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REGIONAL  
BUSINESS  
PARTNERSHIP

# connections

VOL. 5 No. 6  
DECEMBER 2010  
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BUILDING BUSINESS FOR A GREATER NEWARK

## Is There Light at the End of the Tunnel?

By Chip Hallock, President & CEO, NRBP

The recent stop work order for the ARC tunnel affected a number of Newark Regional Business Partnership (NRBP) member firms who provide engineering, construction and other services. While those members are justifiably disappointed in the cessation of work on what had been one of the region's few active construction projects, NRBP is hopeful that Governor Christie's action on behalf of New Jersey taxpayers eventually will result in a more efficient and effective mass transit connection to New York and along the entire Northeast Corridor (NEC).

As a founding member of the Business Coalition for Northeast Mobility, NRBP has also been a strong and effective advocate for federal investment in AMTRAK and the NEC. Significant funds to repair aging rail and electric infrastructure have been made available by the federal government during the last several years and we continue to promote the inclusion of the NEC in new high speed rail initiatives.

NRBP was an early supporter for the ARC tunnel while being mindful of the adage, "the perfect is the enemy of the good". As has been well-documented, a tunnel that connected directly to Penn Station and continued to the East Side would have been a more convenient and comprehensive solution for those rail passengers headed to Manhattan. Given New York City's vast and complicated

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## The Challenge of Preparing Students to Enter the Workforce



In the words of Tom Hopkins (left), assistant dean and director of the career development center at Rutgers University Newark, graduates must be "persistent and tireless" in their pursuit of employment in the current challenging economic environment. E. LaBrent Chrite, dean of the business school at Montclair State University states, "With 9.6% unemployment and fierce competition for scarce jobs, the way we approach the job market has changed dramatically. This means that for students, it's not just about getting an education – though this is increasingly essential."

These comments are consistent with the views of recent college graduates and employers, who we interviewed in our October issue of *Connections*. Here we profile the higher education institutions to learn about the trends they are observing as well as their strategies to prepare students to gain employment after graduation.

For many it is a process beginning in the freshman year. Berkeley College, known for its practical approach and strong relationships with employers, arranges internships for all students and beforehand requires students to enroll in a career management seminar. Stan Holland, chief campus officer for the Newark campus, spoke on behalf of a team that met to discuss



the college's comments for this article. Mr. Holland noted that many of the students receive job offers from firms where they were interns when they graduate. Greg Mass, executive director of career development services at New Jersey Institute of Technology (NJIT) says, "We strongly communicate to our students to never assume that jobs will find them. We encourage students to become proactive job seekers and take full advantage of the multiple resources throughout the university."



Drew University also begins preparing students very early. The director of the career development center, Kim Crabbe commented, "We stress networking and have strong connections to alumni to get those networks started. Drew has an alumni-mentoring program for sophomores, and juniors are strongly encouraged to pursue internships during their junior year.

"The market is still good for allied health professions, but the students need to apply for more positions and be willing to travel further to secure a position," notes Julie O'Sullivan Maillet, Ph.D., (above) interim dean, UMDNJ School of Health Related Professions. Caroline D. Jones, executive director of the Center for Career Services and Cooperative Education at



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## Inside Connections...

MEMBER NEWS

NRBP WELCOMES  
NEW MEMBERS

UPCOMING NRBP EVENTS

# Welcome New Members

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## Connections

Vol. 5 No. 6 –  
DECEMBER 2010

Managing Editor –  
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(973) 522-0099  
www.newarkrbp.org

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

Advertising rates upon  
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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).

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

## Workforce *(continued from page 1)*

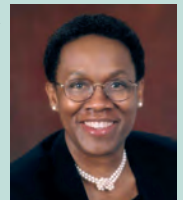
Montclair State University said, “As students enter the university we begin a four year career development plan that provides a comprehensive program of career services and internship opportunities. In addition to working with our employers in our recruitment efforts we also strive to develop relationships with them such that they become a part of the MSU community.”

When asked about Rutgers Newark’s biggest change in approach, Mr. Hopkins noted, “Successful candidates are those who have identified multiple options.” Rutgers advises students to “use prospecting e-mails and cover letters to unearth unadvertised opportunities.”



Dean Chrite adds, “Students have to differentiate themselves in the market. One way to do this is to make the job search a primary endeavor. Job seekers need to understand how to network, leverage social media, take advantage of all opportunities to meet potential employers and taking full advantage of every resource available during the search. Thinking clearly about one’s brand – what do you bring to the table, for example – is essential. Finally, there is the persistence factor. Students must be persistent in a way that suggests dedication, seriousness and commitment. The more that job seekers can articulate their rationale for selecting a specific line of work the better. This takes a level of maturity and a sense of self that can take some people longer to develop than others.”

