



BUILDING BUSINESS FOR A GREATER NEWARK

## NRBP SPOTLIGHTS MEMBERS

For our cover story in this edition of *Connections*, NRBP is pleased to remind readers of a feature on the NRBP web site called "Member Spotlight". We take great pride in the diversity and breadth of NRBP's membership and we hope to spur enhanced business relationships for our members.

Just one click from the NRBP web site home page links to a profile about the business philosophy and background of the "member of the week". All of the spotlights are displayed permanently in the Member Spotlight Archive in the Member Directory section of the website and are promoted in our Member Update, which is emailed every few weeks.

A sampling of responses follows and includes a brief business description as well as a response to questions such as "I build my relationships by...", "I distinguish my company from competitors by..." and "I give back to the community by...". To see the full library of spotlights, please visit [www.newarkrbp.org](http://www.newarkrbp.org).

Lourdes Cortez, president/CEO of **North Jersey Federal Credit Union** gives back to the community by "building relationships with the people and communities the credit union serves. In order to serve the community, you must be involved. NJFCU follows

the credit union philosophy of 'people helping people'. I am proud of our employees who participate in outreach programs that assist those less fortunate," she says.



Goran Vasic, a professional soccer player with the **New Jersey Ironmen** comments, "As a professional soccer player, I feel it is my personal duty to remain active in the community that supports me and the

New Jersey Ironmen. Along with the rest of the team and staff, I participate in a wide variety of community events. I know that the best way to represent my team is to be a representative that the community is proud to call their own."



Commenting on her most successful business strategy, Sharon Taylor, senior vice president, human resources at **Prudential Financial, Inc.** and chair of the NRBP Board said, "I constantly work to broaden and deepen my knowledge of

the business environment, our company strategy and our customers. I have learned that in order for human resources to have the proverbial 'seat' at the strategy table I must speak the language of our senior leaders, clearly show how our talent management approach aligns to business priorities and demonstrate a return on our investment in people programs. I believe this approach applies whatever your field or profession. When you can demonstrate

that you understand the big picture, show that you have done your homework and can articulate how you add value, you will be more credible and ultimately more successful."



"My most successful business strategy is to reach out to our competition," says Andrea Solomon, general manager and client care coordinator, **Diversified Capital**. "I invite the competition to come to our office and tour

our property. I ask them to bring any potential tenants to us who they were unable help out at their property. Being open with our competition has worked to benefit Diversified Capital in the past and allows us to keep the working relationship with our competitors positive and active. We network not just for ourselves, but for other business associates we know when the opportunity arises."



Sherri Winters, owner of **One Source Solutions**, longtime member of the NRBP Board and chair of the NRBP Ambassadors Council, distinguishes her firm from competitors "by building a team that is customer focused. We have trained our staff to 'hug the customer',

*see Spotlights, page 3*

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LEADER IN  
SUSTAINABILITY

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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).

**Arcadia Florist**  
FLORIST  
Clara Yang  
[www.arcadiafloristnewark.com](http://www.arcadiafloristnewark.com)

**Applied Construction Services, Inc.**  
CONSTRUCTION/MGMN'T  
Joseph J. Marino  
Newark, NJ  
[www.appliedcs.com](http://www.appliedcs.com)

**CNY Builders, LLC**  
CONSTRUCTION/MGMN'T  
Kenneth Colao  
New York, NY  
[www.cnybuilders.com](http://www.cnybuilders.com)

**Glenwood Office Furniture**  
OFFICE EQUIPMENT  
Rick Baer  
Union, NJ  
[www.glenwoodoffice.com](http://www.glenwoodoffice.com)

**KABR Real Estate Investment Partners, LLC**  
REAL ESTATE  
Vincent A. Henry  
Paramus, NJ  
[www.kabrgroup.com](http://www.kabrgroup.com)

