



BUILDING BUSINESS FOR A GREATER NEWARK

A New Year Underway

By Arthur Guida, Director, External Affairs, PSE&G and Chairman of the Board of Directors, NRBP



Most people seemed eager to close out 2009 and get a fresh start on a new year with a clean slate and a more upbeat outlook. As the newly-elected chairman, I am pleased to say that while last year was a challenge for us and our members, NRBP weathered the storm in good shape and is well-positioned for 2010.

Our total event attendance was higher last year than it has ever been and we offered more opportunities for making contacts and acquiring business intelligence than in the past. While some of our higher end events were adversely affected by the financial squeeze, creative and willing sponsors and advertisers stepped up to ensure that NRBP could continue to provide its members with the information and connections they need to be successful. This year's event calendar, available on our web site at www.newarkrbp.org, is even more robust and will be enhanced as your needs evolve over the months ahead.

We initiated several affinity programs in 2009 that provided products and services at a significant discount (Constant Contact email services, myoshastore.com mandatory labor law posters, New Jersey Devils and Nets tickets) and will offer more in the coming year. In 2010, we will introduce an on-line resource library that will enable members to share their expertise and we will take advantage of social media to expand the reach and impact of our organization and our members. We will also be a more visible and active advocate for initiatives that will improve business opportunities and encourage greater business growth in the Newark region.

Behind the scenes, scores of members reach out to other members and NRBP staff to help address needs ranging from introductions to professional guidance. And therein is the biggest

see New Year, page 3

Do You Blog?

A recent *Wall Street Journal* article was titled "Daring to Live Your Life Offline" and shared examples of people who maintain successful connections through what some consider the antiquated mode of communications – mail, phone and meetings. According to the WSJ, "during the first half of the decade that ends this week, the proportion of Internet users barely inched upward, to 59% of adult Americans from just over 50%, according to the Pew Internet and American Life Project. In the second half of the decade, that growth skyrocketed, and now nearly 80% of adult Americans use the Internet."

As NRBP determines its own entry into the social media world, we asked members to tell us if they write or read web logs, better known as blogs, to demonstrate their expertise and gain insight on their business matters.

Geoff Bailey, director of sales for **Massey Knakal Real Estate Services** says he thinks "there is much to learn and this is an area that is rapidly developing." His blog covers the commercial real estate market. "I try to post something of value weekly, either transactional, informational or related to current events. I will also post regarding new listings I am bringing to market. Since starting the blog approximately one year ago my monthly traffic averages well over 500 visits per month with the months of April and May 2009 topping 1,000 visits. As important if not more so is my LinkedIn group which has almost 70 members." Asked about his company's efforts, Mr. Bailey added, "My company publishes the Massey Knakal Reel which is also published to a company Twitter account. Our

chairman Robert Knakal, publishes a blog through *Globe Street* (an online real estate journal) and publishes articles for *The Observer*. My blog is a separate venture that I maintain and operate myself with the blessings of Massey Knakal."

The law firm of **Jacobs and Rosenberg** has not developed a blog but Roger Jacobs, managing partner, is evaluating the benefits. "We are relatively specific in the type of legal work that we perform and our target audience is large corporations and governmental entities so the utility is also a question we need to explore," says Mr. Jacobs.

Douglas Goode, vice president for strategic development at frontline customer service and security personnel firm **Gateway Group One**, said that although they don't currently write a blog, they "recognize the potential value and are implementing plans to do so." He noted that they follow industry blogs covering general issues as well as specialized blogs, and have recently appointed a person to a new position of corporate communications and marketing. "We believe it is in our best interest to embrace this form of communications in the context of a comprehensive set of options. We continue to be interested in learning more/better ways to present our message to our employees, customers and prospects for mutual benefit."

"HNTB encourages dialog among its employees and strives to create an open environment where ideas are shared both firm and industry-wide. We believe that a key

see Blog, page 3

Inside Connections...

