



nrbp
NEWARK
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PARTNERSHIP

connections

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www.newarkrbp.org

BUILDING BUSINESS FOR A GREATER NEWARK

Take Advantage!

By Chip Hallock,
President & CEO, NRBP

One month into what may be one of the most challenging business years any of us has ever faced, NRBP remains committed to serving your needs with activities, advocacy and individual attention that can lead to greater success. Due to the loyal support of our members and the leadership of our Executive Committee and Board of Directors, our organization has established itself as the hub of business interaction in the Newark region and the place you can turn to for valuable information and connections.

In this economic climate, your participation can be of great value to you and your fellow members. Any change of the calendar or dawning of a new administration in Washington, D.C. brings with it exclamations of "out with old, in with the new" but we continue to combine the "old" benefits of membership with some "new" initiatives including:

Member service: NRBP staff spends a great deal of its time "one on one" with members to answer questions, direct you to resources and connect you to people who can help you achieve your goals.

Member Spotlight: Each week, NRBP's Member Spotlight offers a highly visible way to share your business philosophy and background with visitors to www.newarkrbp.org. By addressing a relevant business question and providing a brief business description, members can be featured on a first-come first served basis.

see Take Advantage!, page 6

Retaining and Recruiting Talented Employees

At a time when the headlines are focusing on tough economic times and job losses, a number of NRBP member firms report that they are winning new work and need to expand their employee roster. Others simply want to strengthen their most valuable asset – their workforce - and retain those who have been valuable contributors to their company.

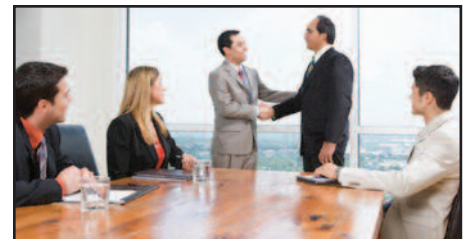
"Don't underestimate the 'happiness quotient'", says Jim Burns, partner with the law firm **Genova Burns & Vernoia**, which relocated to Newark in September 2008 after a two decade stint in Livingston. The Newark location is a great selling point for the firm, according to Burns. "We have tapped in to the behavior of young people who do not want to deal with cars." Recent hires commute from Wall Street, Brooklyn, Hoboken and Jersey City, giving what Burns views as a distinctive edge in bringing the best talent to their firm.

Elaine Chin, head of corporate affairs/Americas for **Standard Chartered Bank**, which moved 350 employees to Newark's Gateway Center in 2008, remarked, "The advantage to having an office in Newark is its proximity to New York City. We are able to recruit from the same candidate pool that New York City recruits from. We use many different approaches when recruiting. We frequently rely on internal talent to fill open positions, but when we do recruit externally, we post jobs to our global website's career page and occasionally post our jobs on job boards."

Angela Segal, administrator at the law firm **Latham & Watkins'** Newark office also sees the Newark location as an advantage. She notes, "Our location in the Seton Hall building (One Newark Center) has been a plus for those potential hires with a NJ nexus. We are in a very convenient location with access to light rail, Penn Station, restaurants, NJPAC and Prudential Center."

Bernie McNeilly, vice president/northeast general manager for **Parsons Brinckerhoff**, a worldwide engineering firm notes, "As a global company, PB does have a significant office in Newark. Newark's location in the middle of one of the most dense population centers as well as its proximity to major universities certainly helps in our ability to fill positions. There is just a larger candidate pool to choose from. Our office location, very close to transportation hubs (Newark Airport and the Newark train station), also enhances our ability to attract employees."

Unlike some other professions where positions are scarce, McNeilly notes, "Given a very tight engineering and planning job market, we have tried to get as creative as we can in recruiting."



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MEMBER CORNER:
A GREENER FUTURE

MEMBER NEWS

UPCOMING NRBP EVENTS

NRBP WELCOMES
NEW MEMBERS



SMALL FIRM UNDERSTANDING WITH BIG FIRM RESULTS SETS US APART FROM THE REST

We know that clients face legal issues every day in an increasingly complex business world. Attaining good results requires open communication, understanding of the issues, and a firm that acts as an ally and advocate.