**Mimeo.com**  
PRINTING/COPYING  
Thomas Karrat  
New York, NY  
[www.mimeo.com](http://www.mimeo.com)

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

## Spotlights *(continued from page 1)*

'create a raving fan', and 'build a customer for life.' We look to consult with our clients early in the planning process so that we can offer suggestions on paper, ink, size, bindery and mailing options, etc. We try to learn as much as we can about our client and the company as well as the industry they are in so we can become a member of their marketing team rather than just a vendor. We also try to help our clients make connections with others we know who could benefit from knowing them. We are not just about being the lowest price. We are about offering the best service, fastest turnaround and exceptionally high quality while we develop a lifetime relationship with the client and company."



Also commenting on how he distinguishes his firm from competitors, Steve Fleissig, partner at **Herrick, Feinstein LLP** says, "My law firm has a long history of making introductions and fostering relationships, which we believe makes us more valuable to our clients,

particularly in trying times such as these. We have now formalized a relationship with Desai Finder, which acts as a real estate deal club in which we introduce groups with complimentary needs. We have clients and friends with opportunities and a need for capital. Every week, we circulate internally a list of opportunities and available capital, and our attorneys help match the two."



NRBP Board member and president of **Technology Concepts Group International, LLC**, Avis Yates-Rivers distinguishes her company from competitors by continuously delivering value to her customers. "We have solid long-term

relationships, and needs and technology requirements are constantly changing. We bring ideas of how to drive costs down, leverage advances in technology and most importantly, how our customers can gain a competitive advantage in their marketplace. We are flexible, responsive and maintain a high degree of integrity in our interactions. We make it very easy to do business with TCGI and we deliver!"



Joe Casale, assistant director for finance & development at the **Newark Public Library**, delivers exemplary service by "being the best bargain in town, as a wealth of information and resource for companies of all sizes. Our business directories and reference guides, government documents, serials, and

local history sections are available to all users. The library's trained professionals can put you in touch with the information that you need to grow your business and help you provide excellent service to your customers."



"**Sobel & Co LLC**, certified public accountants and consultants, delivers exemplary service by focusing on the specific needs of each entity," comments Sally Glick, partner. "We work closely with our clients whether they are closely held family-owned companies, professional service firms, public companies, or non-profit organizations. We have the skills, training and real-world experience to provide the guidance and insights that are most relevant for them. By listening carefully to our customer's unique concerns and having a keen understanding of their industry's trends, challenges and opportunities, we are able to identify meaningful

*see Spotlights, page 7*

## NRBP STAFF

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*Horizon Blue Cross Blue Shield of New Jersey interviews the New Jersey Performing Arts Center. (l-r) Lawrence P. Goldman, NJPAC President & CEO; Bobbie Arbesfeld, NJPAC Executive Vice President & COO.*

**Q:** How is NJPAC doing financially in today's environment?

**BA:** Given the current economic climate, these are especially challenging times for the arts. When you are surviving because of contributed dollars, you have to hold your financial standards to a higher level.

**Q:** What expectations do you have for your health insurance?

**BA:** Being able to contain costs without significantly diminishing plan benefits, that's really key. I think Horizon's service has been way above my expectations. The paperwork is easy to complete and the turnaround on claims is immediate. I have to say the switch to Horizon was absolutely seamless.

**Q:** Why is it important for you to offer solid health insurance to your people?

**LG:** People work at NJPAC because they really believe in the mission. The least we can do is offer them a solid, reliable, healthcare plan and Horizon has done that for us. We love our employees and want them to be healthy and feel protected.

**BA:** Even though we are a small group, we got big group attention and care from our team at Horizon. It was really problem-free.

**“Horizon is always there when it is needed.”**

**LG:** We are very lucky to partner with Horizon, too. Horizon is always there when it is needed.

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).

