



VOL. 2 No. 5  
OCTOBER 2007  
www.newarkrbp.org

BUILDING BUSINESS FOR A GREATER NEWARK

## NRBP Connects to Students

NRBP continued its tradition of working with Newark high school students when a contingent of YouthWORKS students participated in a career awareness program this past summer. YouthWORKS is a program operated by Communities in Schools that begins each spring with after-school classes covering workforce readiness topics and career awareness. Students who successfully complete the program are placed in internships where they can apply their learning in a workplace setting.

The New Jersey Devils served as the host for 75 West Side high schoolers who learned about the new Prudential Center arena as well as insights into the workplace principles that make the Devils one of the National Hockey League's premier organizations.

The students were greeted in the mezzanine of The National Newark Building and were divided into three smaller groups focusing on different aspects of the Devils' operation.

One group was led by Devils co-chairman Michael Gilfillan and Hope Gamble who provided a tour of the Devils marketing center that includes an exact model of the luxury suites that are featured in the Prudential Center. Students were provided with information about the marketing of the new building, its economic impact and the business and employment opportunities that are available.

A second group of students discussed with Mike Merolla, director of grassroots

*see Students, page 4*

## Prudential Center Opens Amid Fanfare

On October 25, 2007, a new era for sports and entertainment for Newark and the metropolitan area begins with the opening concert by Bon Jovi at the Prudential Center. Newark and not New York will be the site of a ten day tour for this internationally renowned performer. With the addition of the Prudential Center, Newark's core is emerging as a vibrant entertainment district, building on the opportunities already available at The Newark Museum, NJPAC, Riverfront Stadium, and in 2010, Red Bull Park in Harrison.

A public/private partnership between the City of Newark and Devils Arena Entertainment, LLC (DAE) made the \$375 million center a reality that will change the face of downtown Newark. The centerpiece of the NRBP-supported Newark Downtown Core Redevelopment Plan, Prudential Center is part of the nearly \$2 billion in construction now in progress. Coupled with the return of market rate residential housing to downtown launched at 1180 Raymond Blvd (see Connections, volume 2, number 1) and restaurants, themed bars and retail establishments slated to open, downtown Newark will become an entertainment destination rivaling cities across the nation.

The Prudential Center will host approximately 200 events a year, including National Hockey League's New Jersey Devils, Seton Hall basketball, Major Indoor Soccer League NJ Ironmen, concerts, family shows, and special events as well as other professional, collegiate and amateur sporting events. Located just a few blocks from Penn Station, the arena is easily accessible via New Jersey Transit, PATH and Amtrak. It is also convenient to all major highways. A major streetscape revitalization project is underway in



collaboration with the Newark Downtown District (Connections, volume 2, number 4) that will create a welcoming environment for visitors arriving at the center, no matter which mode of transportation they choose.

The Center seats over 17,500 for hockey, 18,500 for basketball and more than 19,500 for concerts. Other amenities include two club lounges, a goal bar, terrace area and a 350 seat gourmet restaurant, 76 luxury and  
*see Prudential Center, page 3*

## Inside Connections...

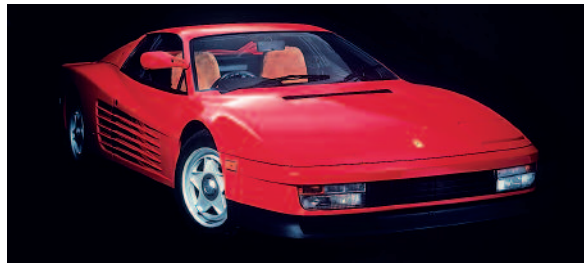
MEMBER CORNER:  
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FOR AIDS ORPHANS

MEMBER NEWS

NRBP WELCOMES  
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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).

