



**RBP** REGIONAL BUSINESS PARTNERSHIP

# connections

VOL. 1 No. 2  
APRIL 2006  
www.rbp.org

BUILDING BUSINESS FOR A GREATER NEWARK

## Transportation Backbone Needed

By Chip Hallock, President & CEO, Regional Business Partnership

*RBP's Board of Directors consistently has called for the renewal of the state's Transportation Trust Fund as essential to the revitalization of Newark and the future of the state's economy. When the following op-ed was written, Governor Corzine had just announced his plan to replenish the fund by adding billions more to the state's enormous debt.*

Governor Corzine's recent proposal to address the debt-ridden Transportation Trust Fund employs the time-honored gubernatorial and legislative tradition of excessive borrowing to address our state's needs. By ringing up more debt, the plan provides for an increased capital program that will go toward improving the backbone of New Jersey's economy, our extensive transportation system. It would be nice to see a similar improvement in the backbone of our state's elected officials.

The Transportation Trust Fund is the money that our state uses to fund roadway improvements as well as invest in buses and rails. If no action is taken, on July 1, all of the more than \$800 million that flows in the fund will go to pay interest on bonds issued to complete previous transportation work. That leaves absolutely no money for matching federal funds, providing local transportation aid to municipalities, rebuilding roads and bridges or buying

*continued on page 5*

## Annual Real Estate Market Forecast



**Pictured above:** Ted Zangari, a partner with Sills Cummis Epstein & Gross PC, led a panel discussion on resurgence of the state's urban core at RBP's Annual Real Estate Market Forecast on March 2, 2006. Panelists talked about the opportunities and challenges unique to urban areas and cited new developments such as the planned July 2006 opening of 1180 Raymond Boulevard for market rate rental housing by Cogswell Realty Group. Seated are (l-r) Zangari, Jeffrey Greenberg, Heritage Management Company, LLC; Bob Lieb, Mountain Development Corporation; Tom Michnewicz, Advance Realty Group; and Arthur Stern, Cogswell Realty Group, L.L.C.

**Pictured at right:** Tom Giannone, Cushman & Wakefield of NJ, and Rae Rosen, Federal Reserve of New York, addressed the audience of nearly 200 business leaders. Rosen noted that NJ's job growth is subdued and private sector job growth could average less than 1% this year, trailing the US. According to Giannone, the overall office vacancy rate of 20% is expected to remain steady as developers move ahead cautiously with speculative development. Rosen suggested that action by the state to boost NJ's competitiveness could improve retention and encourage attraction of business.



## Inside

MEMBER NEWS

RBP WELCOMES NEW MEMBERS

RBP BRINGS CAREER AWARENESS TO NEWARK PUBLIC SCHOOLS

UPCOMING RBP EVENTS

MEMBER CORNER



*Introducing*  
**Doubletree Hotel Newark Airport**

The Doubletree Hotel Newark Airport is proud to be part of the Hilton Family of hotels. With over 16,000 sq. ft. of meeting space, we are the perfect location for your next meeting or event. Enjoy breakfast, lunch or dinner at our on-site Shula's Steak 2 or relax in one of our spacious guest rooms with high-speed Internet access. At Doubletree, enjoy our comfortable surroundings, caring staff and a warm cookie at check-in.

*Ask about our special value dates and rates starting from \$79.*



  
**DOUBLETREE®**  
**HOTEL**  
NEWARK AIRPORT

1000 Spring Street, Elizabeth, NJ 07201  
Reservations: (908) 436-4600 [www.NewarkAirport.doubletree.com](http://www.NewarkAirport.doubletree.com)

 **Hilton Honors** Formerly Wyndham Newark Airport. ©2006 Hilton Hospitality, Inc.

# Welcome New Members

Companies, organizations and individuals join RBP 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.

