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# connections

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www.newarkrbp.org

BUILDING BUSINESS FOR A GREATER NEWARK

## The Nets Are Coming!



At a press conference at Prudential Center on Friday, March 5, Mayor Cory A. Booker welcomed the NBA's Nets to their new home at "The Rock" for the 2010-2011 and 2011-2012 basketball seasons. Chip Hallock, president and CEO of NRBP joined the Mayor and other guests, seated on a mock basketball court, to welcome the Nets to Newark. Pictured from left: NRBP president & CEO Chip Hallock; NBA deputy commissioner and COO Adam Silver; New Jersey Nets power forward Kris Humphries; Mayor Cory A. Booker; New Jersey Nets CEO Brett Yormark; New Jersey Devils chairman and managing partner Jeff Vanderbeek; Devils Arena Entertainment partner and vice chairman Mike Gilfillan; and Essex County Executive Joseph N. DiVincenzo Jr. Ian Eagle, the YES Network's play-by-play TV announcer, served as the master of ceremonies.

## Go Newark!

When NRBP took over the gonewark.com website in 2003, the goal was to create an Internet presence that would shine a positive light on Newark, provide information about the City that would encourage business investment and attract visitors while forming the basis for the creation of a convention and visitors bureau. Now, with so many pieces of Newark's plan for revitalization falling into place, the operation of the Greater Newark Convention and Visitors Bureau (GNCVB) as a unit of the City's Brick City Development Corporation is yet another step in the City's reemergence as a great destination.



Bob Provost, marketing director for *The Star-Ledger* states that Newark is "arguably America's most accessible city, located at the hub of air, rail and highway." Sherrill Austin, who recently opened **Brick City Coffee Company** at the Prudential Center, agrees that "accessibility to all forms of transportation such as the train and the airport" is key to Newark's success. Helen Paxton, director of communications for **Rutgers-Newark** adds, "Newark is close to New York and most importantly, the cultural offerings are equal in quality, although of course not in number, to that great city: The Newark Museum, NJPAC, New Jersey Symphony, Aljira, Robeson Gallery, just for starters."

"Newark is only limited by its imagination," says Mark Albin, deputy

director for marketing at the **Newark Museum**. With Newark soon to be host of the 2010 Dodge Poetry Festival and the 2011 NCAA Men's Basketball Regional Finals, there is *great* momentum for jazz and music festivals, business and industry conventions as well as faith based events such as the 'Women of Faith' conference. "But the best promotion is word of mouth," notes Jeff Norman, vice president of public affairs at **NJPAC**. "We know that once people come here once, they come again and again, and they bring their friends."

The recent announcement that the NBA's **Nets** are moving to Newark on an interim basis before their move to Brooklyn has generated a lot of interest and excitement about the opportunity to add hundreds of thousands of visitors to the 3.5 million who have visited The Rock since it opened. Marc Brummer, president of **Hobby's Delicatessen and Restaurant**, says "most obvious to us at Hobby's is the way the Prudential Center has changed people's



Pictured left to right: Nate Gelman, senior ticket sales manager and retired NJ Nets player Darryl Dawkins.

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## Inside Connections...

MEMBER CORNER:  
PREPARING FOR THE  
(UNCERTAIN) GREEN  
FUTURE

MEMBER NEWS  
NRBP  
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NRBP WELCOMES  
NEW MEMBERS  
UPCOMING NRBP EVENTS

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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](http://www.newarkrbp.org).

**Boraie Development**  
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Wasseem Boraie  
New Brunswick, NJ  
[www.boraie.com](http://www.boraie.com)

**Grassi & Co.**  
ACCOUNTANTS  
Nick Magone  
Florham Park, NJ  
[www.grassicpas.com](http://www.grassicpas.com)

**Greenbaum, Rowe, Smith & Davis LLP**  
LAWYERS  
David A. Roth, Esq.  
Woodbridge, NJ  
[www.greenbaumlaw.com](http://www.greenbaumlaw.com)

**Joule, Inc.**  
EMPLOYMENT SERVICES  
Tim Cassidy  
Edison, NJ  
[www.jouleinc.com](http://www.jouleinc.com)

**Podvey, Meanor, Catenacci, Hildner, Cociello & Chattman, PC**  
LAWYERS  
Rosaria A. Suriano, Esq.  
Newark, NJ  
[www.podvey.com](http://www.podvey.com)

