



RBP REGIONAL BUSINESS PARTNERSHIP

connections

VOL. 1 No. 4
AUGUST 2006
www.rbp.org

BUILDING BUSINESS FOR A GREATER NEWARK

Resource RBP

RBP was pleased to participate on Mayor Cory Booker's "Newark in Transition" Team. At the same time, with input from our Business Advocacy Council, a member survey, and ongoing interaction with members, RBP identified five top priorities and concerns of Newark member businesses. In a letter to the Mayor, we described how RBP can be a resource to the Booker administration in each of these critical areas:

1. Enhance the city's downtown environment: Both the reality and perception of downtown must be improved to ensure that current and potential citizens, workers and visitors feel safe and secure. Public safety and cleanliness must be heightened, cultural and entertainment choices expanded, and the City must be marketed as a business and visitor destination.

Resource RBP: RBP's Renaissance Newark Foundation maintains the www.gonewark.com website, one of the Internet's leading resources for information about the City. Additionally, we have collaborated with Newark Alliance and Newark Office of the Urban Enterprise Zone on a proposal to start a destination marketing organization for Newark.

continued on page 4

Two Great Banks Come Together Under the Sovereign Banner



Pictured here is the new Sovereign leadership for the region, including, from left: Ron Schwarz, who heads the New Jersey North Market; Alan H. Fishman, President and COO of Sovereign; Sovereign Chairman and CEO Jay Sidhu; Senior Vice President Ellen Marshall, who heads Commercial Banking in New Jersey. Ron and Ellen are based in Short Hills and Ellen is a Board Member of RBP. Photo by Kathryn Kirk

Greater Newark business and community leaders were guests at a recent reception to mark the "coming together" of two great banks, celebrating the merger of Sovereign Bank and Independence Community Bank in June.

The June 12 event was hosted by Jay Sidhu, Chairman and CEO of Sovereign Bank, and Alan H. Fishman of Independence Community Bank, who is the new President and COO of Sovereign.

With this merger, the Sovereign banner will appear on a combined total of 177 Community Banking Offices in the state, 83 of them in Northern New Jersey. Independence, now Sovereign, is sponsor of the annual Newark Insider's Forum.

"We will have the same great people working for commercial clients in Essex County and all of Northern New Jersey," said Jay Sidhu. "With the resources of a larger bank, we will be able to offer greater lending capacity to our clients and even stronger financial services and products," said Alan H. Fishman.



Pictured from left to right: Alan H. Fishman, President & C.O.O., Sovereign Bank; Mary Brautigam, FVP Independence Community Bank; Michael Bukowski, VP Independence Community Bank; Fredrica Bey, Women in Support of the Million Man March (WISOMMM); Neal Strohmeier, Triangle Manufacturing Co., Inc. Photo by Kathryn Kirk

Inside

CLEARER SKYS AHEAD

MEMBER NEWS

ROBOTIC SURGERY

MEMBER CORNER

RBP WELCOMES
NEW MEMBERS

UPCOMING RBP EVENTS

“As a family we definitely get our money’s worth.”



“We have two sets of twins and one set of sextuplets. When we found out we were having sextuplets, we were frightened. But Horizon Blue Cross Blue Shield really came to the rescue. It’s a real comfort to have that.”

*Elizabeth and Eric Hayes
Morganville, NJ*

As the state’s leading health insurer, our mission at Horizon Blue Cross Blue Shield of New Jersey is to make health care work—simply, efficiently and affordably.

Today, with over 3.2 million members, we are an invaluable resource for the people of New Jersey and a critical component of the state’s health care system.

Horizon Blue Cross Blue Shield of New Jersey has a 74-year tradition of commitment to the people of New Jersey, earning the trust of families like the Hayes over the long haul. This is not easy work, but for the 4,400 employees of Horizon BCBSNJ it is very satisfying. Almost as challenging and gratifying, perhaps, as raising ten children.

www.MakingHealthcareWork.com



Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work.

