



**nrbp**  
NEWARK  
REGIONAL  
BUSINESS  
PARTNERSHIP

# connections

VOL. 5 No. 5  
OCTOBER 2010  
www.newarkrbp.org

BUILDING BUSINESS FOR A GREATER NEWARK

## NRBP Members Save on Office Supplies

NRBP has partnered with Office Depot to bring you a valuable new savings program that will help members save money on the office supplies you use every day. You will save at least 5% off of the lowest retail price on nearly everything Office Depot sells - and you'll save more on your most frequently purchased items (ink, toner, and copy paper included). To learn more about all of the benefits or to sign up, go to [www.newarkrbp.org](http://www.newarkrbp.org) and click on the rotating Office Depot banner ad or contact our local Office Depot representative, Jon Rottenberg, at 973-594-3864 or [Jon.Rottenberg@officedepot.com](mailto:Jon.Rottenberg@officedepot.com).



## NRBP is Now on Facebook, LinkedIn and Twitter

### Are You a Facebook User?

To follow NRBP on Facebook, simply login to Facebook and search for Newark Regional Business Partnership. Once you arrive at the NRBP page, just click on the "Like" button.

### Do You Tweet?

Follow NRBP on Twitter at:  
<http://www.twitter.com/NewarkRbp>

### Are you LinkedIn?

To follow NRBP on LinkedIn, simply login to LinkedIn and search for Newark Regional Business Partnership.



## The Challenges of Entering the Workforce

Making the transition from college to the workforce can be daunting even in the best of times. In the current climate as layoffs transcend companies of all sizes and sectors, non-profits and government, NRBP asked members to comment on recent hires as well as their own experience with children who have recently completed undergraduate or post-graduate study.

Robert Steinbaum, publisher of the *New Jersey Law Journal*, hired an events coordinator/customer service representative within two months of her graduation with an MBA. Mr. Steinbaum said, "She graduated from college 2 years ago, but when she couldn't find a job, she pursued her MBA. Her added education gives us much more than we dreamed of getting, and we are going to find new ways to tap her expertise."



Mr. Steinbaum also noted that his son Elliot graduated from Vanderbilt in May and was able to turn an internship into a full time job. "Without missing a beat, he was hired in June by a mid-sized public relations firm in Nashville."

Mary Brautigam, senior vice president, business banking division at **Sovereign Bank**, reflected the more common scenario regarding her son. She stated,

"My son is a recent graduate in economics, class of 2009 from Skidmore College. During college, he successfully completed an internship in his field of banking and received rave reviews from his employer. Upon graduation, there were no positions available, but through consistent follow up, he was offered a position two years after graduation. The lesson for all recent graduates is that 'no' may not mean 'no' forever, and it pays to stay in contact, especially when you have made a good impression."



Connie Claman, chief financial officer at **Liberty Science Center** shared her family's experience,



"My son graduated with a master's degree in mechanical engineering in December 2009. It took him until August 2010 to find a job. During that time, there were almost no jobs for him to apply to, and he was willing to move anywhere. The one promising lead he had told him he was overqualified for the introductory level position he was applying for and he would be bored. In the end, he found a job as the first employee of a start-up company in South Carolina developing a new type of fuel cell. He is happy with

see Workforce page 4

## Inside Connections...

MEMBERS CORNER:  
SUCCESSFUL  
CONSTRUCTION  
PLANNING

MEMBER NEWS  
NRBP WELCOMES  
NEW MEMBERS

UPCOMING NRBP EVENTS

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  
Hamachi Sushi  
Dufry Duty Free  
Gallagher's Steak House  
Guess  
Guinness Pub

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

**SHOP Terminal C**

NEWARK LIBERTY INTERNATIONAL AIRPORT

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



Proud Member of the Newark Regional Business Partnership

## WE DELIVER MORE!

At The Provident Bank, we want to help you grow your business profitably. In addition to our many checking accounts, we offer a wide variety of banking services designed for all types of businesses. Whether your company's financial needs are large or small, you can expect the same high level of personal service and competitive rates. Plus, you'll enjoy our quick response with local decision-making that you won't find at nationwide banks.

**Call us today to capitalize on our expertise!**

- Commercial Loans/Lines of Credit
- SBA Loans
- Investment Real Estate Lending
- Wealth Management
- Commercial Mortgages
- Construction Financing
- Cash Management
- Healthcare Lending
- Online Banking &
- Online Bill Payment
- Remote Deposit Capture
- Escrow Account Management
- ACH Origination
- And More!

**1-866-4NJ-BIZZ • [www.ProvidentNJ.com](http://www.ProvidentNJ.com)**

 Equal Opportunity Lender  
Equal Housing Lender  
Member FDIC

Because  
sometimes your  
business needs  
more than  
checking.

