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# connections

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BUILDING BUSINESS FOR A GREATER NEWARK

## Celebrations Small and Large

By Chip Hallock, President & CEO, NRBP

During the past six months or so, there have been a few events that stand out in my mind as perfect examples of what NRBP is all about. Interestingly, the events I am referring to were not NRBP sponsored, but were celebrations hosted by our members. Each of them marked important milestones and included a diversity of wonderful people who exemplify the breadth and depth of this organization.

The Writing Company celebrated its twentieth anniversary by hosting a creative expo that showcased the firm's successful approaches to help clients achieve their communications goals. Gloria Bryant, founder and president of The Writing Company, used the occasion to thank her clients and supporters while drawing attention to the challenges faced by small, minority and women-owned businesses. Loyal clients and political dignitaries paid tribute to Gloria's skills and perseverance during a half-day long celebration in the Gateway One office building.

Cogswell Realty Group (CRG) hosted a grand opening reception in the city's newest downtown residential building, Eleven80 Raymond Boulevard. As it did with the award-winning National Newark Building at 744 Broad Street, CRG took a vacant and tired art deco building and breathed new life into it. Studio, one and two bedroom luxury apartments are available with great views just a short distance from Newark's Penn Station. With more than a third of

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## Newark Beth Israel Medical Center A Medical Leader for Over 100 Years



Mayor Cory Booker is greeted by Paul Mertz, executive director of Newark Beth Israel Medical Center.

brings acclaim to Newark and to New Jersey with its high level of medical expertise. The Beth not only provides comprehensive health care services to its local communities, it is a major referral and treatment center for patients throughout the metropolitan area. Perhaps best known for its ground breaking cardiac care – The Beth performed New Jersey's first heart transplant more than 20 years ago and performed New Jersey's first pediatric transplant in November, 2006 – NBIMC provides a full array of comprehensive cardiac services including minimally invasive cardiac surgery, electrophysiology, heart failure treatment and heart transplant. In 2006 the heart transplant program at NBIMC was ranked 7th by volume in the United States.

The Beth is also proud to be home to Children's Hospital of New Jersey (CHNJ), which was named one of the region's top 10 hospitals by New York magazine. The CHNJ Children's Heart Center, the only full-service congenital heart surgery program in New Jersey, provides the most advanced diagnosis and treatment available for children with even the most complex heart problems. CHNJ also provides life-saving care to over 800 of the tiniest newborns in its neonatal intensive

Did you know that Newark Beth Israel Medical Center (NBIMC) is on the cutting edge of medical care and innovation, conducting robotic surgery in more specialties than any other facility in the country? Or that The Beth, as it is fondly called, was named among the top 100 hospitals in the country last year? Or that NBIMC is New Jersey's largest non-university based teaching hospital with 190 interns and fellows in 18 different specialties?

Located for over 100 years in Newark's South Ward, NBIMC

see Newark Beth Israel, page 4

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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).

**Entrust Group, LLC**  
FINANCIAL SERVICES  
Jaime Raskulinecz  
Verona, NJ  
[www.theentrustgroup.com](http://www.theentrustgroup.com)

**Expense Reduction Analysts**  
BUSINESS CONSULTANTS  
Richard DeLuca  
Hasbrouck Heights, NJ  
[www.era-usa.com](http://www.era-usa.com)

**Garden Savings Federal Credit Union**  
FINANCIAL SERVICES  
Angela Kubisky  
Newark, NJ  
[www.gardensavingsfcu.org](http://www.gardensavingsfcu.org)

**Korman Communities**  
REAL ESTATE  
Gia Green  
Clifton, NJ  
[www.kormancommunities.com](http://www.kormancommunities.com)

**Leland A. Peyser**  
REAL ESTATE  
Livingston, NJ

**Newark YMCA**  
NON-PROFIT  
George Shinhoster  
Newark, NJ  
[www.newarkymca.org](http://www.newarkymca.org)

**New Jersey Economic Development Authority**  
GOVERNMENT AGENCIES/SERVICES  
Margaret Piliere  
Trenton, NJ  
[www.njeda.com](http://www.njeda.com)