MEMBER CORNER:
REAL ESTATE TAX
APPEALS

MEMBER NEWS

NRBP
CONNECTIONS
SUCCESS CORNER

NRBP WELCOMES
NEW MEMBERS

UPCOMING NRBP EVENTS

BUSINESS OWNERS ON HEALTH



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.

Horizon



Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work.

Health • Dental • Pharmacy • Disease Management • Consumer-Directed Health Plans • Life • Journey to Health

Horizon Blue Cross Blue Shield of New Jersey is an independent licensee of the Blue Cross and Blue Shield Association. ®Registered marks of the Blue Cross and Blue Shield Association. ®' and ™ Registered and service marks of Horizon Blue Cross Blue Shield of New Jersey. ©2009 Horizon Blue Cross Blue Shield of New Jersey. Three Penn Plaza East, Newark, New Jersey 07105. The Horizon Foundation for New Jersey is a contributor to NJPAC.

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.

Berto Construction, Inc.
CONSTRUCTION
Jeff Pfeiffer
Rahway, NJ
www.bertoconstruction.com

Brick City Coffee Co.
RESTAURANT
Sherrill Austin
Newark, NJ
www.brickcitycoffee.com

Catholic Charities of the Archdiocese of Newark
NON-PROFIT ORGANIZATION
Dr. Phillip Frese
Newark, NJ
www.ccannj.org

Cintas
FIRE PROTECTION/SAFETY
Jermaine Suggs
Ledgewood, NJ
www.cintas.com

Drew University
COLLEGE/UNIVERSITY
Ronald A. Ross
Madison, NJ
www.drew.edu

Gannett Fleming
ARCHITECTS/ENGINEERS
James Laurita
New York, NY
www.gfn.net

New Jersey Nets
SPORTS (PROFESSIONAL)
Frank Sullivan
East Rutherford, NJ
www.njnets.com

Pacific Atlantic Lines, Inc.
TRANSPORTATION
Keren Gonen
Newark, NJ
www.pacificatlanticlines.net

Pop-A-Lock of Northern NJ
LOCKSMITH
Charlotte Williams
Ringwood, NJ
www.popalock.com

Wells Real Estate Funds
REAL ESTATE
Al Todd
Newark, NJ
www.wellsref.com

The Valerie Fund
NON-PROFIT ORGANIZATION
Lori Abrams
Maplewood, NJ
www.thevaleriefund.org

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

Blog *(continued from page 1)*

to innovation is through the sharing of ideas," comments Bill Rutherford, vice president at this engineering firm. "To foster this dialog, HNTB has provided an outlet on our website, called "Point of View" where senior-level staff can write their "view point" on the latest happenings in their field and a "dialog forum", where employees and the public can blog on current topics. We also publish white papers on the current events affecting the industry, as well as two industry specific magazines and four service area specific magazines, including *In Transit*, *Aviation Insight*, *Transportation Point*, *HNTB Architecture*, *Designer and*

THINK. These publications are distributed as hard copies and electronically, to staff, clients and colleagues."

While some members shared their varied levels of experience in blogging, others had not entered the "blogosphere" for various reasons. Stephen Fauer, president of **Environmental Strategies and Applications, Inc.**, replied that he does not blog at present but is interested in learning more about the benefits of blogs to the business bottom line. Arne Salkin, account executive for **Transworld Systems Inc.** said, "The closest I get to blogging is daily use of Twitter, LinkedIn and Facebook. I have considered using a blog as well as Constant Contact for more proactive messaging. Based upon my daily posts on LinkedIn I know people read my messages. I have over 7,500 contacts and hear from them based upon my posts. My real fear about using a blog is not having a regular stream of content and as an independent contractor, writing on a regular basis is challenging."

Others maintain their resistance and the opinion that blogs and social media in general are of little benefit. Don Karp, principal of his law firm, called blogs unnecessary and comments, "The fact is, we don't need any more opinions...we have enough. And even if these essays were well written, which most of them are not, who needs them and who cares?" He further encourages "people to read *The New Yorker*, *The New York Times*, *The Christian Science Monitor* or even the *New York Post* if there is not enough juice out there; but for heavens sake, let us not encourage even more blogs!"