**Precious Littles Early Childhood Development Center**  
NON-PROFIT ORGANIZATION  
Ms. Bridget Turner  
Newark, NJ  
[www.preciouslittles.org](http://www.preciouslittles.org)

**S & W Contracting Co., Inc.**  
GENERAL CONTRACTORS  
Stephen Henderson  
Cherry Hill, NJ

**The Interface Financial Group**  
FINANCIAL SERVICES  
Scott Horton  
Short Hills, NJ  
[www.interfacefinancial.com](http://www.interfacefinancial.com)

**The Leegis Group, Inc.**  
CONSTRUCTION/MGMNT  
Karen Tuveson  
Union, NJ  
[www.theleegisgroup.com](http://www.theleegisgroup.com)

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

## Go Newark! *(continued from page 1)*

attitudes about Newark. The arena has attracted people to Newark who, quite simply, would never have set foot in Newark otherwise (and the airport does not count). These new visitors have come to realize that Newark isn't just about the headlines; it is a city like any other in America. I have had the pleasure of getting to know many of my pre-Devil-game 'regulars,' and, almost to a person, they were at first very unhappy about the Devils' move to Newark. Over time they have come to believe that moving to Newark was the best move the Devils could have made. They love the arena, love having places to go before and after the game, love the convenience of mass transit, and appreciate the warm welcome they have received all over Newark. The bottom line: tens of thousands of people now have a much more realistic view of New Jersey's largest city."

Mr. Norman concurs, calling the Prudential Center "a HUGE asset to Newark. Just like NJPAC before it, the Center proved that people come to cities when there is a critical mass of activities to enjoy. The concerts and games at the Prudential Center have drawn people from throughout the metropolitan area and the even better news is that many of them are using public transportation. It's a great sign for the future of a great city."

To showcase what Mr. Brummer refers to as "Newark's rich tapestry of cuisine and neighborhood diversity", GNCVB and TD Bank launched Newark's first Restaurant Week last year. The third iteration concluded at the end of February to great success, according to restaurant owners like Steve Yglesias at **Mompou Restaurant** in the Ironbound, which features Spanish tapas.

Various venues are realizing the advantages of collaboration. Many organizations have *The Star-Ledger/nj.com* to thank for widespread promotion, from the 100<sup>th</sup> anniversary of the Newark Museum last year to NRBP's events. Mr. Albin notes that "The Newark Museum has developed group packages with NJPAC, the NJ Symphony and Papermill Playhouse and has successfully executed promotions with many of restaurants, Jersey Gardens, New Jersey Transit, radio stations, *The Star-Ledger* and Discover Jersey Arts."

Ms. Austin "does special promotions for most events that are featured at **Prudential Center** or at City Hall such as the Christmas tree lighting, the State of the City and Devils games. **Brick City Bar and Grill** and other restaurants offer fans the chance to rally support for their team and celebrate victories following games. **Theater Square Grill**, NJPAC's premier restaurant, is booked weeks in advance on performance nights and **27Mix** continuously offers special promotions to attract visitors, university students, and the business community.

Still to come? "Two words – convention center" says Mr. Albin. Mr. Provost and others agree that in order to attract more entertainment and conferences, a major convention center is essential.

What's next? Mr. Brummer cites the World Sport Stacking Championships (this year being held in Denver) and the Stanley Cup Final, but that's not up to the GNCVB!

NRBP would like to hear additional views on this topic. Please forward your comments to Barbara Kauffman at [bkauffman@newarkrbp.org](mailto:bkauffman@newarkrbp.org).

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## Connections

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*Horizon Blue Cross Blue Shield of New Jersey interviews Adam Kraushaar, General Manager and Karin G. Kraushaar, Legal Counsel, Lester Glenn Auto Group.*

**Q:** How is the economy affecting your business?

**AK:** This is an unbelievably interesting, scary, challenging time to be in the car business. We have to cut costs everywhere we can.

**Q:** How about health care?

**AK:** This year we are able to offer our employees a less expensive alternative than our present plan. We had such resistance from our employees to a change from Horizon that we decided to stay with them even though another carrier offered a less expensive plan.

**“We’ve had Horizon for as long as I can remember. We’ve considered other options, but we seem to always go back to Blue Cross Blue Shield.”**

**Q:** How long have you had Horizon BCBSNJ?

**KK:** We’ve had Horizon for as long as I can remember. We’ve considered other options, but we seem to always go back to Blue Cross Blue Shield.

