



**nrbp**  
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REGIONAL  
BUSINESS  
PARTNERSHIP

# connections

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www.newarkrbp.org

BUILDING BUSINESS FOR A GREATER NEWARK

## Working Membership

by NRBP President & CEO,  
Chip Hallock

As you read this column, we are already well into 2007 and, if the past few years are any indication, this year will fly by before we know it. In addition to your daily quest to excel in today's competitive business environment, you are an investor in a member organization that strives to help you succeed.

How can Newark Regional Business Partnership fit into your plans this year? Here are a few suggestions:

- **Make time to attend our events.**  
Our programs – Newark Insiders Forums, Real Estate Market Forecast, Economic Outlook, Eye Openers – impart useful information and attract a remarkable mix of business and community leaders with whom you can interact.
- **Use us as an extension of your marketing plan.**  
From event sponsorships to listings and advertisements in our web-based membership directory, NRBP can raise your visibility among the thousands with whom we communicate.
- **Support your fellow members.**  
Use the on-line member directory or call NRBP staff to find out which NRBP members can satisfy your demands for products or services.
- **Appreciate the big picture.**  
NRBP dedicates resources to strengthen the business infrastructure  
*see Working Membership, page 4*

## Trend Setting in Newark

Newark's first market-rate high-end residential conversion, called Eleven80 for its Raymond Boulevard address, welcomed its first residents in July. Eleven80 is a classic 448-foot art deco former office tower that opened in 1931. Vacant for 22 years, it was bought for \$2.2 million in 1999 by New York-based Cogswell Realty Group, which also bought and beautifully restored the neighboring art deco office tower for commercial use, now called The National Newark Building. With stunning views of Manhattan and first class amenities such as a 24-hour doorman, Eleven80 is targeted at young professionals who want Manhattan luxury at half the price.



At the NRBP's December 6 Newark Insiders Forum, Newark Deputy Mayor Stefan Pryor called downtown housing "key to renewal" of the City. The City has set short term priorities to encourage mixed use development and create a 24/7 downtown. Cogswell's Chief Executive Arthur Stern thinks that Newark's natural advantages — particularly its extraordinary transportation network — will overcome "outdated" perceptions of Newark. Stern expressed confidence in the Mayor and City Council for raising the city's credibility level and setting a vision of a downtown that includes middle class residents. Noted Stern, "Everyone cares about the threshold issues: clean streets, good education, safety and accountability."

Cities across the nation are models for Newark. At the December 6 forum Deputy Mayor Pryor cited Oakland, CA where that city's mayor set a goal of adding 10,000 downtown residential units in the next 20 years called the "10K program." Pittsburgh devised a 10 year strategy to create a 24/7 community in its downtown, also a goal for Newark.

*see Trend Setting, page 4*

## Inside Connections...

2007 LEADERSHIP &  
BOARD OF DIRECTORS

MEMBER CORNER:  
ENG-WONG, TAUB &  
ASSOCIATES

WELCOME  
NEW MEMBERS

MEMBER NEWS

UPCOMING NRBP EVENTS



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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).

**Caucus Education Corporation**  
TELEVISION  
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[www.caucusnj.org](http://www.caucusnj.org)

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**Solomon Edwards Group LLC**  
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**TGI Office Automation**  
OFFICE EQUIPMENT/  
SUPPLIES/MGMN'T  
Gerard Tartarilla  
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[www.tgioa.com](http://www.tgioa.com)

**The Praedium Group, LLC**  
REAL ESTATE  
Frank Patafio  
New York, NY  
[www.praediumgroup.com](http://www.praediumgroup.com)

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

## NRBP STAFF

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## Newark Regional Business Partnership 2007 Leadership

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*National Redevelopment, LLC*

Cristina Martinez  
*Thornton-Tomasetti, Inc.*

George Hampton  
*University of Medicine &  
Dentistry of NJ*

Ciro Scalera  
*Verizon New Jersey, Inc.*

## Connections

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advertising.

## Trend Setting in Newark (continued from page 1)

Momentum is building to create an environment that attracts new residents to downtown. Residential projects on the drawing boards include NJPAC's vision for residential living as part of its 12 acre campus; Mulberry Street Promenade, a mixed use complex adjacent to the arena district; Cogswell Realty Group's project at the former Hahnes/Griffith Buildings; and Matrix Development Group's plans for waterfront living.

Pedestrian traffic expands daily with completion of university projects including new dorms and a planned new business school for Rutgers. The emergence of popular eateries such as Maize, 27 Mix, Theater Square Grill and Savoy Grill with its nightly jazz selections is helping to bring new enthusiasm for downtown living. Experts from cities that have experienced successful downtown revitalization agree that where residents lead, retail will follow.