Stay tuned for how NRBP will engage in social media in the coming year. If you would like to offer your opinion on what you would find useful, please contact Barbara E. Kauffman at bkauffman@newarkrbp.org or 973-242-4219.

New Year *(continued from page 1)*

opportunity for NRBP to assist its members in the year ahead. Whether you use NRBP's on-line member directory or call the staff for a very specific recommendation, rely on your fellow members when you need a product or service. We have some of the state's finest professionals and small businesses as members of our organization and they merit your strongest consideration.

Under the leadership of immediate past chairman Sharon Taylor of Prudential Financial, NRBP's Board of Directors established member service as our top priority. Please let us know how NRBP can improve its value to your business and advise us when the organization has helped you. Success stories are informative and inspirational – we look forward to facilitating many of them in the year ahead.

Thank you for your support and commitment to Building Business for a Greater Newark.

NRBP STAFF

Chip Hallock
President & CEO
973-242-4209

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

Lorraine Gretchen
Coordinator, Membership
Services
973-242-4228

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

Lucy Rocha
Database Administrator
973-242-4255

Nikki Drake
Information Specialist
973-242-4203

Kim Tedesco
Accounting
973-242-4257

Connections

Vol. 5 No. 1 –
FEBRUARY 2010

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

(973) 522-0099
www.newarkrbp.org

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

Advertising rates upon
request.

Publisher reserves the
right to refuse any
advertising.

We Can Help You Save Money on Printing and Mailing! Call Us For A Complimentary Consultation



Drive more sales with a coordinated Direct Mail Marketing Program. You can increase your revenue with our help.

We are your best Source for Advertising Specialties. Our website will direct you to 100,000 items.

Marketing Programs • Design Services

Direct Mail Campaigns

Digital Printing • Commercial Printing

Copying Services • Full Color Printing

Mailing Services • Ad Specialties



40 Commerce Street, Newark, NJ 07102 • 973-242-4040 • www.onesourcenj.com

We are your One Source for all your marketing, design, print, copy and mailing needs!

An NRBP member for 25 years.

MEMBER CORNER

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

Real Estate Tax Appeals

By David B. Wolfe, Partner, Skoloff & Wolfe, P.C.

Q. What is the filing deadline for real property tax appeals?

A. In New Jersey, real property tax appeals generally must be filed on or before April 1st. However, for municipalities that have undergone a municipal wide revaluation or reassessment, the deadline has been extended to May 1st.

Q. Can I tell from my assessment if I am over-assessed?

A. No. New Jersey municipalities are not required to assess properties at 100% of fair market value. Taxpayers cannot determine whether they are over-assessed without knowing the percentage of true value at which their municipality is assessing. For example, Newark will be assessing at 58.72% of true value in 2010. As such, taxpayers in Newark assessed for \$1,000,000 in 2010 will pay tax as through their properties are worth approximately \$1,700,000.

Q. Is there any risk associated with filing a tax appeal in New Jersey?

A. Yes. In New Jersey taxpayers appeal their property taxes at their peril. There is a possibility that your assessment can be increased if a court determines that the assessment is too low. For this reason, among others, it is essential to have an attorney intimately familiar with the New Jersey property taxation system help you determine whether to file a real property tax appeal.

Q. Do I have to make a significant investment in attorneys' fees in order to contest my property taxes?

A. No. Most attorneys who file tax appeals for commercial property owners do so pursuant to contingency fee agreements. Under these agreements, there is typically no fee if the appeal does not result in a tax saving. Taxpayers pay their attorneys only a percentage of the tax savings achieved.