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[www.compupay.com](http://www.compupay.com)

**Fairfield Inn & Suites**  
HOTEL  
Daisy Velez  
Newark, NJ  
[www.marriott.com](http://www.marriott.com)

**Faithful + Gould**  
CONSTRUCTION MGT.  
Steven Pick  
Princeton, NJ  
[www.fgould.com](http://www.fgould.com)

**Jacobs Enterprises Inc.**  
REAL ESTATE  
George Jacobs  
Clifton, NJ  
[www.jacobs-enterprises.com](http://www.jacobs-enterprises.com)

**Liberty Science Center**  
NON-PROFIT  
Connie Claman  
Jersey City, NJ  
[www.lsc.org](http://www.lsc.org)

**MAST Construction Services, Inc.**  
CONSTRUCTION  
Susan DiGiacomo  
Little Falls, NJ  
[www.mastconstruction.com](http://www.mastconstruction.com)

**Metal Management, NE**  
RECYCLING MGT.  
Alan Ratner  
Newark, NJ  
[www.mtlm.com](http://www.mtlm.com)

**New Jersey Symphony Orchestra**  
ENTERTAINMENT  
Lee Williamson  
Newark, NJ  
[www.njsymphony.org](http://www.njsymphony.org)

**Park Avenue Storage**  
MOVING & STORAGE  
Richard Visceglia  
Newark, NJ  
[www.parkavenuestorage.com](http://www.parkavenuestorage.com)

**Panattoni Development, LLC**  
REAL ESTATE  
Carmine Merlucci  
Edison, NJ  
[www.panattoni.com](http://www.panattoni.com)

**Storage Post**  
WAREHOUSING  
Regan O'Brian  
Newark, NJ  
[www.storagepost.com](http://www.storagepost.com)

**The Miggins Group**  
REAL ESTATE  
Reed Kean  
Short Hills, NJ  
[www.migginsrealestate.com](http://www.migginsrealestate.com)

**United States Postal Service**  
GOVERNMENT AGENCY  
Phyllis Broughton  
Newark, NJ  
[www.usps.com](http://www.usps.com)

**Wilentz Goldman & Spitzer P.A.**  
LAWYERS  
Anne Babineau, Esq.  
Woodbridge, NJ  
[www.wilentz.com](http://www.wilentz.com)

**YouthBuild Newark**  
NON-PROFIT  
Robert Clark  
Newark, NJ  
[www.youthbuild.org](http://www.youthbuild.org)

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

## Prudential Center *(continued from page 1)*

two event suites, a 4800 sf big screen LED television facing Newark Penn Station, adjacent full size practice facility for hockey with 800 seat capacity and a VIP garage.

The opening of the country's newest sports and entertainment venue represents a successful collaboration among a number of organizations. DAE, an affiliate company of the three-time Stanley Cup New Jersey Devils, teamed with the City of Newark to build the arena. A third strategic partner AEG, has been hired to run the day to day operations of the arena including maintenance, security, event staffing, marketing and booking.

AEG, one of the leading sports and entertainment presenters in the world, is a wholly owned subsidiary of the Anschutz Company and owns or controls a collection of companies including facilities such as STAPLES Center in LA. The company's live entertainment division, AEG LIVE is one of the

world's leading concert promotion and touring organizations and will be responsible for bringing additional events to the state's largest city. Through its purchase of naming rights to the new arena, Prudential Financial became the fourth strategic partner. As one of the largest life insurance companies in the United States and with individual and institutional customers worldwide, Prudential seized upon the visibility of the state of the art arena and continued its strong affiliation with and support of organizations in its headquarters location.

For more information about the opening and the exciting changes ongoing on this project, go to [www.prucenter.com](http://www.prucenter.com).

## NRBP STAFF

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## Connections

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right to refuse any  
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## Students *(continued from page 1)*

programs, the qualities that the Devils look for when hiring new employees and how those attributes – dedication, desire and discipline – are important both on and off the ice.

The third group of students walked over to the Prudential Center construction site with NRBP president, Chip Hallock. There, the building's construction was discussed in the context of the overall downtown core redevelopment plan.



By interacting with students throughout the year, NRBP hopes to provide insight to employment that can guide them toward future success and demonstrate the business community's interest in the success of Newark's residents.