**NJ Turnpike Authority**  
TRANSPORTATION  
Michael Lapolla  
Woodbridge, NJ  
[www.state.nj.us/turnpike](http://www.state.nj.us/turnpike)

**NewWork**  
ARCHITECTS  
Michael Saltzman  
Newark, NJ  
[www.newworking.com](http://www.newworking.com)

**One Communications**  
COMMUNICATIONS  
Spencer Elliott  
Bloomfield, NJ  
[www.onecommunications.com](http://www.onecommunications.com)

**Rosenberg & Associates**  
LAW SERVICES  
Catherine Kane  
Roseland, NJ  
[www.rosenbergandassociates.com](http://www.rosenbergandassociates.com)

## NRBP STAFF

Chip Hallock  
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973-242-4219

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## Connections

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## Celebration (continued from page 1)

the apartments already leased, Arthur Stern and the CRG team are ushering in a project that is transforming downtown Newark.

**MZM Construction & Management** and owner Marge Perry hosted an open house in her new quarters at 105 Lock Street. Marge, who has made her mark as an African-American woman in the highly competitive construction business, invited scores of people to network and share ways to improve their opportunities for business success. She expressed great optimism for her company's future and emphasized the important role played by organizations such as NJIT's Enterprise Development Center, the Black Chamber of Commerce of Northern NJ and NRBP.

**Continental Airlines** celebrated the delivery of its 19th new Boeing 777 with an event and inaugural flight between Seattle and Houston. The Continental Newark hub's government affairs staffers Dan Daggendorf and Monica Slater-Stokes were among the hosts who with chairman of the board and CEO Larry Kellner and president, Jeff Smisek, amiably chatted with fellow employees, customers and guests aboard the newest addition to the fleet. Such a comeback and celebration was nearly unimaginable in the aftermath of the recession and September 11, but was made possible through a cooperative effort of all who work for and with Newark Liberty International Airport's leading carrier.

The events marked significant achievements in the lifecycles of these NRBP member businesses but each was really a celebration of the people involved in making these enterprises successful. It's a great reminder that NRBP is a vast network of interconnected individuals who can have a profound impact on one another's success. Think about using the on-line Member Directory or calling NRBP the next time you need to purchase a product or service. Let's help one another create even more milestones.



*Pictured above (l-r): Marge Perry, president of MZM Construction & Management Company, Qadir Yuseff, project manager and Debra Figueroa, office manager.*

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**Newark Beth Israel** (continued from page 1)

care unit and cares for some of NJ's sickest children in its pediatric intensive care unit, the state's largest.

The Beth is a regional transplant center, performing kidney, pancreas and, soon, lung transplantation, in addition to heart. The Beth also boasts a unique research facility and has over 240 open clinical trials in many different clinical areas. With its surgical training center – the only facility in the Eastern US to offer surgical training on the da Vinci “S” robot – it is training surgeons from across the country and around the world in intricate, minimally invasive techniques.

Forty years ago, The Beth brought state-of-the-art cancer care to NJ and that leadership continues today with its oncology visits topping 14,000 visits each year. In addition, NBIMC leads the area in providing superior geriatric assessments and care with its board certified geriatricians at its outpatient facility, The Center for Geriatric Healthcare.

NBIMC physicians and staff regularly receive local, statewide and national awards. Not surprisingly, in 2006, The Beth, led by executive director Paul Mertz, was named a 2005 Solucient 100 Top Hospitals® Performance Improvement Leader, one of just 100 hospitals to have set national benchmarks for consistent improvement in clinical outcomes, safety, hospital efficiency, financial stability and growth over a five-year period.

NRBP is proud to have Newark Beth Israel as a member of our organization and our community.