**Applebee's**  
RESTAURANT  
Michelle Schmidt  
Newark, NJ  
www.applebees.com

**Balance Point**  
PAYROLL SERVICES  
John Egan  
Rochelle Park, NJ  
www.balancepointpayroll.com

**Bollinger Insurance Co.**  
INSURANCE  
Lou Lefevre  
Short Hills, NJ  
www.bollingerinsurance.com

**Cox Stationers & Printers**  
PRINTERS  
Jackie Petersen  
Garwood, NJ  
www.coxprinters.com

**DiGeronimo, P.A.**  
ARCHITECTURE  
Suzanne DiGeronimo FAIA  
Paramus, NJ  
www.digeronimopa.com

**Fidelity National Title Insurance Co.**  
INSURANCE  
Tom Clarke  
Morristown, NJ

**Fusion Caterers**  
CATERERS  
Jay Marcus  
Newark, NJ  
www.fusioncaterers.com

**Gilsanz Murray Steficek**  
ARCHITECTS  
Anthony J. Pagnotta  
Newark, NJ 07102

**HFD Productivity Associates, LLC**  
MANAGEMENT CONSULTANTS  
Anne Sedler  
Ridgewood, NJ  
www.hfdproductivity.com

**LGA Engineering, Inc.**  
ENGINEERS  
John Wuestneck  
Lakewood, NJ  
www.lgaeng.com

**Meiga Boutique**  
CLOTHING  
Manuel Yglesias, Jr.  
Newark, NJ  
www.meigaboutique.com

**Next Wave Web, LLC**  
PRINTERS  
Alia Squi  
Paterson, NJ  
www.nextwaveweb.com

**North Jersey Federal Credit Union**  
BANKING SERVICES  
Danielle D. Adams  
Totowa, NJ  
www.njfcu.org

**O'Conner-Ravell Associates, Inc.**  
COLLECTION AGENCY  
Georgette Ravell  
Madison, NJ  
www.Oconner-Ravell.com

**Porzio, Bromberg & Newman, P.C.**  
LAWYERS  
Josh M. Mann, Esq.  
Morristown, NJ  
www.pbnlaw.com

**Qual Quan Insights, Inc.**  
MANAGEMENT CONSULTANTS  
Brenda K. Johnson, Ph.D.  
Maplewood, NJ  
www.qualquaninsights.com

**Radin Consulting, Inc.**  
ENVIRONMENTAL CONSULTANTS  
Chitra R. Radin  
Livingston, NJ  
www.radinconsulting.com

**Rosa Agency**  
REAL ESTATE  
Manuel Couto  
Kearny, NJ  
www.mcouto.com

**SCI Design & Communications, Inc.**  
COMMUNICATIONS/PROMOTIONS  
Kenneth Rosenblat  
Ridgewood, NJ  
www.scicreative.com

**Sobel & Co., LLC.**  
ACCOUNTANTS  
Sally L. Glick  
Livingston, NJ  
www.sobel-CPA.com

**South Mountain Travel**  
TRAVEL AGENCY  
Tom Nero  
West Orange, NJ  
www.somotravel.com

**Susan Young Media Relations**  
PUBLIC RELATIONS  
Susan Young  
East Brunswick, NJ  
www.sueyoungmedia.com

**The Harvis Organization**  
COMMUNICATION CONSULTANTS  
Harold Suggs  
Asbury Park, NJ  
www.theharvisorganization.net

**Tishman Construction Corporation of New Jersey**  
CONSTRUCTION  
Gareth C. Middleton  
Newark, NJ  
www.tishman.com

**Top Shelf Caterers**  
CATERERS & EVENT STAFFING  
Ray Lamela  
Harrison, NJ  
www.topshelfgourmet.net

## RBP STAFF

Chip Hallock  
President & CEO  
973-242-4209

Barbara E. Kauffman  
Executive Vice President  
973-242-4219

Lorraine Gretchen  
Membership Services  
Coordinator  
973-242-4228

Marci Steinberg  
Coordinator,  
Communications &  
Events  
973-242-4229

Lucy Rocha  
Membership &  
Event Support  
973-242-4255

Nikki Drake  
Membership &  
Event Support  
973-242-4203

Kim Tedesco  
Accounting  
973-242-4257

## Connections

Vol 1 No. 2 – April 2006

Managing Editor –  
Marci Steinberg  
Editors – Chip Hallock,  
Barbara E. Kauffman

973.522.0099

Connections is published  
bi-monthly by the  
Regional Business  
Partnership, 744 Broad  
Street, 26<sup>th</sup> Floor,  
Newark, NJ 07102-3802

Advertising rates upon  
request.

Publisher reserves the  
right to refuse any  
advertising.

*“As a sponsor of  
RBP's Managing the  
Customer Experience,  
I was extremely pleased  
with the audience  
turnout and the quality  
of the speaker's  
presentation. Keep the  
valuable 'nutrients'  
such as the CRM  
presentation flowing!”*

**Angela Crincoli  
Harrington**  
President,  
Harrington  
Communications,  
LLC

MMVI ad

ad Our best work is created in collaboration with you.