Additional site visits were graciously agreed to by New Jersey Performing Arts Center and Newark Bears.

For more information on the YouthWORKS Program, please call Chip Hallock at (973) 242-4209.

## MEMBER CORNER

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

### Roche Employees Walk for AIDS Orphans

More than 33,000 people in New Jersey live with HIV/AIDS — many of them children. Hundreds of youngsters have been orphaned by the disease. In fact, the state ranks fifth in the nation in the number of reported cases, according to the New Jersey Department of Health and Senior Services.

Some people just won't take these statistics sitting down.

Every year since 2003 employees of Roche, a global pharmaceutical company with U.S. headquarters in Nutley, have participated in the Roche Employees AIDS Walk to raise funds to assist AIDS orphans in New Jersey and in Malawi, Africa, where more than half a million children have lost one or both parents to the deadly disease.

Last year, 800 employees raised more than \$100,000 in a 5 kilometer walk through the streets and parks surrounding the Nutley facility. The money was donated to the New Jersey AIDS Partnership, a consortium of community-based non-profit organizations serving New Jersey children and teens living with AIDS. Roche matched the funds with an equal donation to UNICEF's support of AIDS orphans in Malawi.

"We walk because we care about helping children whose lives are devastated by AIDS," said Moreen Williams, Compliance Specialist, Quality Management Engineering & Compliance Group. Moreen has been the Walk's top fundraiser for a number of consecutive years, and was selected to represent Roche as an employee ambassador on a week-long visit to the orphanages the company supports in Malawi.

During a visit to Roche, New Jersey Governor Jon S. Corzine praised the company as a community leader working hard to turn the tide in preventing new infections and caring for people living with and affected by HIV.

Roche developed and manufactures Fuzeon and Invirase, two prescription medications that are used to treat patients with HIV/AIDS.

The 2007 Roche Employee Aids Walk is scheduled for Friday, November 30, one day before World AIDS Day on December 1. For more information on the Global Roche Employee AIDS



Walk, please contact Ellen W. Lambert, Director of Roche Corporate Relations and Contributions and Executive Director of The Roche Foundation at (973) 562-2055 or [ellen.lambert@roche.com](mailto:ellen.lambert@roche.com).

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# Member NEWS

**Aflac Incorporated** was named one of America's Top Companies for Women by PINK magazine. PINK applauded the company for its prominent representation of women in the workforce within top-level management. The inaugural list of the Top Companies for Women was featured in the magazine's August-September issue.

Teri Duda, senior vice president of external affairs at **Berkeley College** has received The Shirley Chisholm Catalyst for Change Award in the category of civic and community service from the New Jersey General Assembly. Ms. Duda received the award in recognition of her commitment to ensuring that communities address the most pressing socio-economic issues which confront women, children, families, and neighborhoods.

**Garden Savings Federal Credit Union** recently opened up a new branch inside the Alcatel/Lucent facility in Murray Hill, New Jersey. Today, with \$160 million in assets, Garden Savings serves over 15,000 members, representing over 100 different sponsor companies.

Architecture, planning and interiors firm **GRAD Associates, P.A.** announced the appointment of four new associates and a coordinator of business development. Promoted to associate are: Virgilio Torrao, Andrew Heidig, R.A. and Yoshita Chandrani. Ricardo Bermudez joined GRAD as an associate and project architect. Keri Wood assumed the responsibility for business development.

**Hilton Newark Airport**, conveniently located five minutes from Newark Liberty International Airport on US Routes 1 and 9 South, recently upgraded their guest rooms and amenities. The upgrades include 374 remodeled rooms plus four luxury suites; high speed internet access in all of the guest rooms and wireless internet in the lobby; and complimentary 24-hour shuttle service to and from Newark Liberty International Airport.