**Q:** Why?

**KK:** When choosing a health care plan, we consider what

is most desired by our employee population. We then work to find the best coverage to meet those needs at the least expensive cost. Horizon gives us plenty of alternative plans to consider and is competitive with its pricing.

**Q:** Anything else you like?

**KK:** We are also very happy with the large number of physicians participating in the BCBS network. And perhaps best of all, we’ve had employees with significant illnesses that have gotten treatment without any payment issues.

**Q:** Have employees ever come to you with complaints about the plan?

**KK:** No, and that is a factor I also consider when deciding whether or not to negotiate with BCBS each year. Our employees are pleased with the coverage, price and customer service.

**AK:** Overall, I am satisfied with Blue Cross Blue Shield, and I know our employees are, too.

For businesses across the state, Horizon Blue Cross Blue Shield of New Jersey is the plan of choice. To find out more, call your broker or visit [www.MakingHealthcareWork.com](http://www.MakingHealthcareWork.com).



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## MEMBER CORNER

If you have expertise you would like to share with members, please call (973) 242-4229 for rates and specifications.

### Preparing for the (Uncertain) Green Future

By Alan Shimada, Principal, ENVIRON

In October 2009, the US Environmental Protection Agency (USEPA) promulgated the first federal rules requiring reporting of emissions of carbon dioxide and other greenhouse gases (GHGs) from the general industrial sector. In September 2009, they also proposed federal regulations that would impose significantly more stringent permitting requirements for sources of GHG emissions. While the question remains whether it will be Congress or USEPA that will ultimately dictate how GHGs emissions will be regulated, the writing on the wall is clear – there *will* be federal regulations related to emissions of GHGs. What do these regulations mean, and how will they impact you? Are you prepared for the “green” future? The exact form GHG regulations may take is unclear, but one thing is certain – there will be a higher cost of doing business, in the form of higher utility costs and/or the need to purchase carbon allowances or pay a carbon tax for your emissions.

The 2009 USEPA regulations give a potential preview of the future. These regulations establish a “threshold” of GHG emissions that will subject your facility to the rules, which means if you have a medium-sized boiler that operates for half of the year, you may have to start tracking and reporting your GHG emissions as early as this year. This “reporting rule” is USEPA’s data-gathering step and a precursor to its deciding which industrial sources to regulate.

You can take several steps to determine where you are in the regulatory scheme and to reduce your carbon footprint and potential regulatory burden. These might include developing your carbon inventory, conducting an energy efficient audit to identify measures to increase energy efficiency, and considering renewable energy options. ENVIRON can help you detangle and prepare for the increasingly complex GHG regulatory maze.

An international consultancy, ENVIRON works with clients to help resolve their most demanding environmental and human health issues. Whether responding to existing challenges, evaluating opportunities to improve performance, or seeking to reduce future liabilities, clients around the world benefit from our unique ability to bring clarity to issues at the intersection of science, business and policy. Our multi-disciplinary staff includes engineers, scientists, regulatory and policy experts, toxicologists and public health scientists working from over 70 offices across the Americas, Europe, Asia and Australia.

For help negotiating the GHG regulatory maze or other environmental regulatory hurdles, please contact Alan Shimada at 973.286.4263 or send an e-mail to [ashimada@environcorp.com](mailto:ashimada@environcorp.com).

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## Member NEWS

**Bravo! Group Services** announced that Wilber Barrantes, director of operations has earned the designation of registered building service manager by the Building Service Contractor’s Association International. Mr. Barrantes has become only one of 451 facility contracting professionals who have met BSCAI’s high standards for professionalism and competence.

**City Fire Equipment Company** of East Hanover has launched a new web site ([www.cityfire.com](http://www.cityfire.com)) that better reflects both the variety of products and services offered by the company and City Fire’s status as a state-of-the-art fire safety service provider.

**EWMA** was pleased to announce that two members of their team, Mr. Robert Blauvelt and Ms. Sharon McSwiency, are among the first to qualify as licensed site remediation professionals (LSRP) by NJDEP. Once licensed by NJDEP, licensed site professionals will certify that remediation at contaminated sites has been performed in conformance with NJDEP’s technical requirements.