We represent clients in a broad range of matters in both state and federal courts, and a number of our attorneys are designated by the New Jersey Supreme Court as Certified Civil and/or Criminal Trial Attorneys.

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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.

Choice 1 Solutions
PRINTING SERVICES
Vernon Gall
Clifton, NJ
www.choice1solutions.com

Citslinc International, Inc.
BUSINESS/TRADE ORGANIZATION
Leo Liu
Monterey Park, CA
www.citslinc.com

Dewberry
ENGINEERS
William Deane, PE
Parsippany, NJ
www.dewberry.com

Diversity Marketing & Communications, LLC
PUBLIC RELATIONS
Pamela E. Goldstein
Florham Park, NJ
www.diversitymc.com

Express Employment Professionals
EMPLOYMENT AGENCY & SERVICES
Deidre Viney
Jersey City, NJ
www.expresspros.com/jersecity

Femworks LLC
PUBLIC RELATIONS
Kimberlee Williams
Newark, NJ
www.femworksllc.com

Highland Estates Coffee Traders
COFFEE SERVICES
Bill LeBlanc
Avenel, NJ
www.highlandestatescoffee.com

New York Titans
SPORTS-PROFESSIONAL
Aaron Jones
New York, NY
www.nytitans.com

Skoloff & Wolfe
LAWYERS
David Wolfe
Livingston, NJ
www.skoloffwolfe.com

The Architects Alliance
ARCHITECTS
Blasé Weimer
Newark, NJ
www.archall.org

TreeTop Development, LLC
REAL ESTATE
Adam Mermelstein
Newark, NJ
www.treetopdev.com

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

Employees *(continued from page 1)*

We contact employees who have left the firm in the past and invite them to revisit employment with us. Of course, the best recruitment source is always our own employees, and we encourage our employees through our Employee Referral Program, where we give employees bonuses between \$1000 and \$5,000 for a successful hire executed through their efforts. We give our new college grads a sign-on bonus when they have agreed to join our company to demonstrate our commitment to them even before they arrive. We use the internet for recruiting, and I would estimate that 40%-50% of our hires come to us through the internet.”

Molly Conley Lockwood, director of human resources for the accounting firm **Sobel & Co., LLC** utilizes several strategies to recruit new talent, including “local universities to hire entry level accountants and interns” as well as search firms, internet (web site and social networking sites such as Facebook), networking and referrals.

Members also offered strategies for managing with less. “Currently, we are advising companies to make sure they have programs in place to incent their best talent to stay. This will assure minimum damage during this downturn and a rapid response to the recovery,” says Robert Gandel, managing director of **The Governance Group, Inc.**, an executive search firm.

“During these difficult economic times we communicate regularly with our staff and tell them we need 100% of their best effort every day,” according to Gerald Cerza, managing partner of **The Assurance Group**, a staffing firm. “The message is, ‘We invest in you and we expect you to invest in us’. It works,” notes Cerza, whose 25 employees have an average length of stay with the firm of 8 years.

Lisa Calick, human resources director for accounting firm **Wiss & Company, LLP** notes, “We have always placed employee recruitment and retention as a top priority. Our staff is one of our greatest assets and we continually look for ways to keep our employees challenged and motivated.”

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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.

A Greener Future

By Robert M. Gerard, Chief Marketing Officer,
Birdsall Services Group, Inc.

With the unveiling of New Jersey's energy master plan in late 2008, a roadmap was established to guide the state toward a responsible energy future. The plan focuses on immediate investments in energy efficiency to reduce peak demand and overall energy consumption while also promoting renewable energy and the growth of clean-energy businesses throughout NJ. Currently \$60 million of energy incentives are being considered by the NJ Legislature and could be available by mid-2009.

The NJ Board of Public Utilities (NJBPU) has been the lead agency in promoting energy efficiency through the NJ SmartStart Buildings Program and the Clean Energy Program since the deregulation of the electric and natural gas industries. These programs have afforded public and private customers with the financial support necessary to institute energy efficiency equipment upgrades and renewable energy initiatives. The NJBPU also recently sponsored a Newark Green Futures Summit where there was a commitment to assist in creating sustainable communities and developing green economic initiatives.