**THE  
PROVIDENT  
BANK**

# 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).

**Budd Lerner, P.C.**  
LAWYERS  
Josh Mann  
Short Hills, NJ  
[www.buddlerner.com](http://www.buddlerner.com)

**Days Hotel Newark Airport**  
HOTEL  
Iliyana Petrova  
Newark, NJ  
[www.themanorgroup.com](http://www.themanorgroup.com)

**Hilton Short Hills**  
HOTEL  
Paul Holden  
Short Hills, NJ  
[www.hilton.com](http://www.hilton.com)

**Newark School of the Arts**  
NON-PROFIT  
Dara Falco  
Newark, NJ  
[www.newarkschoolofthearts.org](http://www.newarkschoolofthearts.org)

**Phelps Construction Group, LLC**  
CONSTRUCTION MANAGEMENT  
Douglas G. Phelps  
Boonton, NJ  
[www.phelpsconstructiongroup.com](http://www.phelpsconstructiongroup.com)

**Playworks**  
NON-PROFIT  
Adeola Whitney  
Newark, NJ  
[www.playworks.com](http://www.playworks.com)

**Programs for Parents, Inc.**  
NON-PROFIT  
Beverly Lynn  
Newark, NJ  
[www.programsforparents.org](http://www.programsforparents.org)

**Symbeo**  
HEALTH SERVICES  
Eddie Cisneros  
Bloomfield, NJ  
[www.symbeohealth.com](http://www.symbeohealth.com)

**Trenk-DiPasquale-Webster-Della Fera-Sodono**  
LAWYERS  
Elnardo J. Webster II, Esq.  
West Orange, NJ  
[www.trenklawfirm.com](http://www.trenklawfirm.com)

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

## Business Advocacy Key Part of NRBP Activity

To most members, NRBP is best known for its highly acclaimed events and penchant for referring our members to people and resources that improve your opportunities for success. Our effort to promote sound public policy strengthens business, improves infrastructure and revitalizes Newark. While results might not always demonstrate immediate or direct member-specific benefits, it is nevertheless a vital role for our organization.

Advocacy takes place at all levels of government. Most recently for example, at the federal level, NRBP backed a NJ Transit federal grant application to fund a pedestrian bridge linking the Ironbound with Penn Station and the new "Triangle Park" leading to downtown and the Prudential Center. In New Jersey, NRBP has joined with several organizations to form Chambers of Commerce United for Business Growth, a coalition that supports initiatives reducing the cost of local government and logical investment of state funds to increase business and leisure tourism. And at the municipal level, NRBP's Board of Directors adopted our Business Advocacy Council's (BAC) recommendation to support the concept of a Newark Municipal Utilities Authority only if its funding was used primarily to improve the City's water and sewer infrastructure.

The above represent just a few recent instances of NRBP's role as a business advocate. Members are invited to join the BAC as a way to strengthen the organization's representation of its members' interests and attain a greater level of involvement. If you would like to serve on the BAC, please contact NRBP president Chip Hallock ([challock@newarkrbp.org](mailto:challock@newarkrbp.org) or 973-242-4209) who serves as the council's staff liaison.

## 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. 5 –  
OCTOBER 2010

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

(973) 522-0099  
[www.newarkrbp.org](http://www.newarkrbp.org)

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

Advertising rates upon  
request.

Publisher reserves the  
right to refuse any  
advertising.

# ATLANTIC FEDERAL *is* EVERYWHERE YOU ARE

*Atlantic Federal Credit Union, your not-for-profit financial institution is at your fingertips almost everywhere...*

- **Mobile Text Banking:** Get Credit Union balances & recent transactions quickly & securely.
- **FinanceWorks®:** View & track Credit Union and non-Credit Union accounts including checking, savings, credit cards, loans & investments from one safe location within our website. No more logging on to multiple sites & remembering different passwords.
- **World Wide Web:** The Credit Union is open 24/7 with online loan applications & much, much more.
- **Mobile Banking:** (*coming soon*) Pay bills, make inquiries, transfers & more via your PDA.
- **@nytime Teller :** Dial (908) 245-0404 on any touch tone phone for transactions & information.
- **Email:** info@atlfedcu.com



**You can open an account at Atlantic Federal if you live, work, worship, volunteer, attend school or regularly do business in Newark. And, our expanded field of membership means more people outside Newark can join, too.**



**Toll Free Phone: 1-800-222-1329 / [www.atlfedcu.com](http://www.atlfedcu.com)**

570 Broad St. Suite 127, Newark. Across from Washington Park, fronts on Fulton St.

Newark Hours: M-W 8:30 am till 4:30 pm/Thursdays & Fridays till 5 / Offices also in Kenilworth & Elizabeth



## Workforce (continued from page 1)

what he is doing, but we were all surprised at how long it took given that we had heard engineers should not have a problem finding a job.”