Stern sees Eleven80 as just the start of a residential, entertainment and retail boom and if activity levels continue at the current pace, it may not be long before thousands rather than hundreds of residents call downtown Newark home.



## Working Membership

*continued from page 1*

of the Newark region. For example: we bring business owners and executives to local high schools to better prepare our future workforce; we call upon lawmakers to support public investment in transportation; and we work with local officials to make the Newark region a more attractive place to do business.

- **Rely on us to be your business concierge.** We pride ourselves on connecting our members to people and resources that will make them more successful. Reach out to a NRBP staff contact with any requests you have – we'll do our best to help you.

NRBP has been fortunate to attract members who want to help one another while strengthening the region and contributing to the revitalization of the City of Newark. Together, we can help one another accomplish our overall goal: Building Business for a Greater Newark. We look forward to working with you this year.

## MEMBER CORNER

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

### Eng-Wong, Taub & Associates

The economic and cultural renaissance of Newark has been a catalyst for widespread investment in the infrastructure serving New Jersey's oldest and largest city. Eng-Wong, Taub & Associates, a traffic engineering and planning firm, has been active in the advancement of vital transit and transportation improvement programs throughout downtown Newark.

Paul Eng-Wong and Martin Taub founded their company on shared principles of quality, innovation, client satisfaction and integrity, values evident in all facets of the organization today. Their passion for the city's revival can be traced to both personal and professional roots in this historic city. Mr. Eng-Wong was born and raised in Newark. They have a tradition of New Jersey Institute of Technology alumni among the firm's leadership and have been active participants in Newark Regional Business Partnership events.

The commencement of Newark Light Rail represented an important milestone in their longtime association with the city. On July 17, 2006 they proudly stood alongside public officials, community leaders and their project teammates as the ribbon was cut at Newark's Broad Street Station to honor the opening of service between Newark Penn Station and five new stations that serve the city's downtown business district and recreational destinations.

Eng-Wong, Taub served as traffic consultants on this project from the initial rail options study phase through preliminary engineering and environmental review. In many ways the Newark Light Rail assignment encapsulates the broad range of their services and capabilities, from the analysis of traffic impacts and evaluation of future transportation needs of downtown Newark to a bus survey in the downtown Newark central business district.

Traffic engineering means more to local government, businesses and residents than taillights and congestion. They solve problems related to site access and circulation, parking capacity, freight movement, improved transit service and pedestrian safety. They are currently working on strategic planning for the City of Newark and important assignments with the North Jersey Transportation Planning Authority and New Jersey Transit, including a bus rapid transit study of two corridors in Newark. Other projects have ranged from the Newark Penn Station Area Master Plan to large-scale traffic studies at Port Newark and Newark Liberty International Airport.



Please contact Paul Eng-Wong or Susan O'Donnell at 973-693-4488 for more information, and visit their new website at [www.eng-wongtaub.com](http://www.eng-wongtaub.com).



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# Member NEWS

**Affiliated Computer Services, Inc. (ACS)**, a premier provider of business process outsourcing and information technology solutions, announced that it has been named to the number one position on the list of the top 50 best managed global outsourcing vendors. The Black Book of Outsourcing and the Brown-Wilson Group conducted the 2006 survey.

**Ehrenkrantz Eckstut & Kuhn Architects P.C.** announced that it will be relocating and expanding its Washington DC office to accommodate a rapidly expanding roster of projects and a growing number of employees. EEK Architects is an internationally-renowned firm that has proven expertise in a variety of project types, including large-scale mixed-use developments, university buildings and plans, elementary and secondary schools, transit systems, office buildings, waterfronts, and preservation and adaptive reuse.

Faith Baum and Ken Douglas, founders/owners of **Illumination Arts, LLC**, recently received the SBDC at Rutgers University-Newark 2006 Success Award. Illumination Arts, LLC is an architectural lighting design and consulting company that specializes in innovative lighting designs that address both aesthetic and practical requirements. Baum and Douglas formed Illumination Arts, LLC in 2004.

**Gibbons, Del Deo, Dolan, Griffinger & Vecchione**, a law firm based in Newark, is pleased to announce that they have hired 13 attorneys, all of whom have professional experience prior to joining the firm. Joining the Newark office are Melanca D. Clark, Lacy Corcoran, Melissa A. Herbert, Carrie A. Longstaff, Natalie H. Mantell, Jennifer L. Marino, Uzoamaka N. Okoye, Megan F. Porio, Adam N. Subervi, and Toan Tran. MultiCultural Law Magazine has named Gibbons among the top 100 firms for diversity, top 25 firms for African Americans and top 25 firms for disabled americans.