Locally, Public Service Electric & Gas (PSE&G) has pledged technical and financial resources in order to help meet the State's Energy Master Plan objectives. PSE&G has committed to provide approximately \$105 million toward the financing of solar system installations over the next two years through their Solar Loan Program, which will allow solar systems to be installed on customers' premises "behind the meter" using PSE&G as an essential source of capital.

Birdsall Services Group (BSG) has been developing sustainable energy master plans for New Jersey's private and public entities since 2001. These plans refer to energy efficiency, renewable energy, sustainable design, greenhouse gases, and the procurement of energy. This information provides a framework for short and long-term energy initiatives that will ultimately reduce overall energy costs and promote a healthier workplace.

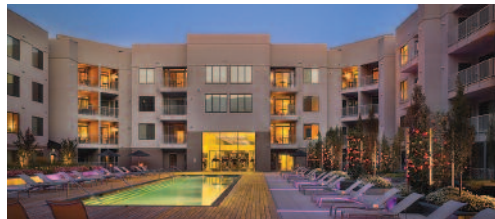
BSG's diverse professional staff, including professional engineers (PE), mechanical engineers (ME), certified energy managers (CEM), LEED-accredited professionals, and facilities specialists, all work together to produce seamless, effective solutions that maximize equipment functionality, life cycle costs, and efficiency.



For more information on Birdsall Services Group, please contact Fred Fastiggi at (800) 289-6681 or visit www.birdsall.com

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*Marilyn Golden, RN
Volunteers in Medicine*

“We have patients in our clinic that haven't been to doctors in 10, 20, and one patient, 30 years. So we're special because we have a place for the uninsured. Our budget is very tight. And so everybody brings their own pencils and pens in. It's the Horizon grant that has given us that ability to continue the care and grow the clinic. Do we give extended life? Yes, to people that maybe would never have made it.”

The Horizon Foundation for New Jersey supports health centers throughout the state giving the uninsured access to health care. Greater access. Better health. Lower health care costs for New Jersey. **To learn more, visit www.MakingHealthcareWork.com.**



The Horizon Foundation for New Jersey

Member NEWS

The construction law team at **Gibbons P.C.** has increased its ranks with the addition of Robert J. MacPherson, formerly of Thelen LLP, who joins Gibbons as a director.

Jordan Baris, Inc. Realtors and **National Redevelopment** announced that they are merging to form Jordan Baris Inc. National Redevelopment Division. The National Redevelopment team, specializing in commercial real estate, will relocate to West Orange, NJ. Ken Williams of National Redevelopment will join Jordan Baris, Inc. Realtors as a vice president.

LeClairRyan, a law firm that provides business counsel and client representation in corporate law and high-stakes litigation, announced that Shelly J. Prysant has been named an associate at their Newark law firm.

McCarter & English, LLP announced that 34 of their lawyers, of which 21 are located at the Newark office, were recognized by The Best Lawyers of America. The attorneys were chosen as a result of peer-review surveys of more than two million evaluations. Only 2.4 percent of practicing lawyers in the U.S. and Canada are listed in Best Lawyers.

Philanthropist Betty Wold Johnson donated \$11 million to the **New Jersey Performing Arts Center (NJ PAC)**, the largest individual gift in the art center's history. Eight million will go to the arts center endowment, and the remaining \$3 million will fund immediate capital needs and operations.

Pennoni Associates, an award-winning consulting engineering firm headquartered in Philadelphia, announced that it has been recognized by The Zweig Letter as one of the 200 fastest-growing architecture, engineering and construction consulting firms in North America. The "Hot Firm 2008" list is based on a weighted average of each firm's dollar growth and percentage growth from 2004 to 2007. Pennoni was ranked as number 89.

The SmartWood Program of the Rainforest Alliance has certified **Print Tech** of Mountainside, NJ, to Forest Stewardship Council Chain-of-Custody Standards. FSC is a non-governmental, not-for-profit organization that promotes responsible management of the world's forests. Printed materials carrying the FSC logo are guaranteed to have been printed on paper that originated from managed forests, recycled paper or a combination of both.

Sobel & Co., LLC, certified public accountants and consultants, announced that Sally Glick was named as the first woman to become a principal at the New Jersey firm. Ms. Glick has served as the firm's chief marketing officer and growth strategist since 2005.