Jim Horvath, human resources director at **North Jersey Federal Credit Union**, shared his perspective as an employer targeting recent college graduates as new hires. He said, “We are keenly aware of the fact that hiring the right employee is a challenging process. Hiring the wrong employee is expensive, costly to our work environment, and time consuming. Hiring the right employee, on the other hand, pays us back in employee productivity, a successful employment relationship, and a positive impact on our total work environment.” He noted that a strong relationship with William Paterson University has helped them develop a pipeline of qualified prospects. Other steps they follow are to define the job before starting the hiring process, use of a recruiting strategy and use of a checklist for hiring.



He adds, “We develop relationships with potential candidates long before we need them in the hiring process. By attending as many job fairs as we can, we have the opportunity to identify available talent and to determine what skill base these candidates are offering. We make every attempt at elevating our visibility in the communities we serve in order to attract those candidates missed at job fairs. The deeper our talent pool, the easier our search process and the more likely we are to locate a qualified potential employee.” Final steps include reviewing credentials and applications carefully, pre-screening candidates, and asking the right job interview questions.

Although this article is focused on those entering the workforce, NRBP recognizes that today’s challenges affect all levels and career stages. Please share your experiences with NRBP on LinkedIn through NRBP’s newly formed group titled Newark Regional Business Partnership, or send an email to Barbara Kauffman at [bkauffman@newarkrbp.org](mailto:bkauffman@newarkrbp.org).

## MEMBER CORNER

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

### Successful Construction Planning Flows Through Preconstruction Management

By Rob Barbera, Senior Vice President,  
Hunter Roberts Construction Group

Preparing for any construction project requires developers and owners to have a keen sense of exposure for all aspects of a project's execution. Once past the due diligence phase the next step involves the assembly of the planning team to draw and formulate the construction phase of the project on paper. This is preconstruction.

The marketplace today offers great value when considering current economic conditions. It is tempting for developers and owners to gain the benefit of that value by completing documents and obtaining general contractor competitive bid proposals as a stipulated sum. While this seems to offer great savings through competition, it has numerous shortcomings.

Lump sum bidding by definition only requires general contractors to cost strictly what is identified in the documents, no more. This ensures an 'apples-to-apples' comparison of bids. It also creates an 'every man for himself' environment during construction among owner, designer, and general contractor. The savings seen initially in the bid phase can evaporate in unclear scope, field conditions and document conflicts.

The solution lies in aligning with a construction manager (CM) during the planning phase. The CM will work with the owner, program manager and designer in formulating solutions to options in real time, as the design is generated. Constructability reviews, site assessments, material and equipment availability are some of the tasks performed during this process. These decisions then become part of the documentation prior to completion. Owners have the capability to obtain certainty regarding cost, scheduling, sequencing and lead times in a team work environment, rather than the adversarial approach that typically surrounds lump sum projects.

Building on paper is meant to categorize the concept of exposing risk prior to field execution, when it is manageable and economical to make appropriate adjustments. Today's technology has taken this one step further. CMs have the capability, through building information modeling, to build projects three dimensionally using the same software as designers use for their construction documents. The efficiency and productivity gained can be tremendous.

The project we are building at Gouverneur Hospital uses 3D modeling through many aspects of the field execution. It has been critical in assuring that existing and parallel systems remain on line and functional for hospital operations while components of the same system are replaced concurrently. Preconstruction allows these protocols to gain their maximum potential.

The Hunter Roberts Construction Group is a Construction Manager/General Contractor with offices in Newark, Philadelphia, New York City and Stamford, CT.



## Member NEWS

Jack A. King, principal of **Fletcher Thompson** and president of the Somerset office was recognized by NJ & Company in the July/August issue as one of 16 New Jersey "sustainability pioneers."

**Genova, Burns & Giantomasi** announced the addition of Robert J. Long as chief operating officer at the firm. Mr. Long will oversee all firm administrative functions. The firm also announced the addition of four new attorneys to the firm: Matthew I. Kupferberg, Esq., Akinyemi T. Akiwowo, Esq., Harris S. Freier, Esq. and John Suwatson, Esq.

**H3 Hardy Collaboration Architecture, LLC** announced that John Fontillas has become a partner of the firm.

**Illumination Arts LLC** announced that Elizabeth Johnson has joined the company. Prior to joining Illumination Arts, Ms. Johnson was a lighting designer in the San Francisco Bay area, where she was involved in all aspects of the design process for hospitality, corporate and residential projects.

