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a quarterly focus on the people and the issues that drive New Jersey business

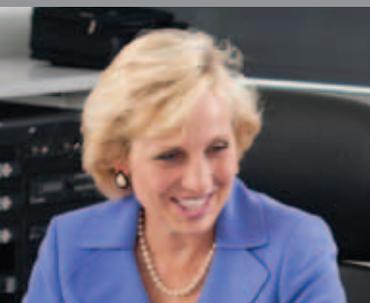
3Q 2011



JERSEY FOUR

A Look Inside the Team Recharging N.J.'s Economy

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Guadagno
Taking the Point



McDaniel
Generating the Leads



Franzini
Offering the Incentives



Kellner
Providing the Answers

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Meet the New Chamber Chairman

10 Ways to Go Green

N.J. Chamber Open House Photos

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COVER PHOTO: New Jersey Chamber of Commerce cameras were given access to a July 21 meeting of the executives spearheading economic growth in the Garden State. Lt. Gov. Kim Guadagno; Tracye McDaniel, president and CEO of Choose New Jersey; Caren Franzini, CEO of the New Jersey Economic Development Authority; and Linda Kellner, acting executive director of the state's Business Action Center, met at Kean University.

LEFT: Franzini, center, with (from left) McDaniel and Kelner meeting with Guadagno at the July 21 meeting.

PHOTOS BY: Russ DeSantis

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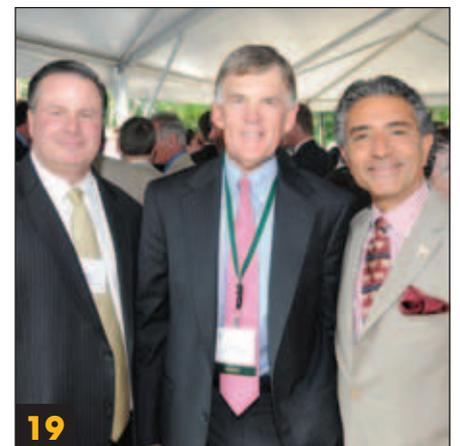
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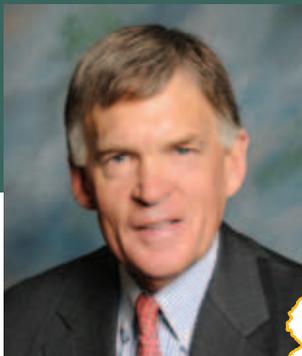
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president's message

BY THOMAS A. BRACKEN

The New Jersey Chamber's Pledge: Make N.J. a Great Place to Live, Work and Do Business

These are interesting times in New Jersey. Following years of legislation and regulation that helped drive many businesses and jobs out of the Garden State, the momentum is turning.

In June, the governor and the Legislature passed a second-consecutive budget that reduces spending and does not increase taxes. That came a week after they worked together to achieve something many in Trenton thought impossible: pension and health benefit reform. Congratulations to Gov. Chris Christie, Senate President Stephen Sweeney, Assembly Speaker Sheila Oliver and the members of the Legislature who came together in a bipartisan manner and made this happen for the good of New Jersey.

These achievements are also a victory for our lobbying team here at the New Jersey Chamber of Commerce. They worked tirelessly to spread the message that government needs to exhibit the same fiscal responsibility as the private sector, and that spending cuts must be considered before tax increases.

We were successful this year in preventing a \$1 billion payroll tax increase to employers that was intended to supplement the Unemployment Insurance Fund. After many months of advocacy by our staff, we saw business tax reform passed in the form of a measure that, for the first time, allows small businesses to carry forward net operating losses for 20 years, and allows them to offset gains and losses from one category of income to another. We aggressively promoted changes to regulations burdensome to the business community – several of these recommendations were in a report by Gov. Christie's Red Tape Review Commission and are pending action.

These are outstanding achievements. But this is no time to rest. We are working everyday to encourage the governor and the Legislature to continue pursuing bold reforms that will improve our economy,

create jobs in New Jersey and continue to make our state more business friendly.

Next up is education.

We support the governor's education reform package that will help ensure that every child receives a quality public school education. The package includes improved evaluation and increased accountability for teachers and principals, reform of the state's teacher tenure system, protection for good teachers by ending "first in, last out" laws, elimination of the practice of forced placement, and empowerment of parents who have children in failing schools.