**Essex County College (ECC)** offers extensive resources to enrolled students and offers services to alumni for two years after graduation, reports Dr. Edythe Abdullah, president. ECC began its certificate programs to add value for students seeking entry-level positions. All the institutions reported that their graduates face challenges in this job market, with only a few areas of expertise still in demand. ECC was forthright in noting that despite all the proactive steps, the Great Recession has caused the results of ECC’s annual College Graduate Survey to be on a downward track.



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## Workforce *(continued from page 2)*

“In FY 2008 66% of the respondents were employed; in FY 2009 it was 58% and in FY 2010 it was down to 50%,” said Dr. Abdullah.

While “hi tech” job search skills are an important part of the training and skill development process by all of the institutions, many concur with Drew’s emphasis on old fashioned networking and help students to make valuable connections. Dr. Maillet notes, “Interviewing and resume writing have always been part of the preparation, but word of mouth and networking within the professional community are essential.”

Job fairs are offered by all the schools, including in specialties such as dentistry. Cecile Feldman, dean of the **New Jersey Dental School**, cites licensing exam preparation, assistance with residency applications and alumni fairs. Rutgers Newark offers live one-on-one mock interviews, group mock interview workshops, individual interview prep counseling sessions and an on line web based interview practice.

What industries are strongest? ECC reports that UPS and FedEx Ground are the companies that employ the largest number of students. The college also finds that the health care industry including nursing and allied health as well as computer technology jobs for workers with experience are available. Part time and temporary work dominates over full time and permanent.



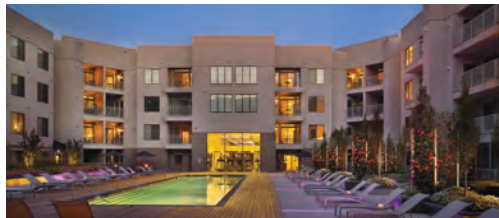
Susan W. Salmond, dean of the UMDNJ School of Nursing reports that the school is “offering certifications in specific skill areas to make the students more marketable. Our applicant pools are up significantly. In nursing this is attributable to the expanding job market for master’s prepared nurse practitioners.”

Prospects for the future seem a little more hopeful to NJIT. “Engineering graduates were among the most sought after discipline this year along with IT consulting, communications, financial services and the federal government sectors. We are seeing real signs that the job market for new college graduates is improving in these fields. Some 130 companies will attend NJIT’s fall career fair, and most are coming with the intent to hire,” said Mr. Mass.

All of the institutions are keenly aware of the challenges their graduates and alumni face. They were eager to share their experiences and successes, far more than could be covered in this story. To continue the dialogue, please send an email to Barbara Kauffman at [bkauffman@newarkrbp.org](mailto:bkauffman@newarkrbp.org) and send a request to join NRBP’s LinkedIn group to post comments.

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# Member NEWS

**Advance Realty Group** announced that One Gateway Center, the company's strategically located office tower in downtown Newark, has received "The Outstanding Building of the Year" (TOBY) honor from the Building Owners and Managers Association (BOMA) of New Jersey.

**AECOM** announced the appointment of Ruby Siegel as vice president, senior project manager, U.S. transportation planning practice. In her new role, Ms. Siegel leads business development activities in the northeast region, identifying strategic opportunities and assembling winning teams.

**Ironbound Community Foundation** was awarded a Bank of America neighborhood builders grant and EPA has awarded the foundation with a brownsfield area-wide planning grant. Over two years, the foundation will receive \$200,000 from the bank and \$175,000 from EPA.

**Birdsall Services Group (BSG)** announced the rebranding initiative that reflects its continued growth and integrated delivery of services as one unified company – Birdsall Services Group. Over the past several years, BSG has diversified its services and markets through successful acquisition of companies that specialize in varied engineering disciplines.

**Bravo! Group Services, Inc.** announced that John Grady has joined as director of operations.

**Garden Savings Federal Credit Union** announced that president and CEO Lou Vetere was recently awarded the 2010 New Jersey Credit Union League CEO of the Year Award. Mr. Vetere was recognized for his dedication to not only Garden Savings but to the entire credit union industry.

**Genova, Burns & Giantomasi** announced the addition of Judson M. Stein, Esq. as partner. Mr. Stein will serve as director of the firm's newly-formed trusts & estates practice group. The firm also announced that Harvey Weissbard, Esq. joined the firm as Of Counsel.

**Gibbons P.C.** announced that Patrick Dunican Jr., chairman and managing director, has been named by Law360 as one of "America's Most Innovative Managing Partners."