Aljira Design 591 Broad Street, Newark NJ 07102 www.aljiradesign.com

**STAFFING CHALLENGES? WE CAN HELP!**



Whether you need a thoroughly screened temporary employee to help with occasional bottlenecks, vacation, maternity or sick leave back-up or a dedicated permanent full time career addition to your staff, WE CAN HELP!

Park Tower Associates has more than 20 years experience in HR recruiting and has successfully placed more than eight thousand individuals in employment opportunities in the region.

We specialize in law office and administrative office personnel. Legal secretaries, paralegals, administrative assistants, office managers, customer service reps, and receptionists are just a few of the categories of experienced employment candidates we have in our constantly updated database.

All of our applicants are thoroughly screened. They are interviewed, tested and have all of their past employment references checked. All are bonded, insured and covered by our 100% unconditional guarantee; if you're not satisfied with your new employee, there is no fee!

In our effort to stay on the cutting edge of HR recruiting and placement, we have partnered with Datum Global and now offer the additional service of off-shore outsourcing. Many of your firm's current job designations can be satisfied by utilizing outsourced staff at savings of 50% or more!

Whether your needs are temporary or permanent, traditional or outsourcing, Park Tower is ready on a 24 hour/7day basis to help.

If you have any questions feel free to contact either Bill Pavia or Lee Della Luna, personally.

**ROBERT TREAT CENTER  
50 PARK PLACE, SUITE 1019  
NEWARK, NJ 07102  
973-623-3002 FAX 973-623-4228  
PARK\_TOWER@YAHOO.COM  
WWW.PARKTOWERLEGAL.COM**

# Member NEWS

**Gibbons, Del Deo, Dolan, Griffinger & Vecchione, P.C.**, one of the region's largest law firms recently made history by elevating five women attorneys to director and counsel positions within the firm. Jennifer Hradil, Lan Hoang, and Susan Nardone, all based at the firm's Newark office, have been named directors. Debra Clifford and Jennifer Gelshehen, have been named of counsel to the firm.

**Hilton Newark Airport** announced the promotion of four employees. Joseph Incognito, Hassan Swift, and Edith Cabrera were named senior sales managers. Manuel Lazo has been named catering sales manager and Linda Olson, has joined the team as sales manager. Edith Cabrera was also named 2005 Hilton Newark Airport Manager of the Year.

**New Jersey Institute of Technology (NJIT)** was recently named by *The Princeton Review* in conjunction with *Forbes.com* as one of the top 25 of America's most connected campuses when it comes to offering cutting edge technology. Additionally, NJIT was honored by the Newark Preservation Committee for the recent restoration of the historic Newark landmark, Eberhardt Hall, for use as the NJIT Alumni Center.

**Park Tower Associates**, a Newark-based agency dedicated to the recruitment and placement of law office personnel, has announced that Juanita E. Thompson has joined the firm in the capacity of office administrator and manager of temporary placement.

**Proponent Federal Credit Union**, a unique institution that offers a full range of financial services, has opened up their Newark Branch at 60 Park Place.

The **Port Authority of NY & NJ** announced that its airports set an all-time record for passenger traffic in

2005 by handling nearly 100 million passengers at John F. Kennedy International, Newark Liberty International and LaGuardia airports.

**Sills Cummis Epstein & Gross**, a full-service law firm, announced that Lori M. Waldron has been named an associate in the corporate practice group at the Trenton office. Partner Steven Goldman has been appointed by Governor Corzine as Commissioner of Banking and Insurance.

**TUCS Cleaning Service, Inc.**, a company that provides services from general office janitorial to airplane and bus cleaning, has been selected as a top-owned small minority business in NJ by Diversity Business.com. They were honored on March 30 in Las Vegas.

NJBIZ named Ramelle Massey, president, **Massey Insurance Agency, Inc.**, and Lois Van Deusen Esq., partner, **McCarter & English, LLP**, as two of New Jersey's Best 50 Women in Business.

## Transportation Backbone

(continued from page 1)

new trains. A permanent solution – not a temporary fix should be found now.

Corzine's plan calls for enacting financial safeguards, dedicating the portion of the gas tax to transportation infrastructure that currently goes to the state's general fund, refinancing existing debt and extending the terms for repayment of that debt. Ending the diversion of the gas tax funds is appropriate; increasing by billions of dollars the amount of money taxpayers will eventually have to pay is not.