The Skoloff & Wolfe (S&W) Real Property Tax Department is one of the largest and most experienced groups of attorneys engaged in property tax negotiation and litigation in the State of New Jersey. The Department consists of six lawyers who among them have over one hundred years of experience with property valuation litigation. During the past forty years, S&W has represented property owners of virtually every type of industrial, commercial and multifamily residential property, including super-regional shopping centers, hotels, manufacturing facilities, office complexes, breweries, golf courses, banks, airports and cooperatives.

For more information about Skoloff & Wolfe's Real Property Tax Department, please contact David Wolfe at (973) 232-2986 or dwolfe@skoloffwolfe.com.

Member NEWS

ENVIRON International Corporation announced that manager Chris Stubbs won the award for Best Community Development Project Poster at the Brownfields 2009 conference for his poster, entitled "A Case Study of Vapor Intrusion into a Future Office Building with Underground Parking."

Garden Savings Federal Credit Union recently contributed 100 new blankets to The Elizabeth Coalition to House the Homeless in Elizabeth, NJ. Each winter, the Coalition serves over a hundred individuals with their Operation Warm Heart campaign.

Gareth C. Middleton, formerly with **Tishman Construction**, has joined **Gannett Fleming, Inc.** as manager of construction services.

Gibbons P.C. announced the launch of the *IP Law Alert* blog - www.iplawalert.com - an online resource to provide practical perspectives on developing legal and business news, analysis and discussion. This site will provide current intellectual property news and developments to in-house lawyers and business people.

The **Newark YMCA** announced that they opened a new facility at **UMDNJ** in Newark.

New York Red Bulls have named Erik Soler as the club's new general manager and sporting director. The 49-year-old Norwegian, who played professionally in Europe and was most recently the co-owner and chairman of the Norwegian club IK Start will control of all player personnel decisions and will hire the team's next coach.

HealthGrades, the leading independent healthcare ratings organization, announced that **Saint Barnabas Health Care System** is among the top 5 percent in the nation for cardiac surgery and top ranked in New Jersey for cardiac surgery. As a result, Saint Barnabas is a recipient of the HealthGrades 2010 Cardiac Surgery Excellence Award. Saint Barnabas' cardiac care received the highest five-star rating for cardiac surgery, coronary bypass surgery and valve replacement surgery. The hospital also received 5-star ratings for treatment of stroke and pneumonia, maternity care, and women's health.

Hartz Mountain Industries has named Chip Conklin, Dan Foley and Gregg Najarian of international commercial real estate services firm **Studley**, 2009 Office Brokers of the Year. They were three of the 11 office and industrial brokers presented with this award.

Jim McQueeny, chairman of **Winning Strategies**, has been selected as a United States representative to the prestigious Council of the International Public Relations Association (IPRA), and has been named IPRA's deputy representative to the United Nations' Department of Public Information and the Economic and Social Council.

To submit your organization's member news, please send an email to 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.

I was in Newark today for my first NRBP meeting. It was great to see the momentum behind the growth of the city. I left the meeting feeling quite connected to that vibe and very excited about many projects that are forthcoming. I am glad I joined NRBP – it is a great organization with a lot of energy!

Shannon Sked, Branch Manager, Valley Crest Landscape Maintenance

Thanks to NRBP, I met Ron Beit, President of RBH Group, Christian Benedetto, Director of Real Estate Services at Hopkins, Sampson & Brown Real Estate Advisory Services, LLC., and Andy Cohen, President of Rock Properties. All three served on the Newark Public Library Gala committee this year, and through their service made a meaningful contribution to the Library and to Newark.

Joseph C. Casale, Assistant Director for Finance and Development, Newark Public Library

Through my participation in the NRBP events, I have been fortunate to have met numerous contacts that have proved invaluable. For example, when the NREB wanted to develop a perspective on the history of the predecessor organization, I turned to Joe Casale of the NPL. The NPL provided an abundance of relevant material that perfectly satisfied our need.

Ed Rytter, Executive Director, Newark Real Estate Board

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.

You can join Atlantic Federal Credit Union and use it for all it's worth if you live, work, worship, volunteer, attend school or regularly do business in Newark.



