newark by growing their businesses within Newark, hiring Newark residents, and attracting new businesses to the area.

I am personally committed to working with each of you to remove barriers that hinder your investments. Together we can build a model of development that ensures that the City, its residents and its business all share the economic abundance that this administration envisions. Thank you for your support.

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Publisher reserves the right to refuse any advertising.

Thanks to NJIT, an audio podcast with speaker slides of the March 7 Real Estate Market Forecast is available at www.newarkrbp.org (members only section). Not a member? Contact Lorraine Gretchen at 973-242-4228.

CALENDAR OF EVENTS

APRIL — MAY 2007

- April 4 or 11 Eye Opener
- April 13 Brown Bag Lunch
Is Every Day Friday the 13th with Your Staff?
- April 18 Newark Insiders Forum
Marketing Newark as a Destination
- April 26 Regional Economic Summit
- May 2 Spirit Cruise/Business Card Exchange
- May 11 Brown Bag Lunch
Adding Polish That Builds Profits
- May 17 or 18 Transportation Awards Breakfast
- May 31 Let's Do Lunch at Theatre Square Grill

SAVE THE DATES

- September 24 Outing at Roxiticus Golf Club
- September 25 Biz Expo

For more detailed information or to register for NRBP's 2007 events, please visit www.newarkrbp.org. Credit cards accepted.

****Event Date and Topic Subject to Change****

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Gateway Security, Inc. Takes the Lead in New and Tougher Security Officer Training Regulations

In 2004, the NJ Legislature signed the Security Officer Registration Act (SORA) into law. It updated the 1939 private investigator certification statute to accommodate today's critical physical security needs. Compliance is required by July 1, 2007. The act elevates and acknowledges the importance of private security officers' roles as first responders — eighty-seven percent of the nation's public and private entities are protected by private security officers.

Gateway Security, Inc. of Newark has always been a strong advocate for stringent security officer licensing, screening and training guidelines. When the NJ State Attorney General's office and the Private Detective Unit of the NJ State Police decided to make sweeping changes Gateway Security was at the forefront, lobbying to raise the bar for the security industry. Today, New Jersey's SORA is one of the toughest in the nation and it accurately reflects the current state of heightened vigilance in the state and nation.

"We believe that the need for well-trained private security personnel is critical. The profession is demanding and requires a commitment to excellence from both the officers and the companies that provide them," says Gateway CEO, Kurus Elavia.

The new legislation was cited by the New Jersey Domestic Security Preparedness Task Force in its 2004/2005 Progress Report as legislation that augments its efforts. Indeed, the act provides for 40 hours of training that covers terrorism, gangs, suicide bombers, emergency response, incident command, basic first aid and more. The courses must be taught by instructors certified by the NJ State Police and are designed to create a private security force that can serve in a supporting role to the law enforcement community.

For Gateway Security, SORA is a strong starting point. "We see SORA's 40 hours of training for every officer as a mandatory minimum; we will be going well past it" says John Hook, Gateway Security's new director of compliance and professional standards and a former lieutenant and 30-year veteran of the NJ State Police force.

Traditionally, the security industry has been plagued by companies that enter into lowest price bidding wars and operate at minimum standards. Consequently they keep screening and training efforts to a minimum. The industry also suffers from high turnover rates as a direct result of low wages and lack of career paths.

Gateway Security, Inc. has always differentiated itself by excelling at training and providing far more than laws required. "We have found that providing training, career paths, job flexibility and benefits to workers, we quickly minimize turnover, maximize quality and maintain strong, long term client relationships," says Elavia.

Gateway Security, Inc. delivers premium frontline services such as physical security, customer relationship, and parking management to the region's three major airports, largest healthcare facilities, many Fortune 50 companies and international real estate management companies. *Inc. Magazine* recognized Gateway Security as the Fastest Growing Urban Company for three consecutive years. In 2004, Gateway Security was named the *New Jersey Family Business of the Year* by the Rothman Institute Family Business forum at Fairleigh Dickinson University.



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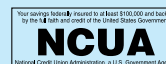
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NRBP Member Appointed Highway Traffic Safety Division Director

Governor Jon S. Corzine has appointed NRBP member Pamela S. Fischer as the new director of the Division of Highway Traffic Safety in the Department of Law and Public Safety.