**Horizon**



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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.*

### Jones Lang LaSalle: Leader in Sustainability

By Jonathan Meisel, NJ Markets Director, Jones Lang LaSalle

The role of sustainability in commercial real estate is one of the most important issues facing our industry today, with an increasing number of companies seeking to reduce their carbon footprint and forge a legacy of responsible development practices. Faced with the rising energy costs and the possibility of government regulation of carbon emissions, property owners and developers are assessing the various approaches available to undertake sustainability initiatives at both their existing and new construction developments.

Since 2007, Jones Lang LaSalle, has overseen \$573 million in client energy expense, representing a portfolio of 11,177 facilities with specialized energy services. Additionally, Jones Lang LaSalle documented \$38 million in energy savings and reduced greenhouse gas emissions by 132,848 tons.

Globally, Jones Lang LaSalle has performed project management, advisory services or facility management for more than 70 buildings that are Leadership in Energy and Environmental Design (LEED) certified or striving for certification ranging from silver to platinum. We are currently working on more than 12 existing buildings in the tri-state area, including: Bank of America Tower at One Bryant Park, NY, NY – projected Gold LEED Certification Rating Interiors (CI), projected Platinum LEED Certification Rating New Construction (NC); PwC, NY, NY – projected LEED Silver Certification Rating Commercial Interiors (CI); Empire State Building, NY, NY – LEED Existing Building (EB).

As a leader in sustainability, Jones Lang LaSalle's Global Sustainability Commitment has a goal of increasing the number of LEED-accredited professionals at the firm to 500 by end of 2009. These professionals can be found in every branch of our comprehensive service capability, including project and development services, property and asset management, construction, facility management, brokerage, investment management, retail and strategic consulting.

Our efforts to promote sustainability have earned us numerous accolades, including being named "2007 ENERGY STAR PARTNER of the Year" by the U.S. Environmental Protection Agency for outstanding energy management and reductions in greenhouse gas emissions.

Jones Lang LaSalle (NYSE: JLL) is an industry leader in providing comprehensive integrated real estate and investment management expertise on a local, regional and global level to owner, occupier, and investor clients. With three full-service offices in NJ, the company has more than 300 industry professionals in the state.



For more information, please visit [www.joneslanglasalle.com](http://www.joneslanglasalle.com)

## Member NEWS

**Birdsall Services Group (BSG)**, an engineering and environmental consulting firm, announced the addition of Hanifa Z. Johnson, EIT, as project engineer, based out of the company's Newark office.

Paul Eng-Wong, president of **Eng-Wong, Taub & Associates** of Newark, NJ, was honored by the NJIT Alumni Association at its annual awards ceremony this past June. Mr. Eng-Wong was acknowledged for his entrepreneurial leadership in the field of transportation projects, and his continuing service to both the engineering profession and to the greater Newark community.

**Gateway Group One** announced that Douglas Goode will be vice president of strategic business development. Mr. Goode is a 30-year veteran in the private security industry. He has been a board certified protection professional (CPP) since 1981.

More than 50 volunteers from **IBEW Local 164**, which includes members in Hudson, Essex and Bergen counties, recently joined other building and construction trades as well as local corporations, civic groups, schools and congregations for Rebuilding Together's 2009 National Day of Rebuilding supporting the Essex County affiliate. Free repairs and renovations were completed on 10 homes in Newark, Irvington and West Orange.

**Maser Consulting PA** has acquired the firm of Walker, Previti, Holmes & Associates and opened its ninth regional office in Marmora, Cape May County.

**MyNJOffice**, formerly Fogel Stationery Co. of Linden, announced their new location at 39 McClellan, Newark.

**Pennoni Associates**, a consulting engineering firm announced its ranking as #131 on Engineering News Record's (ENR) annual list of the Top 500 Design Firms. This new ranking moves Pennoni up two spots on the list from last year.

**Project U.S.E.**, which provides high quality adventure-based experiential education programs for young people and adults from a variety of backgrounds announced its plan to relocate its corporate headquarters to Newark from Monmouth County. The nonprofit educational organization will have its center of operations at its University Heights Learning Hub at 185 Central Avenue.