**ATLANTIC FEDERAL
CREDIT UNION**
"Service Excellence All the Time"

Toll Free Phone: 1-800-222-1329 / www.atlfedcu.com

570 Broad St. Suite 127, Newark Fronts on Fulton St. across from Washington Park

Newark Hours: M-W 8:30 am till 4:30 pm/Thursdays & Fridays till 5 /

Offices also in Kenilworth & Elizabeth

Atlantic Federal is an ideal free benefit for your workplace or group! Call for details.



If your idea of financial health starts and ends with your business tax filing, you may be in for a surprise.

Too often, business owners get caught up in the short term — meeting a deadline, filling an order, closing a deal.

But not taking a longer, more strategic view can be costly to the financial health of your business, especially when it comes to tax planning.

This year, let the experts at Couto DeFranco help you meet both your short- and long-term needs — getting your business and personal taxes done on time, while also assessing your company's overall financial health and quite possibly reducing your tax liability in the process.

What's the Rx for a healthier business in 2010?

Call (973) 325-3370 ext. 37 today for your complimentary NRBP member check-up...and feel better about tax season.

COUTO DEFRANCO, P.A.

CERTIFIED PUBLIC ACCOUNTANTS & ADVISORS

300 Executive Drive - Suite 200
West Orange, New Jersey



www.coutodefranco.com

(973) 325-3370

CALENDAR OF EVENTS

FEBRUARY - MARCH 2010

- February 3** Let's Do Lunch at Newark Liberty International Airport Marriott
- February 12** Yellow Brick Road or Pothole Highway: Benefits and Risks of LLCs
- February 23** The Power of E-Mail Marketing with Social Networking
- March 2 or 3** Real Estate Market Forecast
- March 12** Brown Bag Lunch: Best Practice Marketing for Your Business
- March 12** New Jersey Devils vs. Pittsburgh Penguins (NRBP Discount Ticket Offer)
- March 23** Annual Reception and Dinner at The Newark Museum

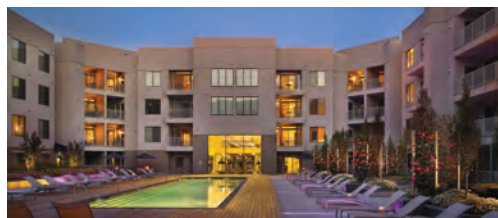
For more information or to register for NRBP's events, please visit www.newarkrbp.org. Credit cards accepted.

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

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

LIVE BETTER.

AVE: unique rental communities offering furnished and unfurnished suites with flexible lease terms. The perfect housing solution for the business traveler, consultant, or anyone who needs a temporary place to call home, AVE stands for generous spaces; relaxed settings; contemporary design, and superb business, entertainment, fitness, and spa services. Our unfurnished rentals offer a carefree lifestyle and unparalleled services.



DISTINCTIVE FURNISHED AND UNFURNISHED RENTAL RESIDENCES BY KORMAN COMMUNITIES

CLIFTON NJ
743 PASSAIC AVENUE
877.AVE.0245

UNION NJ
1070 MORRIS AVENUE
877.AVE.0246

SOMERSET NJ
199 PIERCE STREET
877.AVE.0247

AVELIVING.COM

FORGET WHERE YOU'RE GOING. YOU'VE ARRIVED.

Heineken Lounge
Hugo Boss
Johnston & Murphy
L'Occitane
Lacoste
Sunglass Hut
Vino Volo



Brooks Brothers
d_parture Spa
Ciao Bella
Dufry Duty Free
Gallagher's Steak House
Guess
Guinness Pub

OVER 80 SHOPS AND RESTAURANTS, ALL WITHIN A 10 MINUTE WALK.

SHOP Terminal 

NEWARK LIBERTY INTERNATIONAL AIRPORT

www.ShopNewarkTerminalC.com



Proud Member of the Newark Regional Business Partnership

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

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