**Jordan Baris Inc. Realtors**, one of the larger independent brokerages in northern New Jersey, recently was honored with the Outstanding Client Experience – Transaction of The Year Award by leading real estate companies of the world. The award was presented during the Leading Real Estate Companies of the World annual conference in Las Vegas.

**KS Engineers, P.C. (KSE)** announced that John A. Nawn, PE, PTOE, FNSPE, has been elected to the position of vice president for the Pennsylvania Society of Professional Engineers, Southeast Region for the 2010-2011 term.

The New Jersey Chamber of Commerce announced that the following NRBP members have joined the Chamber's board of directors: W. Raymond Felton, **Greenbaum, Rowe, Smith & Davis**; Jack Hoffman, **Affiliated Computer Services**; Scott McLester, **Wyndham Worldwide**; William F. Owen, **University of Medicine and Dentistry**; Ted Zangari, **Sills, Cummis & Gross**; and Brenda Ross-Dulan, **Wachovia**.

**University of Medicine and Dentistry of New Jersey** announced that Dr. Peter Carmel, professor, has been named president-elect of the American Medical Association. Following a year-long term as president-elect, he will become president of the nation's largest and most influential physician organization.

James McQueeney, CEO of **Winning Strategies**, has been named vice president of the board of trustees of New Jersey Institute for Social Justice. Mr. McQueeney has been a board member and staunch supporter of the Institute, and has now taken on even larger responsibility within the organization.

**Wiss & Company**, a regional leader in the accounting and consulting industry announced the promotion of several employees. Richard Corcoran has been promoted to manager. Linda Curro, Joshua Knopf, Michael Kroll, Robert Provost, Andrew Shields, and Christopher Westington, have all been promoted to supervisor.

*Real Estate Forum* magazine recently named several NRBP members as Women of Influence in 2010. Congratulations to the following members: Annie Babineau, **Wilentz, Goldman & Spitzer PA**; Caren Franzini, **New Jersey Economic Development Authority**; Meryl A.G. Gonchar, **Greenbaum, Rowe, Smith & Davis LLP**; and Ann Sperling, **Jones Lang LaSalle**.

To submit your organization's member news, please send an e-mail to [msteinberg@newarkrbp.org](mailto:msteinberg@newarkrbp.org)



## An all-star partner, at your service.

Established in 1984, One Source Solutions has evolved over time into a marketing service provider with many dimensions. But we've always had one singular focus: helping to make our clients the heroes of their markets. By specializing in products and technologies that cross the boundaries of online and offline marketing, we've generated a loyal following among companies in all kinds of industries. They rely on us for database procurement and management, digital and offset print technologies, complete mailing and fulfillment services, and more. Take a test drive of our cross channel marketing solutions at [www.onesourcenj.com](http://www.onesourcenj.com). We welcome the opportunity to be this kind of partner for you.



**Consult • Design • Print • Mail • Succeed**

**40 Commerce Street, Newark, NJ 07102  
973-242-4040 • [www.onesourcenj.com](http://www.onesourcenj.com)**

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

**An NRBP member for 25 years.**



“We’ve had Horizon for 38 years.”

*Jonathan & Craig Slass, Co-Owners / Rotor Clip, Somerset, New Jersey*



For companies and their employees across the state, Horizon Blue Cross Blue Shield of New Jersey provides peace of mind. Because we have over 78 years experience helping members when they need us most.

At the same time, we know health care costs are a concern for everyone. That’s why we’re working hard to hold down costs for businesses with everything from partnering with hospitals to prevent infections to wellness programs. To learn more, visit [HorizonBlue.com/RotorClip](http://HorizonBlue.com/RotorClip)

**Horizon**



Horizon Blue Cross Blue Shield of New Jersey

*Making Healthcare Work.*



## Do you need advanced planning?

- Estate Planning? • Trust Planning?
- Beneficiary Planning? • Tax Planning?

*Proper planning today may save you from a costly mistake in the future.*

**Call now for a free consultation  
at 973-325-3370**



**COUTO DEFRANCO, P.A.**  
CERTIFIED PUBLIC ACCOUNTANTS & ADVISORS

300 Executive Drive - Suite 200  
West Orange, New Jersey

**(973) 325-3370**  
[www.coutodefranco.com](http://www.coutodefranco.com)

## CALENDAR OF EVENTS

### OCTOBER - NOVEMBER 2010

- October 1      Brown Bag Lunch:  
Going to Market: Strategies for Success
- October 7      Newark Insiders Forum:  
Charter Schools: Developing Students  
and Downtown
- October 20     Regional Economic Outlook
- October 27     Eye Opener
- November 4    Let's Do Lunch
- November 19   Transportation Symposium  
or 22

For more information or to register for NRBP's events,  
please visit [www.newarkrbp.org](http://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.**