**MEMBER CORNER**

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

**Eliminate Your Competition**

**No, I don't mean like Al Capone!** Change the conversation. Differentiate yourself and your product or service. Otherwise, you'll end up haggling about price, and that's not good for anyone. By defining your company and product or service, you create your own category. Without direct competition price becomes secondary to value. What is your unique selling proposition? Are you better, faster, larger, technologically superior, personable? Why choose you over the competition? Do you have a more extensive network of suppliers? What are the skills, knowledge, and experience that make you the best choice? This definition of self becomes your benefit set. If these benefits are strong enough, price becomes irrelevant. By defining yourself you change the dialogue between you and your target market. Coffee was coffee until Starbucks made it an experience. Is price important here? It's just a cup of coffee isn't it?

Once you look at these aspects of your business, you should consider your target consumer. Determine which of these features will benefit them. Features without benefits? Forget about them; no one cares. Once you determine the features that have benefits to your market you can expand on those benefits to build your argument for differentiation.

For example, my company PMW.net creates websites, brochures, logos and postcards among other things. Is that what I speak to my clients about? No, not at all; I speak about the importance of branding. It is essential that clients understand that all points of contact with a target consumer need to reinforce the message determined by the branding process. It is not about getting a cheap logo or website. It is about effective and consistent communication. My conversations are about business goals, who the target is, and how do we reach them with the correct message. Am I the cheapest? No. But my clients understand the value of my approach and why it costs more. Their long term ROI is enhanced through consistent messaging.

How are you positioning yourself and your company? How are you defining the conversation? Are you selling office furniture? Or are you creating ergonomically correct and efficient office environments for the medical community? There is a difference. You will not speak to the broadest markets but you will dramatically increase your hit rate and eliminate your competition in your core targets, winning a loyal following of clients and building a solid foundation for your company.



Paul Gourhan is the creative director of PMW.net, a branding consultancy that helps clients communicate their message effectively through PMW - Print, Media, and the Web.

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# Member NEWS

**All-Ways Advertising Company** has been awarded a 2007 Diamond Award by the Specialty Advertising Association of Greater New York (SAAGNY) in the "Consumer Promotions Under \$10 Category". Founded in 1969, All-Ways Advertising is currently ranked in the top 1% of all US-based advertising specialty agencies.

**Berkeley College** celebrated the grand opening of its new Newark location at 536 Broad Street. The event began with an 11:00 a.m. ceremony followed by a luncheon and tour of the campus. Established in 1931, Berkeley is a co-educational college specializing in business. With seven locations in New York and New Jersey, an online "campus," and students from 29 states and 112 foreign countries, Berkeley is widely recognized for its academic excellence.

The **Boy Scouts of America** held the 2007 Distinguished Citizen Awards Dinner on May 17 at The Palace at Somerset Park. Karen J. Martinez, president of Bravo Building Services, Inc. received the 2007 Distinguished Citizen Award. Ms. Martinez is a member of Newark Regional Business Partnership, BOMA (Building Owners and Managers Association), IFMA, IREM, and BSCAI.

**Edwards and Kelcey**, a nationally recognized engineering, design, planning, and construction management firm announced that it has been acquired by Jacobs Engineering Group Inc., a firm with over 45,000 employees and revenues approaching \$8.0 billion.

**Fusion Caterers**, a full-service kosher caterer in New York and New Jersey with over 20 years of catering experience, has opened its second location, a café in Staten Island at 1466 Manor Road. Fusion Café is open for breakfast, lunch and dinner and has a ballroom that can accommodate 250 people. Fusion's other restaurant is located at 520 Broad Street, 4th Floor, Newark.

Deutsche Bank Affiliate RREEF Infrastructure, a subsidiary of Deutsche Bank of Germany, has purchased **Maher Terminals**. The privately held Maher will keep its name and stay in Berkeley Heights. One of the world's largest marine container terminal operators, the firm has 450 acres in Port Elizabeth. It is currently building a terminal in Prince Rupert, British Columbia, which is scheduled for completion this fall. Both Brian Maher, and Basil Maher company president will keep their current positions as part of the deal.