Fischer, vice president of public affairs for the AAA New Jersey Automobile Club in Florham Park, is a well-known advocate on traffic safety issues, include child passenger safety and the graduated driver's license law. She has worked with AAA New Jersey Automobile Club for more than 20 years and has been a member of the New Jersey Motor Vehicle Commission since 2003.

In her new role, her priorities include establishing a teen driver study commission to ensure full implementation of the state's graduated driver's license law, increasing pedestrian safety and distracted driving educational efforts, and focusing attention on senior mobility issues.



Fischer is a member of the Newark Regional Business Partnership Transportation Committee; Morris County Chamber of Commerce's Business Cabinet and Legislative Affairs Committee; the I-80 Task Force; and the Morris County Economic Development Commission. She is also a member of the New Jersey Travel Industry Association, Gateway Tourism Council, New Jersey Press Association, Public Relations Society of America, and International Association of Business Communicators.

Ms. Fischer earned a B.A. in English from Lebanon Valley College (Annville, PA) and holds a certificate in Advanced Management from The Wharton School at the University of Pennsylvania.

Fischer, who served as co-chair of Governor Corzine's transportation transition team, started in her new role in March.

Member NEWS

NRBP would like to congratulate all the distinguished recipients of NJBIZ "Forty Under 40" competition sponsored by AXA Advisors, LLC. Congratulations to NRBP members: Michael P. Martirano, **Cushman & Wakefield of New Jersey, Inc.**; David J. Pascrell, **Gibbons P.C.**; Zachary D. Rosenbaum, **Lowestein Sandler PC**; Edward J. Fanning Jr., **McCarter & English LLP**; Michael Allen Seeve, **Mountain Development Corp.**; Timothy Lizura, **Port Authority of New York and New Jersey** and Russell Faye, **Wiss & Company LLP**.

AEG NY/NJ, one of the leading sports and entertainment presenters in the world has signed a four-year sponsorship with Syntax-Brilliant Corp. to place its Olevia brand HDTVs and other products into public spaces at AEG-owned properties including Red Bull Park in Harrison, New Jersey. The deal, recently announced at the National Sports Forum at the Staples Center, makes Olevia a founding partner of each venue, receiving exterior signage, scoreboard and concourse exposure, hospitality and other usage of entertainment spaces, and category exclusivity at each location.

Complete Document Solutions, LLC (CDS) has been recognized as the Xerox NAAO Eastern Region 2006 Agency of the Year. This prestigious award honors the excellent service, award-winning product line and the unique personal touch CDS offers its clients. CDS not only serves the businesses of New Jersey, but also those of Manhattan and Maryland.

Continental Airlines, the world's fifth largest airline and the dominant carrier at Newark Liberty International Airport has a new dedicated web site that allows American Express Business Travel clients to check in, reserve or update seat selections and print boarding passes for their Continental flights. Clients who purchase tickets through American Express are sent a check-in prompt via e-mail within 24 hours prior to their flight's departure. The e-mail links the traveler to a co-branded Continental Airlines/American Express Business Travel web page where the check-in process can be managed.

Prudential Financial's Prudential Foundation has awarded a three-year, \$125,000 grant to the **First Occupational Center of New Jersey** to support a job-training program to help Newark residents obtain commercial driver licenses and become truck drivers.

Gibbons P.C., a prominent Newark Law firm since 1926, announced the launch of its new name and logo that coincided with the firm's move to One Gateway Center in February. The new Gibbons logo will be used on all firm materials and on a building sign that will be a prominent addition to Newark's skyline.

New Jersey Devils Chairman and Managing Partner Jeffrey Vanderbeek and **AEG NY/NJ** President Nick Sakiewicz recently announced that AEG, one of the leading sports and entertainment presenters and facilities operators in the world, will manage the new Prudential Center in Newark. The Prudential Center is slated to open in October 2007.

North Jersey Federal Credit Union recently won the Dora Maxwell Award for Community Involvement and Participation at the 72nd Annual New Jersey Credit Union League Conference held in Atlantic City. The Dora Maxwell Award honors credit unions for their social responsibility to the community. NJFCU won for its

philanthropic efforts in collecting new winter accessories from their members and employees for the less fortunate.