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.

AEG New York
SPORTS-PROFESSIONAL
Rob Chibbaro
Secaucus, NJ
www.metrostars.com

Diversified Capital
REAL ESTATE
Andrea Solomon
Lakewood, NJ
www.diversified-capital.com

Ironbound Community Corporation
NON-PROFIT ORGANIZATION
Joseph DellaFave
Newark, NJ
www.ironboundcc.org

Newark Refrigerated Warehouse
DISTRIBUTION SERVICES
Gerald N. Von Dohlen
Newark, NJ
www.pnrw.com

Pennoni Associates, Inc.
ENGINEERS
James G. Gallagher P.E.
Cranford, NJ
www.pennoni.com

Semper-Alexander, Inc.
COMPUTER CONSULTANTS
Edrich Semper
Maplewood, NJ
www.s-a-inc.com

State Farm Insurance
INSURANCE
(incl. Agents & Brokers)
Gregory Daniels
Newark, NJ
www.statefarm.com

Sumei Multidisciplinary Arts Center
NON-PROFIT ORGANIZATION
Yoland Skeete
Newark, NJ
www.sumei.org

Patton Boggs LLP
LAWYERS
Scott Louis Weber, Esq.
Newark, NJ
www.pattonboggs.com

Payless Car Rental
TRANSPORTATION
Jimmy Scott
Newark, NJ
www.paylesscarrental.com

Member NEWS

NJBIZ reports that **Advance Realty Group** expects to sign a 12-year lease with Newark law firm Gibbons, Del Deo, Dolan, Griffinger and Vecchione for 105,000 sq. ft. at One Gateway Center. Gibbons, Del Deo will relocate from its present home in the Legal Center.

bcpbank, a community bank headquartered in the Ironbound section of Newark, was honored with the prestigious “American In House Design” Award. The award, sponsored by the international magazine Graphic Design USA, is for bcpbank’s work on their “Free Checking on Wheels” campaign.

Berkeley College, an accredited institution with seven campuses throughout New York and New Jersey, recently celebrated 75 years of academic excellence and leadership. Berkeley’s newest campus in downtown Newark is projected to open this Fall.

Bollinger, Inc., the nation’s 7th largest privately held insurance broker, has acquired the Haas & Haas Agency and its affiliate, The Surety Source, a surety bond specialty agency. Both agencies are located in Voorhees, NJ.

Harrington Communications LLC, a full-service media, marketing, advertising, public relations and special events agency, has announced the creation of a new business division, The Harrington Communications

Ripple Effect™. According to Harrington, the new division will energize businesses through strategic communications workshops and special events that connect companies of all sizes to executive leaders in media, marketing and business development.

Project USE (Urban Suburban Environments), a private, nonprofit organization that provides educational programs to schools, youth groups, state agencies, and private institutions throughout the tri-state area has recently hired Michael Bagley as their Executive Director.

The First Occupational Center of New Jersey (OCNJ) was named Business of the Year by the Orange Chamber of Commerce at its annual banquet. The award recognized OCNJ for its long history of community service and support.

Several RBP member companies were honored by the NJ Business Association at its New Good Neighbor Award Luncheon. The award salutes those firms that have built or contributed to the economic value of their communities by constructing new buildings or investing in noteworthy capital improvement projects in the last two years. Congratulations to **Advance Realty Group, All Action Glass Company, Bovis Lend Lease, Inc., Heritage Management Company, LLC, Hillier Architecture, and Skanska USA Building Inc.**

If you would like to share company news or connections you have made through RBP, we would like to hear about it. Please e-mail Marci Steinberg at msteinberg@rbp.org.

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. 4 –August 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, 26th Floor, Newark, NJ 07102-3802

Advertising rates upon request.

Publisher reserves the right to refuse any advertising.