**JetBlue Airways Corporation** and *The New York Times* announced the launch of "Times On Air" (tm), the airline's new in-flight video magazine of unique content from the newspaper's *TimesTalks* events. This signature discussion series features journalists in conversation with today's newsmakers and cultural leaders, along with articles and multimedia from NYTimes.com. The programming will cover a wide range of topics from travel, style and dining to the arts, business and technology, and will be updated each month. The new program, which is exclusively on JetBlue flights, is presented by the JetBlue Card from American Express.

The New Jersey Business and Industry Association (NJBIA) and New Jersey Business magazine honored **Matrix Development Group's** 32 Front Street mixed-use development in Trenton with its New Good Neighbor Award. The annual honor recognizes companies that have built, expanded or renovated buildings that improve the landscape as well as the overall economy in New Jersey.

Sibyl Bryant, chief human resources officer recently transferred to the **Newark Housing Authority** from the Philadelphia Housing Authority which is known for its outstanding human resources department. A graduate of Temple University Beasley School of Law, Sibyl distinguished herself in the areas of labor and employment law.

**New Jersey Symphony Orchestra**, which consists of some of the country's finest musicians led by Music Director Neeme Järvi, will celebrate its 75th year during the 2007/2008 season. The orchestra tours seven different venues throughout New Jersey.

**On Site Energy Co., Inc.**, is pleased to announce the addition of Jeff Pino as regional manager of their Hillside, New Jersey location. Jeff brings many years of experience within the power, heating and air conditioning industries. The company specializes in providing emergency generators and power equipment for a diversity of clients.

**Protection One, Inc.**, one of the leading providers of monitored security services in the US, announced the expansion of its New Jersey-area office to a new, larger facility at 20 Chapin Road in Pine Brook.



Michael R. Cooper, Ph.D., recently joined **Rutgers Business School – Newark and New Brunswick** as the school's new dean. A highly successful business leader, Dr. Cooper brings to the position 25 years of experience in senior executive positions in international market research, marketing services, and management consulting.

Jeffrey W. Grob, a senior associate with the Rochelle-Park based engineering, design and consulting company **Stantec**, has been elected president of the New Jersey chapter of the American Society of Landscape Architects. He is to be installed as president in January. In his 22 years as a landscape architect, Grob has managed a variety of park, recreation, urban design and landscape projects.

**Studley**, a leading commercial real estate services firm specializing in tenant representation, has announced several promotions in their New Jersey office. Philip Lipper has been named senior managing director, while Joseph Messina and James Schroeder have been named corporate managing directors.

Please join us in congratulating the following NRBP members who were honored as the 2007 class of NJBIZ Forty Under 40: Jose R. Cruz, **Cushman & Wakefield, Inc.**; Daniel Heumann, Esq., **Kushner Companies**; and Domenico Savatta, M.D., **Newark Beth Israel Medical Center**.

The award winners, chosen by an independent panel of judges, were recognized in September at an awards reception for their professional success, business growth and community involvement.



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## CALENDAR OF EVENTS

### OCTOBER — NOVEMBER 2007

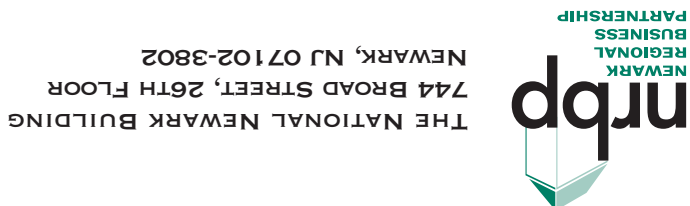
- October 4 Newark Insiders Forum  
Featuring Newark Mayor, Cory Booker & Police Director Garry McCarthy
- October 10 Oktoberfest at Anheuser-Busch
- October 12 Brown Bag Lunch  
Tips & Ideas For Planning Your Next Trip
- October 18 Regional Economic Outlook
- October 31 Eye Opener with Bo Kemp  
City of Newark, Business Administrator
- November 1 Let's Do Lunch
- November 9 Brown Bag Lunch  
Financial Management
- November 16 Transportation Symposium  
or 19

#### SAVE THE DATES

- December 12 Annual Meeting & Holiday Party

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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