The New Jersey office of **FirstService Williams** announced that they have hired industry veteran Michael Tesser to serve as senior managing director. Mr. Tesser will play a pivotal role in the office leasing division.

**Genova Burns** announced that their former partner, The Honorable Francis J. Vernioia, has been appointed a judge of the Superior Court of New Jersey.

**Illumination Arts LLC** announced that Faith Baum received an award for one of *NJBIZ* magazine’s 2009 50 Best Women in Business. The award recognized Ms. Baum’s achievement in her roles as both a business owner and an active volunteer in her community.

**Pennoni Associates Inc.** announced that Jeffrey P. Arch, P.E., has joined the firm as a senior engineer in its transportation technology department. Licensed in NJ, PA, MD and VA, Mr. Arch will work at Pennoni’s Cedar Knolls, NJ office.

**Porzio Governmental Affairs** announced that Barbara DeMarco has been named vice president of Porzio Governmental Affairs, LLC (PGA), one of New Jersey’s top ten lobbying firms. In her new position, Ms. DeMarco will continue to represent the needs of her current clientele of horseracing, childcare and special needs interest groups.

Todd Clear, a distinguished criminal justice scholar and former **Rutgers** professor, rejoined the university on March 1 to serve as dean of the School of Criminal Justice.

**Sills Cummis & Gross P.C.** announced that they have hired Grace A. Brown and Lauren N. Siber. Both Brown and Siber were 2008 summer associates at the firm.

**Sobel & Co.** has named Barbara Semple as a member of the firm. Ms. Semple has 24 years of experience in providing auditing, accounting and tax services. The company also announced that they finalized a merger with M.I. Grossman Company, LLC, a certified public accounting firm in Union, NJ.

**Studley**, an international commercial real estate firm announced that Philip Lipper has been promoted to senior vice president & co-branch manager of the firm’s central New Jersey office. Since joining the firm, Mr. Lipper has developed a clientele which includes AAA Mid-Atlantic, which he represents in all markets, Willis Group Holdings, AEGIS Insurance Services, Inc., Palisades Insurance and High Point Insurance, as well as many others. He currently serves as a member of the board of directors of the Newark Regional Business Partnership.

To submit your organization’s member news, please send an e-mail to [msteinberg@newarkrbp.org](mailto:msteinberg@newarkrbp.org)

## NRBP Connections Success Corner

This column is a regular feature in NRBP *Connections* newsletter. Members submitted the following stories about their NRBP Connections successes. Do you have a story to share about a connection you made because of NRBP? If so, please contact Barbara Kauffman at (973) 242-4219 or [bkauffman@newarkrbp.org](mailto:bkauffman@newarkrbp.org).

*“Thanks to NRBP for introducing me to Rob Steinbaum, Publisher of the NJ Law Journal. He has been such a champion for Newark and the growth of Newark Community Foundation.”*

**Tia Graham, Executive Director, Newark Community Foundation**

*“In our short time as a member of NRBP, we have begun to build new and interesting relationships with many businesses and groups in Newark and see the NRBP as a place to be to meet the movers and shakers and decision makers. We look forward to becoming more active in the coming year.”*

**William Deane, Vice President, Dewberry**

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## CALENDAR OF EVENTS

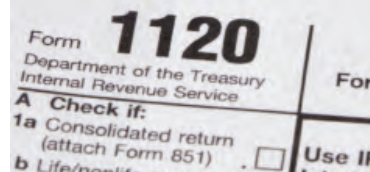
### APRIL - MAY 2010

- |          |   |
|----------|---|
| April 8  | Let's Do Lunch  |
| April 16 | Brown Bag Lunch:<br>Best Practice Marketing for Your Business |
| April 22 | Eye Opener Featuring <i>The Star-Ledger</i>                   |
| May 12   | Let's Do Lunch at Berkeley College                            |
| May 17   | Transportation Awards Breakfast                               |
| May 26   | Spirit Cruise/Business Card Exchange                          |

For more information or to register for NRBP's events, please visit [www.newarkrbp.org](http://www.newarkrbp.org). Credit cards accepted.

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

If you are interested in sponsoring an event, please call Barbara E. Kauffman at (973) 242-4219.



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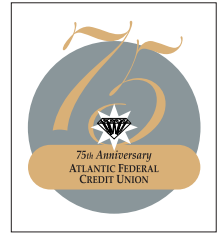
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