**The Praedium Group**, a New York City-based real estate investment firm has purchased One Newark Center for \$111 million in a joint venture with **Gale Real Estate Services**, a Roseland-based subsidiary of Mark-Cali Realty. The 22-story, 418,027-square-foot Class-A office tower, which is in downtown Newark, was acquired from Roseland's Bellemeade Development. The acquisition also includes a 940-car parking facility as well as an adjacent vacant commercially zoned land parcel. The property was 98.6 percent leased at the time of sale.

**Grad Architects P.A.**, an architectural firm based in Newark, recently celebrated a century of design with a reception at the Newark Public Library. Frank Grad established his architectural practice in Newark in 1906. For a complete history of Grad Architects P.A., please visit [www.gradarchitects.com/history.htm](http://www.gradarchitects.com/history.htm).

The law firms of **Kirkpatrick & Lockhart Nicholson Graham LLP** and **Preston Gates & Ellis LLP** announced their partnership effective January 1, 2007. The name of the combined firm is Kirkpatrick & Lockhart Preston Gates Ellis LLP, and the firm is branded as "K&L Gates." K&L Gates comprises approximately 1,400 lawyers and 21 offices located in North America, Europe and Asia.

Paul Mertz, executive director of **Newark Beth Israel Medical Center**, was recently inducted into the Kean University Athletic Hall of Fame. The Kean University Department of Athletics enshrined four former standout student-athletes at its biennial Induction Dinner. Mertz was a major contributor to the Cougar football squad from 1979 to 1982. He is the program's single-season standard bearer for interceptions in a season, with nine, and for a career, with 17. Mertz graduated from Kean with a degree in Public Administration/Criminal Justice.

**NJ TRANSIT** has been selected to receive the Public Agency Award by the Wagner Rudin Center for Transportation Policy & Management. The 2007 Annual Leadership in Transportation Awards cited NJ Transit's initiatives to move forward the long-awaited Trans Hudson Rail Tunnel between New Jersey and Manhattan.

**North Jersey Federal Credit Union** has announced the opening of its second Newark branch located at 39 Broadway. On November 8, 2006, NJFCU acquired nearly 500 members from La Casa Federal Credit Union. The branch will be open on Wednesdays and Saturdays and plans to expand the hours in the near future.

**Pitney Hardin LLP**, a full-service law firm with a New Jersey presence of more than 100 years, and Day, Berry & Howard LLP, a full-service law firm known for its national energy practice, agreed to merge for the creation of Day Pitney LLP. The new 400-attorney firm will have nine offices located in New York City, New Jersey, Connecticut, Boston and Washington, D.C.

**Premier IP Solutions**, a provider of low cost, simple to deploy VoIP and IP communications solutions, has accepted an invitation to become a member of the Allworx Reseller Advisory Board. Premier is an Allworx Certified Convergence Partner committed to serving small-and-medium size businesses.

**St. John & Wayne, L.L.C.**, a law firm founded more than 30 years ago in Newark, announced that when their partner and friend Jerome St. John was appointed as a Judge of the Superior Court of New Jersey, St. John & Wayne L.L.C. changed its name to Seiden Wayne LLC. They have also announced that Stanley Underwood North, III has joined the firm focusing on securities law, commercial transactions, M & A, international trade & investments. Natalie Gala has joined the firm as an associate in the Commercial Litigation Department.

Susan Young, president of **Susan Young Media Relations, Inc.** and Get in Front Communications, has been appointed to the Alamo Community College District Foundation Board in San Antonio, TX. She will serve a three-year term and will sit on the public relations committee. Young expanded her six-year-old firm to San Antonio over the summer. Her main office is in East Brunswick, New Jersey.

*U.S. News & World Report's* 2007 Annual Guide to America's Best Colleges recently named **New Jersey Institute of Technology (NJIT)** among the nation's top tier of national research universities offering a range of undergraduate majors and master's and doctoral degrees. Robert A. Altenkirch, president of NJIT, said "*The U.S. News & World Report* ranking of universities is widely read and conveys some useful information to prospective students and the public. We are pleased to see NJIT placed among the top group of national universities."

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# CALENDAR OF EVENTS

## FEBRUARY — MARCH 2007

- February 9 Brown Bag Lunch  
Best Practice Marketing for your Business
- March 2 Brown Bag Lunch  
Elevating Your Elevator Speech
- March 7 Real Estate Market Forecast
- March 14 Let's Do Lunch
- March 27 Annual Museum Reception & Dinner

SAVE THE DATES:

- APRIL 4 – Eye Opener
- APRIL 13 – Brown Bag Lunch
- APRIL 18 – Newark Insiders Forum

For more detailed information or to register for NRB's 2007 events, please visit [www.newarkrbp.org](http://www.newarkrbp.org). Credit cards accepted.

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