There is no doubt that the governor is faced with the unenviable task of restoring sanity to the state's financial condition. It is a complex problem further complicated by politics. He is trying to address the high cost needs of a densely populated state in a highly competitive world. However, a definition of insanity is doing the same thing over and over and expecting a different result. That's the shortcoming of this borrowing plan. It's another in a long line of bipartisan schemes to postpone the day of reckoning, this time, quite conveniently, until after the next gubernatorial election.

The forthright way to hand the trust fund deficiency would be to increase the state gas tax, even on an incremental basis. While no one wants to pay more in taxes, the gas tax functions somewhat like a user fee (the more you drive, the more you pay) and as much as 30% of total gas revenues is paid by out of state drivers. Furthermore, the actual cost to an average driver is less than you may think.

Our existing gas tax is 10.5 cents per gallon which raises about \$45 million per penny. For illustration purposes, let's use an example of a twenty five cents per gallon increase in the gas tax (total 35.5 cents per gallon) coupled with the dedication to the trust fund of the entire existing gas tax. Assuming dedication of the entire amount to the trust fund, this would amount to nearly \$1.6 billion for the trust fund, not enough to fund the entire capital program and the interest due without some borrowing, but less costly to taxpayers than borrowing all of the additional money over 30 years.

Even with such an enormous increase in the gas tax – which would never be considered “politically” feasible – a New Jerseyan driving 20,000 miles a year and getting 20 miles per gallon would pay

less than \$1 per day in gas taxes – about the cost of a pint-sized bottle of water from a convenience store. At least we would know how much we were paying and where the money was going.

The difference between this example and the scenario being suggested by the governor is one of transparency. Enacting a gas tax increase requires a straightforward admission that safer roads and bridges, increased mobility and cleaner air come at a higher cost to travelers and taxpayers. Borrowing more money enables the tax increase to spread over a longer period of time among a less obvious array of other taxes and fees – hidden in the Byzantine tax code but costing us plenty. Our elected officials haven't been very big on honesty and responsibility.

Through years of relentless borrowing and failure to take responsibility, both political parties have turned the trust fund from a pay as you go program to strengthen roads and mass transportation into a broken bank where every penny is needed to pay debt. We're the victims of politics over policy and we'll be paying the price for years to come.



**MALACHIA BRANTLEY SR.**  
PRESIDENT & CEO

## **BRANTLEY BROS. MOVING & STORAGE CO., INC.**

**168 ELIZABETH AVENUE  
NEWARK, NJ 07108  
PHONE 973.824.9500 / U.S. 800.526.4128  
FAX 973.242.5729**

**BRNTMOVING@AOL.COM  
WWW.BRANTLEYBROS.COM**

## **RBP Members Bring Career Awareness to Newark Public Schools**



RBP members representing a wide range of businesses are visiting Newark's West Side High School, the district's Business and Finance Institute, to share with students their insight into business and ways to prepare for the working world. RBP is coordinating the visits with Communities in Schools as an extension of the YouthWORKS and WAVE (Work Achievement Values and Education) voluntary after school program.

The series started with a visit by Roy Lee, president of Solutions Learning, Inc. and Ramelle Massey, president of the Massey Insurance Agency, pictured above. Mr. Lee, who runs his own corporate training firm following an extensive career with IBM, talked to the students about setting their sights high. Ms. Massey discussed her transition from the world of corporate finance to her family-owned Newark business and how she took advantage of every opportunity that was offered to her throughout her high school and college years.

A future issue of *Connections* will thank all the business people who shared their experience with the West Side students. RBP hopes to expand the program and invites members who would be interested in future visits to contact RBP's president, Chip Hallock (challock@rbp.org).



## **MEMBER CORNER**

RBP is pleased to unveil our advertorial column with this issue of *Connections*. If you have expertise you would like to share with members, please call us at 973.242.4229 for rates and specifications.



**Steven D. Fleissig, Partner  
Herrick, Feinstein LLP**

### **Q&A Topic: NJ Identity Theft Protection**

With the proliferation e-commerce, online banking, and other forms of internet and electronic business, identity theft has become a major concern for most Americans.

#### **Q. Has the State of NJ taken any actions to protect its citizens?**

A. Yes. NJ recently joined more than 20 other states in protecting consumers. Identity theft affected more than 200,000 NJ residents in 2004 alone. This newly enacted Identity Theft Protection Act (the "Act") is one of the most comprehensive acts aimed at preventing fraud from the use of stolen personal information.