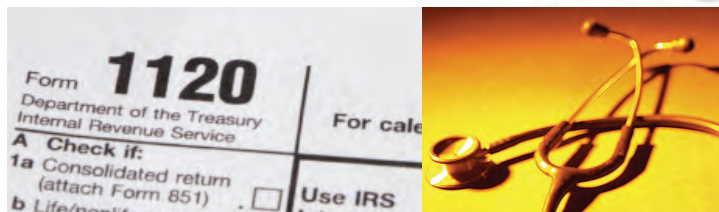
The U.S. Secretary of Education announced that **The Gray Charter School** in Newark is one of the 304 elementary, middle and secondary public and private schools throughout the country designated as a National Blue Ribbon School. The program is designed to honor schools that are either high performing or have improved student achievement to high levels, especially among disadvantaged students.

**KS Engineers, PC (KSE)** announced the addition of James Henry as vice president and deputy director of construction services.

Governor Chris Christie appointed Jorge Berkowitz, PhD, LSRP, to the New Jersey Site Remediation Professional Licensing Board. Mr. Berkowitz, a senior associate at **Langan Engineering & Environmental Services**, will join 12 other members of the board established to enforce the code of conduct and professional standards required of Licensed Site Remediation Professionals (LSRPs).

**Langan Engineering & Environmental Services**, a privately held consulting firm with 500 employees in 14 offices around the world, has acquired Treadwell & Rollo, a premier geotechnical and environmental engineering firm based in San Francisco. The acquisition, the first in Langan's 40-year history, firmly establishes a nationwide footprint for the company by adding 70 high-caliber professionals from Treadwell & Rollo's California offices.

see Member News page 6



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## CALENDAR OF EVENTS

### DECEMBER 2010 - JANUARY 2011

- December 2** Newark Insiders Forum:  
"Not Funding As Usual"
- December 8** Annual Meeting & Holiday Reception
- December 11** New Jersey Devils Ticket Offer  
(New Jersey Devils vs. Detroit Red Wings)
- January 6** New Jersey Devils Ticket Offer  
(New Jersey Devils vs. Philadelphia Flyers)

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

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the full calendar of events

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

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

## Tunnel *(continued from page 1)*

subterranean infrastructure, such a project was deemed infeasible. While not ideal, we supported the ARC tunnel because it would double train capacity into Manhattan and provide an alternative in the event of damage (by any means) to the existing one hundred year old passages under the Hudson River.

While experts differ with respect to the rate of future job growth in New York City, and therefore the necessity for more New Jerseyans to get there, there is sufficient data to forecast continued long-term growth in and connections to “mega-regions” like this one. Given our dense population, already congested roads and the related human and environmental impact, it seems obvious that efficient and enhanced rail service should be a transportation priority.

Governor Christie’s action has been described as “killing” the ARC tunnel project and, as the project stood, perhaps that’s an accurate description. We prefer to think of this as a significant break in the action that presents an opportunity to review a full-range of options including redesign; collaboration with Amtrak; additional funding from government entities including the federal government, New York City and the State of New York; public-private partnerships; and other alternatives that responsible, bright and creative minds may inspire. Wringing our hands won’t do any good- let’s wring out some fresh approaches.

## Member News *(continued from page 5)*

**McCarter & English, LLP** has elected partner Stephen M. Vajtay, Jr. to the position of firmwide managing partner, effective December 1.

**SGA Group**, a full-service accounting firm, announced that the firm has earned a position on the 2010 Inc. 5000, Inc. magazine’s exclusive annual ranking of the nation’s fastest-growing companies.

Richard Singer, Esq., of **Skoloff & Wolfe, P.C.**, a law firm headquartered in Livingston, NJ, was named president of the New Jersey Chapter of the American Academy of Matrimonial Lawyers, one of the preeminent national organizations for family law practitioners.

**TD Bank** has promoted Michael Petrucci to retail market manager in Nutley, where he will direct business development, sales management and employee development at 15 TD Bank locations in Essex County.

**The Provident Bank** has promoted Michael Kahn of Hawthorne to vice president and area manager of the bank’s Bloomfield Center and Belleville branches.

Robert Provost, marketing director at **The Star-Ledger**, was elected to the New Jersey Advertising Hall of Fame for his economic and philanthropic contributions to the state. Mr. Provost’s name along with other well-known advertising professionals will line the walls of Montclair State University.

**Wachovia, a Wells Fargo Company** has been named **Habitat for Humanity** Newark’s Corporate Partner of the Year for its commitment to the organization’s mission of building homes for hard-working, low-income families in Essex County.

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

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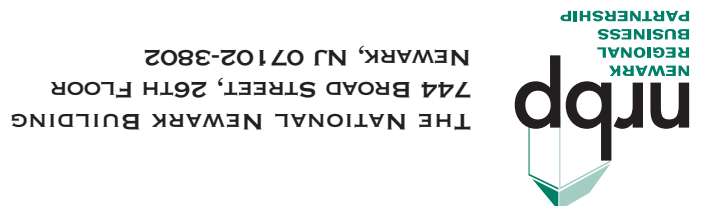
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