**Saiber LLC** announced that Randi Schillinger, a member of the firm, was recognized in Real Estate New Jersey's May/June Meet the Lawyers issue.

**University of Medicine and Dentistry of New Jersey** announced the promotion of Kathy C. VanCamp to the position of vice president/chief ethics and compliance officer.

Joelle Hinds-Ware, a managing partner at **Verify-ED**, won the 2nd Annual Business Plan Competition sponsored by The Institute for Entrepreneurial Leadership (IFEL). As the winner, Ms. Hinds-Ware received Continental Airlines tickets, membership to the IFEL Accelerator Program, and various business support services.

Dennis M. Bone, president of **Verizon New Jersey Inc.**, was named chairman of the New Jersey Chamber of Commerce's Board of Directors. Mr. Bone, the 44th chairman since the organization's founding in 1911, joined the Chamber board in 2000. He succeeds William J. Marino, president and CEO of **Horizon Blue Cross Blue Shield of New Jersey**, who becomes the immediate past chairman. Mr. Bone served as chairman of the board for NRBP from 2002-2004.

*To submit your organization's member news, please send an email to [msteinberg@newarkrbp.org](mailto:msteinberg@newarkrbp.org)*

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## Spotlights (continued from page 3)

solutions that help them remain competitive.”



Nelson Couto, partner at **Couto DeFranco & Magone** and a NRBP board member notes, “By maintaining an active role in organizations like NRBP, I have an opportunity to meet lots of people and try to be in a position to help them. I find that a willingness to help someone, without expecting anything in return, facilitates communication and trust. Many longstanding friendships and connections have been born by providing others with information and introductions when they needed them. Those relationships have been a foundation of our business.”



At a time when new business is harder to obtain, retaining existing business is even more important. Gary Alessio, partner, **Print Tech** says, “Retaining business is the key to our growth and success. Just winning the first job opportunity is never enough. First, we keep an open dialogue with existing clients to make sure we are there to meet their needs. Second, we live by our word and we are always consistent with our services, billing and delivery of product. This helps to establish a firm relationship by building expectations and trust. Last, when problems do arise, we move quickly to find a solution that is satisfactory to the customer. These principles are how we develop a loyalty that makes our relationships last.”



Marge Perry, president of **MZM Construction and Management Company** and a NRBP Board member considers due diligence as a key component of running any successful business. “By doing research, I find out what will happen next in the marketplace and determine if my core competencies match what is required. I am leveraging my trucking experience and entering into the transportation of recyclables and hazardous waste with my 901 license. Having already proven ourselves transporting solid waste in New York City, we see an opportunity to expand our services here in New Jersey. I have also found that strong relationships, built over years of business and community involvement, have benefited me as much as doing research for new business opportunities. Innovation is what we live by.”

What do all of these companies and individuals have in common? A strong commitment to their customers and to providing exemplary service. We hope you will visit NRBP’s web site to view member spotlights on a regular basis and look forward to hearing about your successes.

# SAFE & SOUND SOUNDS GREAT



Atlantic Federal Credit Union is more than *twice* as well capitalized as required by federal regulators. These days, that’s worth noting. *And, Atlantic Federal is lending money!* That’s because the Credit Union wasn’t involved in the financial industry meltdown and hasn’t had to curtail loans.

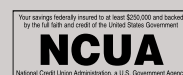
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# CALENDAR OF EVENTS

## AUGUST — SEPTEMBER 2009

August 4 Online Social Networking for Business

September 17 Let's Do Lunch

September 21 16th Annual Outing  
at Roxiticus Golf Club

September 24 Biz Expo

For more detailed information or to register for NRB'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 in 2009,  
please call Barbara E. Kauffman at (973) 242-4219 or  
send an e-mail to [bkauffman@newarkrbp.org](mailto:bkauffman@newarkrbp.org)

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