#### **Q. What are the Act's requirements?**

A. The Act requires businesses to use reasonable measures to destroy all customer data no longer needed and to notify consumers when an unauthorized person accessed sensitive data about them. If any personal data is lost or stolen, the responsible company must comply with more strict reporting requirements of the incident.

#### **Q. Sometimes, we see in mass mailings sent to our homes numbers that appear to be social security numbers and some organizations use social security numbers as membership numbers. Does the Act address these issues?**

A. The Act prohibits businesses from including social security numbers on virtually all mailings and prohibits the use of the social security numbers as membership numbers; in addition, businesses may be forced to shred any existing documents containing this information.

#### **Q. Does the Act provide any affirmative action to be taken by consumers?**

A. Yes. The Act allows consumers to place a security freeze on files related to their credit accounts, thereby denying unauthorized access for improper purpose. Consumers can restrict access to information only to businesses and persons of their choosing.

#### **Q. Are there any penalties imposed on companies who do not comply with the Act?**

A. The Act provides for civil remedies, including the payment of fines, actual damages, attorneys' fees and injunctive relief for companies which do not properly safeguard their customers' credit files.

**HERRICK**  
www.herrick.com

Herrick, Feinstein LLP, established as a real estate boutique in 1928, has developed one of the region's preeminent real estate practices with a dynamic group of attorneys engaged in all areas of real estate law, from development, zoning and construction to financing and acquisition. With extensive contacts in the four communities important to consummate a deal – real estate, finance, investment and government – we serve as attorney, broker, expeditor and guide. From our offices in New York City, Princeton and Newark, NJ, we represent privately-held and public companies, including many in the Fortune 500, in the tri-state region and across the globe. Our clients also enjoy the benefits of a collegial full service firm where attorneys operate seamlessly across practice areas and office locations.

S P E E D



Q U A L I T Y



P R I C E



*Conventional wisdom would suggest picking any two.*

**WE'LL GIVE YOU ALL THREE.**



*Very fast, beautiful, affordable, full-color printing.*

Today, thanks to our new, digital printing process, you can have a small quantity of beautiful, full color documents printed in a remarkably short time.

If you normally have press runs between 500 and 10,000 pieces, we can save you money and time compared to the cost of conventional commercial printing.

Your job will be printed on our five Color Heidelberg® Speedmaster 52 Press. It prints on virtually any sheet and the quality is fantastic.

**Sir Speedy**  
PRINTING • COPYING • DIGITAL NETWORK

**DIGITAL  
QUICKCOLOR**

40 Commerce Street  
Newark, NJ 07102  
973-242-4040 • 1-888-50COLOR  
FAX 973-242-8344  
Email [order@sirspeedynewark.com](mailto:order@sirspeedynewark.com)

# MARK YOUR CALENDARS

## APRIL – MAY 2006

April 7	Brown Bag Lunch and Learn
April 11	Eye Opener
April 20	Networking After Hours
April 25	Newark Insiders Forum: Mayoral Candidate Forum
May 4	Spirit Cruise/ Business Card Exchange
May 5	Brown Bag Lunch and Learn
May 9	Business Continuity
May 18	Networking After Hours
May 22	Transportation Awards Breakfast Honoring Senator Robert Menendez Transportation Person of The Year
May 31	Let's Do Lunch

Register for RBP events quickly and easily via email. E-mail or call Nikki Drake at 973.242.4203 for more information. Credit cards accepted. Please visit [www.rbp.org](http://www.rbp.org) for event updates and other important information.

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

**Proponent:**  
Federal Credit Union

Give employees  
what they  
really want.  
More money.

It doesn't cost a dime for your organization to join Proponent Federal Credit Union – but it's like giving a bonus to your employees. After all, Proponent offers everything a bank does, while charging less fees on mortgages and paying interest on every checking account. Plus, because we're not-for-profit, we pass along our surplus earnings as dividends. Contact us today for a free guide and give your employees their chance to join Proponent.

Call us at 973 338 1133 x203 or visit our new Newark Branch located on the 1st floor of 60 Park Place in the Military Park Building.



- Newark members include:
- International Fidelity Insurance
  - Newark Bears
  - WBGO
  - NJPAC

Knowing you. Knowing how.™



THE NATIONAL NEWARK BUILDING  
744 BROAD STREET, 26TH FLOOR  
NEWARK, NJ 07102-3802



Presorted Std  
Auto  
US Postage  
PAID  
Newark, NJ 07102  
Permit No. 118