Resource RBP

(continued from page 1)

2. Strengthen the transportation infrastructure: Newark's transportation system is its most significant business asset and requires continuous planning and investment to maintain its strength. Critical improvements are needed to eliminate choke points that threaten the City's economic future.

Resource RBP: RBP has and will continue to demonstrate leadership in transportation advocacy and building coalitions to fight successfully for investment in critical infrastructure.

3. Build the workforce: Without continuous improvement in the quantity and quality of available labor, Newark will be unable to attract business, increase employment and create wealth for Newark residents.

Resource RBP: RBP's network of employers has proved invaluable in matching training and educational institutions with employers and job seekers and in providing Newark high school students with workforce readiness and career insight.

4. Create the framework and implement an economic development and business attraction/retention strategy: A coordinated, cooperative and straightforward approach to attracting/retaining business and facilitating economic development must be enacted. Elements include a master plan and zoning ordinance that achieves the vision for a first-class city with a predictable process for development.

Resource RBP: RBP's broad-based and diverse membership makes it the ideal "go-to" organization for attracting and retaining businesses. With a professional staff accustomed to dealing with business owners and executives on a confidential basis, RBP is well-positioned to be a primary Newark marketer and business recruiter.

5. Facilitate the growth of small business: The growth of smaller enterprises represents the best opportunity for widespread employment gains and wealth-building opportunities. Efforts are needed to link the private, non-for-profit and government sectors in promoting the many available resources for small business, enable small businesses to participate in municipal contracts, promote the City's assets to attract more small business and ensure that assistance is available for early, mid and late stage business development.

Resource RBP: RBP provides scores of businesses with first-class events that impart critical information and provide introductions to valuable resources. Apart from scheduled activities, RBP's new, computerized database enhances its effectiveness when linking businesses with the resources and contacts necessary for success.

From August 1 through September 30, Aljira Design is offering a **10% discount** on design to all Regional Business Partnership members. This offer can be applied to any project and is valid only once per customer.

The discount does not apply to print charges.

Call 973.622.1600

Go to aljiradesign.com to see our work.



NEW FOR NEWARK

NJ TRANSIT's extension of the Newark City Subway, which links Newark Penn Station and Newark Broad Street Station, opened for business on July 17. The new light rail will run every 10 minutes during peak hours, 15 minutes during off-peak hours and every half hour on weekends. A single-trip adult ticket is \$1.25, which is valid for 60 minutes. Reduced fare tickets (60 cents) are available for seniors, customers with disabilities and children ages 5-11. Discounted monthly passes are available for \$45.

For more information on the Newark City Subway extension or Newark Broad Street Station, visit www.njtransit.com, or call (800) 772-2222.



Our best work is created in collaboration with you.

Aljira Design 591 Broad Street, Newark NJ 07102 ph 973 622-1600 fx 973 622-6526 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**

CLEARER SKIES AHEAD

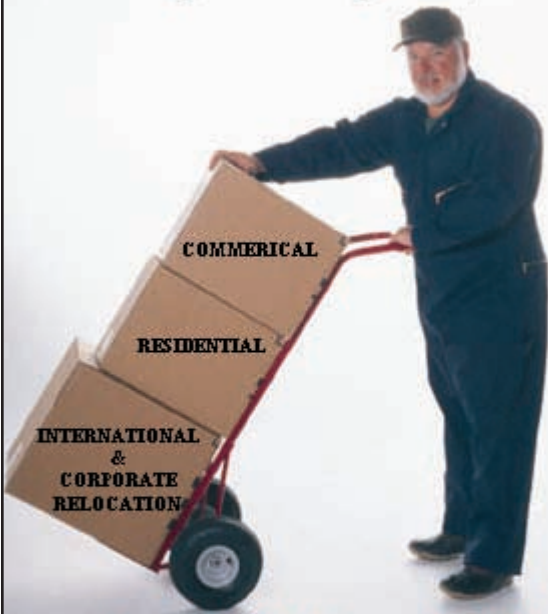


The June 21 installment of RBP's Eye Opener Series sponsored by Saint Barnabas Health Care System featured Jon Roitman, Staff Vice President of the Newark Hub for Continental Airlines.