**NJ TRANSIT** recently named Richard R. Sarles as executive director, replacing George Warrington. Since 2002, Mr. Sarles has served as NJ TRANSIT's assistant executive director for capital programs and planning, managing the company's \$1.3 billion annual capital program as well as three light rail operations.

Joel S. Bloom, EdD, vice president of academic and student services and dean of the Albert Dorman Honors College at **NJIT** has been named an Educational Opportunity Fund Champion for 2007. The award, sponsored by New Jersey's Commission on Higher Education, is annually presented to dedicated New Jersey individuals who provide maximum education and opportunity for New Jersey's disadvantaged youngsters.

The **Port Authority of New York and New Jersey** has announced that it will invest \$2 billion in seaport infrastructure over the next decade to meet the demands of the continuing growth of cargo. The record growth is attributed to trade with the Far East, Southeast Asia and Northern Europe. The planned upgrades over the next 10 years will include improving off-port roads and railways, as well as the 50-foot harbor deepening project and improvements to "ExpressRail," the Port Authority's rail terminal network in New Jersey. ExpressRail will handle 1.8 million shipping containers per year by 2011.

Vice Chairman Mark Grier, who is currently in charge of Financial Management at **Prudential Financial, Inc.**, was named to lead the company's international division. "Mark joined Prudential in 1995 and played an integral role in Prudential's demutualization process," stated Arthur F. Ryan, Chairman and CEO.

The designers of high-profile projects like the Columbus Circle Reconstruction in Manhattan and the light rail transit systems in Phoenix, Calgary, and Edmonton announced today that they have officially become one team. Stantec has completed the acquisition of **Vollmer Associates LLP**, a firm headquartered in New York City with approximately 600 employees. Vollmer provides engineering, architecture, planning, landscape architecture, and survey services focused on the transportation sector from offices throughout the northeastern United States.

The North Jersey office of **Studley**, in Hackensack, has promoted Gregg K. Najarian to corporate managing director. Najarian, who specializes in representing major corporations and law firms, held the title of managing director.



**Marcy LoCastro** of **Solomon Edwards Group, LLC** was honored in NJBIZ as one of New Jersey's Best 50 Women in Business. She was chosen by an independent panel of judges and was recognized at an awards reception for her professional success, business growth and community involvement. Ms. LoCastro is a graduate of Montclair State University. She received her M.B.A. in Accounting and Taxation from Fairleigh Dickinson University.

**Stuyvesant Press, Inc.**, is celebrating its 30th year of business in New Jersey. From conception to production to distribution, Stuyvesant Press, Inc. has received top industry acclaim as "Best of the Best!"

Please join us in congratulating the following NRBP member companies who were honored as one of the Best Places to Work in New Jersey by NJBIZ: **Gibbons PC; Bollinger Insurance; Deloitte & Touche USA LLP and its subsidiaries; Hoffmann-La Roche Inc.; Berkeley College; Studley Inc.; American Cancer Society and Sobel & Co. LLC**

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## CALENDAR OF EVENTS

### JUNE — JULY 2007

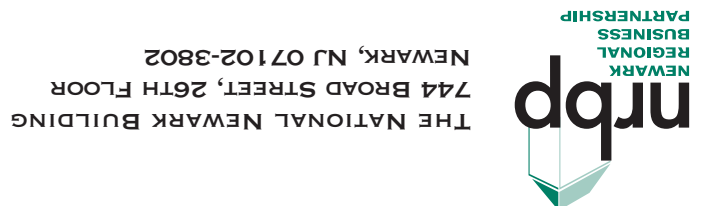
- June 7** Newark Insiders Forum:  
Two Cities, Two Counties, One River,  
Newark and Harrison Waterfronts
- June 8** Brown Bag Lunch:  
On A Clear Day You Can See Your Desk
- June 18** Eye Opener:  
Featuring Senator Robert Menendez
- July 25** Let's Do Lunch
- July 26** Jazz in the Garden at The Newark Museum

#### SAVE THE DATES

- August 16** NJ Technology Fast 50 Awards Breakfast
- September 24** Outing at Roxiticus Golf Club
- September 25** Biz Expo

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

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



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