Skanska USA Building, Inc., a Swedish construction company with operations in Parsippany, New Jersey, announced the firm has received a \$998 million order to design and build a new football stadium for the New York Giants and the New York Jets NFL football teams. The open-air stadium, to be built at the Meadowlands Sports Complex in East Rutherford, will provide seating for 82,000 spectators and include 217 luxury boxes. The company is also involved in building the new Yankee Stadium in New York City.

The 35-story residential tower on Raymond Blvd., known as Eleven80, recently celebrated its official grand opening. Eleven80, which opened last August and has more than 150 residents, is a \$112 million renovation of a 1930s commercial office building that stood vacant for two decades before the developer, New York City's **Cogswell Realty Group**, purchased the property in 1998.

Please join us in congratulating the following NRBP members who were honored in NJBIZ as the 2007 class of New Jersey's Best 50 Women in Business: **Christina Amalfe**, Gibbons P.C.; **Caryl Bixon-Gordon**, Caryl Communications; **Marjorie Perry**, MZM Construction Co.; **Marla Smith**, The Fidelco Group; **Wendy Suehrstedt**, TD Banknorth; **Melanie Vander Valk**, Verizon Wireless; **Linda Verba**, Commerce Bank and **Kelly Watson**, KPMG LLP. The award winners, chosen by an independent panel of judges, were recognized in March at an awards reception for their professional success, business growth and community involvement.

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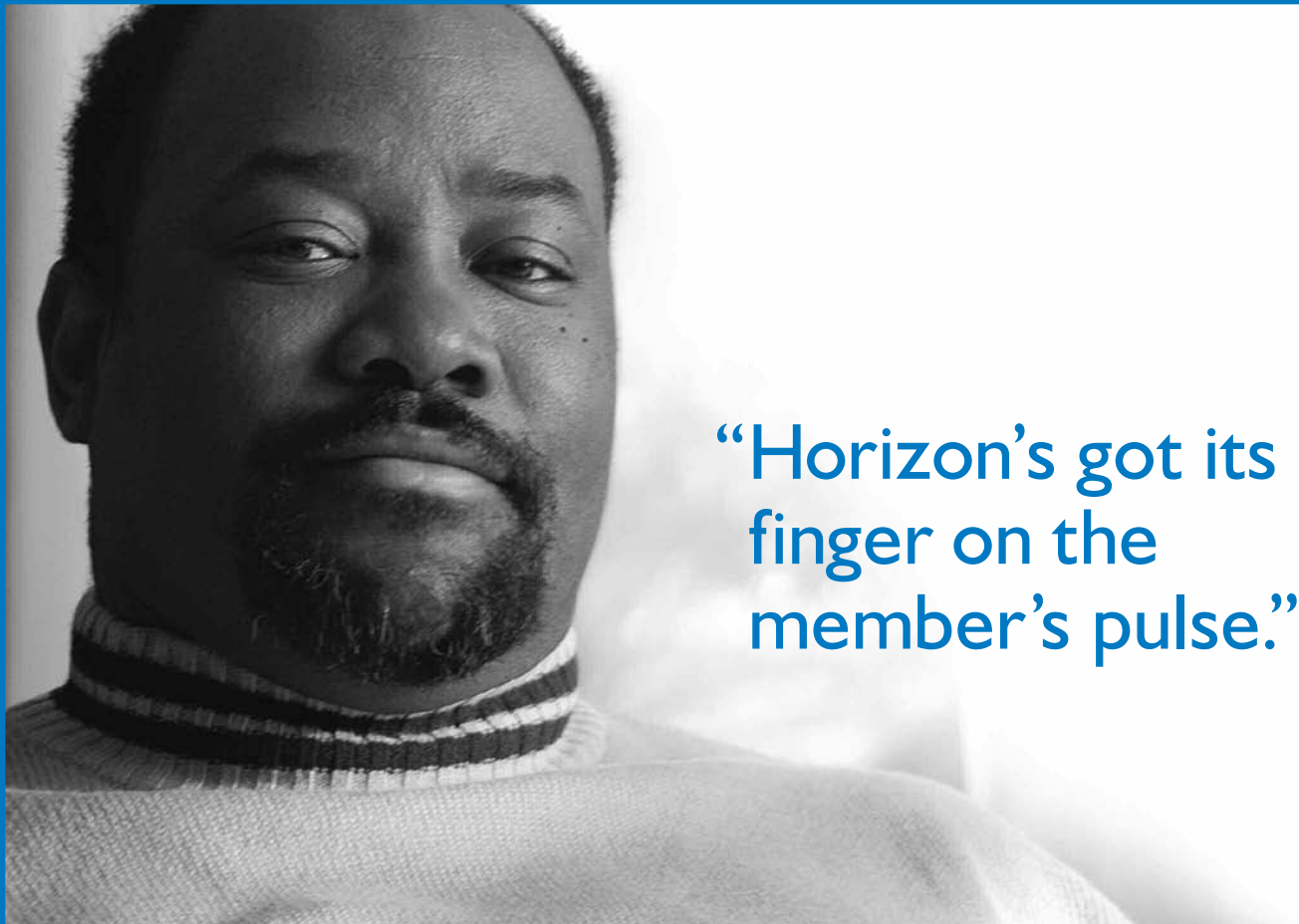
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*Kevin Gordon
Cedar Grove, NJ*