In his upbeat message, Roitman described many improvements now underway at Newark Liberty International Airport to heighten the customer experience, such as combining baggage check and TSA security inspection, which now require a two step process. He noted that while Continental shares the industry wide challenges of rising fuel costs, congestion and weather delays common to all airlines, they have fared relatively well compared to other industry leaders. In contrast, low cost, low budget airlines that began in financial solvency are now finding that they too are subject to the economic factors affecting the larger companies.

Next Eye Opener: October 31
Featuring Prudential Financial

**Brantley Brothers
Moving & Storage Co., Inc.**



Around the Block... Around the World

168 Elizabeth Avenue
Newark, NJ 07108-2703
Phone: 973.824.9500 / Fax: 973.242.5729
brantleybros@brantleybros.com

MEMBER CORNER

Newark Beth Israel Medical Center,
NJ's Most Comprehensive Robotic Surgery Center

With the fastest growing robotic surgery program in the country, Newark Beth Israel Medical Center (NBIMC) provides the residents of Newark and beyond with a range of minimally-invasive surgical options not available at other medical centers in NJ. Physicians at NBIMC perform robotic surgery for specialties including adult cardiac, adult urology, pediatric urology, gynecology, gynecologic oncology and general surgery. Intuitive Surgical, maker of the da Vinci Robotic Surgical System, recently designated NBIMC a robotic training center because of the depth of its existing program, its close proximity to major transportation hubs and the medical community's growing interest in robotic-assisted surgery.

Among numerous patient benefits, the da Vinci Robot allows surgeons to perform high-complex minimally invasive procedures with significantly less pain, scarring and recovery time for patients, allowing them to return to their normal lives more quickly.

Ranked among Solucient's 2005 100 Top Hospitals for Performance Improvement, NBIMC routinely sets national benchmarks for clinical outcomes, safety, hospital efficiency, financial stability and growth. Serving northern NJ communities for more than 100 years, the medical center remains dedicated to providing patients with optimal health care. Home to Children's Hospital of New Jersey, the state's premier hospital for children's health care, NBIMC is also Newark's busiest hospital and houses the second most active emergency department in the State. In addition to robotic surgery, the 673-bed referral teaching hospital offers services including heart, kidney and pancreas transplant, adult and pediatric cardiothoracic surgery, hematology/oncology and maternal/child care.

NBIMC is an affiliate of the Saint Barnabas Health Care System, New Jersey's largest integrated healthcare delivery system, consisting of eight medical centers, three outpatient centers, nine nursing and rehabilitation centers, two assisted living facilities, ambulatory care facility, geriatric centers, a state-wide behavioral health network and comprehensive home care and hospice programs.

For more information on The Saint Barnabas Health Care System, please call 1-888-724-7123 or visit www.saintbarnabas.com

 **SAINT BARNABAS
HEALTH CARE SYSTEM**
Newark Beth Israel Medical Center



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

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

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.™



MARK YOUR CALENDARS

AUGUST — SEPTEMBER 2006

- August 4** Brown Bag Lunch and Learn
Digital Cameras: Which Button Do I Press?
- August 10** New Jersey Technology Fast 50 Awards
- September 8** Brown Bag Lunch and Learn (2nd Friday)
Consumer Directed Health Care
- September 14** Let's Do Lunch
- September 25** Thirteenth Annual Outing at Roxiticus Golf Club
- September 28** Biz Expo

SAVE THE DATE: OCTOBER 12 - REGIONAL ECONOMIC OUTLOOK

For more detailed information, visit www.rbp.org or register quickly and easily via e-mail. Credit cards accepted. E-mail rbp@rbp.org or call Nikki Drake at 973.242.4203 for more information.

Event Date and Topic Subject to Change

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