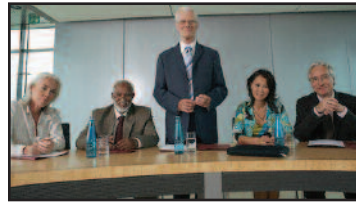
Four new members of the NRBP Board of Directors were elected at the recent annual meeting. Chairman of the Board, Sharon Taylor of **Prudential Financial**, introduced Phil Lipper, **Studley**; Diane McAllister, **Theater Square Grill**; Scott Murray, **Sills, Cummis, Epstein & Gross P.C.**; and James Johnston, **Birdsall Services Group, Inc.**

Wiss & Company LLP, a regional accounting firm, announced that Brian Reingold, CPA and partner of construction services, received the distinguished service award at the 37th Annual Awards Dinner of the American Subcontractors Association of NJ (ASANJ). Mr. Reingold serves as the lead service provider for a number of Wiss & Company's construction industry clients.

Employees *(continued from page 3)*

SBLI USA Mutual Life Insurance Company, Inc. utilizes a number of strategies to attract talent, including an associate referral program, internships, internet job boards, their corporate web site, local colleges and universities. They also post open positions on their company website and utilize Career Builder as well as Insurance Jobs.com, according to Ann Allen, human resource generalist.

FAPS, Inc., an auto pre-delivery processing company established in Newark 50 years ago, hires the majority of their staff locally within Hudson and Essex Counties. Julie Lynch, human resources manager says, "We continue to be innovative in our recruiting, training and development methods in successful efforts of retaining our staff. While we offer great benefits, we also find that work/life benefits are most important. When employees are knowledgeably secure, it is expressed through their performance, which increases productivity also beneficial for the employer. In today's economy, our employees provide efficient and effective methods of offering their can-do attitude to support our short and long term goals of "remaining solid" within the industry."



The challenging business environment may be with NRBP's members for quite some time but their best employees will be with them even longer.

TAKE ADVANTAGE! *(continued from page 1)*

First rate events: Timely topics, relevant information, influential speakers and great networking take place at our events throughout the year.

Discounts: Discounts for NRBP members are available from Constant Contact, a leader in email marketing, and myoshastore.com, a supplier of high quality human resources and safety products including posters containing mandatory state and federal health, benefit and safety information.

Advocacy: Whether NRBP is part of a coalition supporting pro-business state or federal legislation, trying to help you navigate a bureaucratic maze or promoting the revitalization of Newark, we actively engage the public sector on behalf of our members' initiatives.

BUY NRBP: While members appreciate our business advocacy and Newark revitalization efforts, most members join NRBP because they want to increase their volume of business. When you need to purchase a product or service, we encourage you to call NRBP or visit our on-line member directory. Do business with a member!

With a diverse membership of 450 organizations representing more than 140,000 employees in the Newark region, NRBP is actively Building Business for a Greater Newark. We know that your dues investment represents an expectation of value from NRBP and we look forward to providing that return. We hope to hear from you and see you often in the months ahead.

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CALENDAR OF EVENTS

FEBRUARY — MARCH

- February 4 Let's Do Lunch
- February 13 Brown Bag Lunch: "Best Practice Marketing For Your Business"
- March 5 Real Estate Market Forecast
- March 13 Brown Bag Lunch: "Making Recycling Work for your Company"
- March 25 Let's Do Lunch
- March 31 Annual Museum Dinner & Reception

For more detailed 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 in 2009, please call Barbara E. Kauffman at (973) 242-4219 or send an e-mail to bkauffman@newarkrbp.org

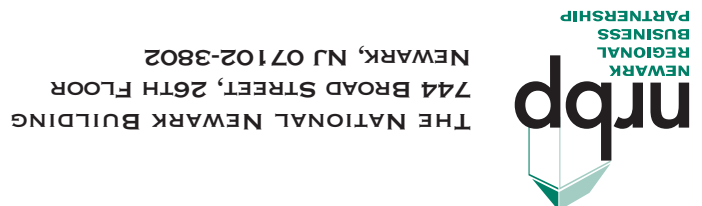
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- *Home Equity Loans and Lines-of-Credit
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