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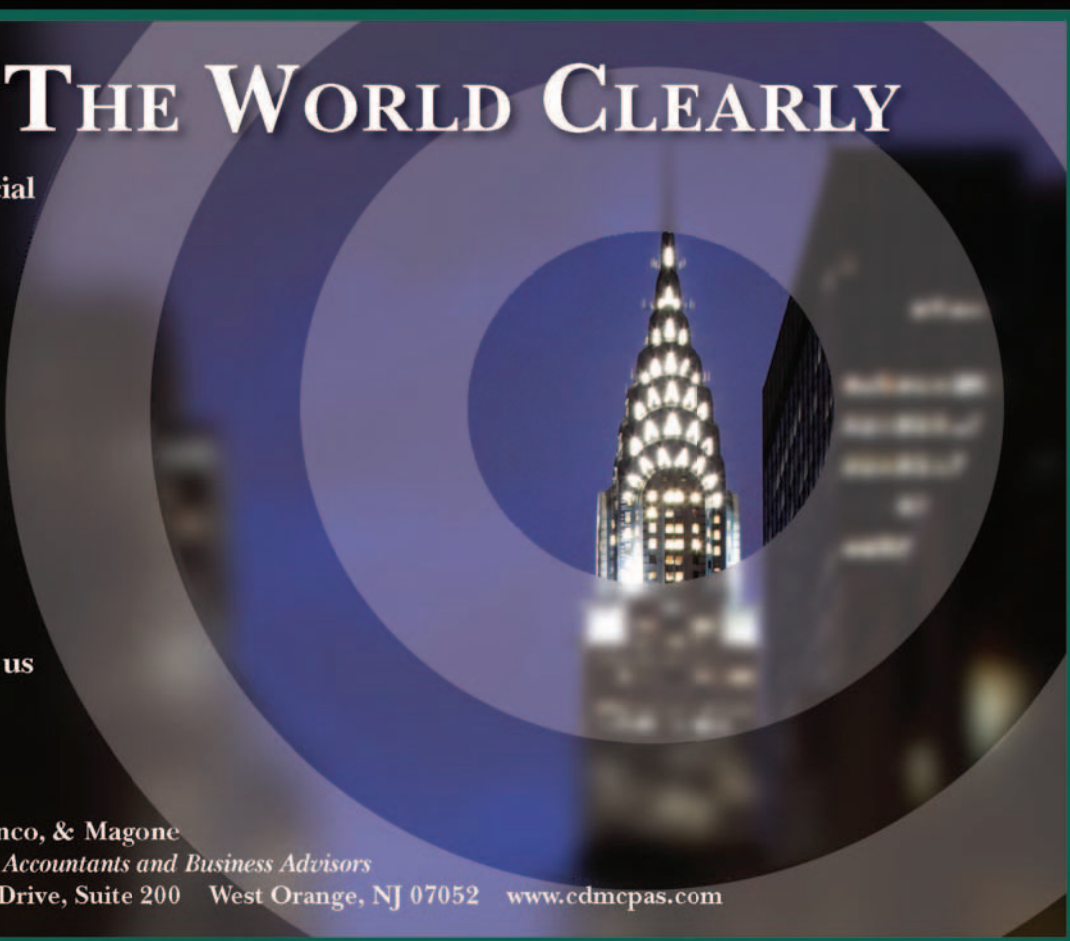
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