The New Jersey Chamber of Commerce and the Chamber's Foundation have long argued for these reforms.

The focus of reform must be on our kids. We need to make sure all of them receive a quality education and are ready to become part of the highly skilled workforce that companies in New Jersey have come to expect.

As a member of the New Jersey Chamber of Commerce, you are supporting the fight for these policies and programs and our efforts to improve the economic climate in our state.

Your voice is among those who want to see a growing and thriving business community in New Jersey. Our pledge to you: we will continue to aggressively promote the interests of our members and make sure New Jersey is a great place to live, work and to do business. ❖

Thomas A. Bracken
President and CEO
New Jersey Chamber of Commerce



216 West State Street
Trenton, N.J. 08608
Phone: (609) 989-7888
www.njchamber.com

CHAMBER STAFF

Thomas A. Bracken
President and CEO

Dana Egreczky
*Senior Vice President,
Workforce Development*

Michael Egenton
*Senior Vice President,
Environment and Transportation*

Ray Zardetto
Communications Director

Scott Goldstein
*Communications Manager
and Enterprise Editor*

Ric Principato
Interactive Designer

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280 Summer Street,
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Phone: 617-428-5100
Fax: 617-428-5118
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DESIGN & PRODUCTION

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Senior Graphic Designer

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THE STATE CHAMBER

IT ALL STARTED WITH A BRIGHT IDEA

During an Era of Great Uncertainty, There are Great Growth Opportunities

BY DIANA LASSETER DRAKE

The recession that began at the end of 2007 continues to have what economists call “a long tail of uncertainty.” For many businesses, that uncertainty has led to paralysis. Until they can be sure the economy is improving, they dare not make a move.



ALDONNA AMBLER



MICHELLE HERMELEE

Consultants argue, however, that now is a time to look for growth opportunities and foster innovation. “If you judge what’s possible for your business only by the news and the politicians, you’re making a mistake,” says Aldonna Ambler, president of Ambler Growth Strategy Consultants in Hammonton. “There are still trillions of dollars being spent.”

Ambler has observed “inertia,” especially among mid-market businesses that are choosing to stay below the radar during these difficult times. “If your strategy has basically defaulted to, ‘Let’s wait it out,’ that’s counterproductive,” she says. “We make it worse when we stop moving forward.”

Ambler suggests a customer-centric approach to growth in today’s market. “Listen to customer complaints, worries and frustrations and embrace them, instead of running from them,” she said. “Go deeper into what your customer base wants.” She cites the example of Mike Faith, CEO of Headsets.com, who expanded his business during the recession to become an outsourced call center for his customers.

To fuel business, companies should consider working for the state and federal governments. “Government has to keep going,” said Pat Guidotti, president of PJG Consulting, a Robbinsville-based firm that helps small businesses navigate state government. Guidotti recommends consulting with one of the state’s 12

small business development centers to learn the rules, regulations and paperwork involved in working with the government. “Once you’re ready to go, it can be very similar to working with the private sector and it can be quite lucrative,” he adds.

The state government spends \$2 billion a year, up to \$5 or \$6 billion including municipalities, says Henry Savelli, a government contract procurement expert who runs Henry Savelli & Associates in Trenton. “Businesses should think about getting in because it’s steady, and the state pays its bills,” Savelli said.

He suggests that businesses attend workshops and seminars that help guide them through the procurement process. Business operators also could hook up with The Contract Connection, a team of procurement experts who help members of the New Jersey Chamber of Commerce land government contracts. The Contract Connection is run by Guidotti, Savelli and Michelle Hermelee, president of BH Sky Associates, a Princeton-based consulting firm that helps companies find work with the federal government.

The federal government is a \$500 billion market, said Hermelee. “Companies should get registered and certified, identify the contract bid opportunities – both as prime contractors and subcontractors – and get a GSA-scheduled contract, which is a 20-year contract with the entire federal government,” Hermelee said. “It opens a lot of doors.”

Five percent of all federal contract spending is now set aside for women-owned small businesses. Companies should find out if they are eligible, Hermelee said.

Whatever you do, don’t fall victim to analysis paralysis, Ambler said. Waiting around for something to happen can deplete energy. “People go to work and they’re flat – their clients see they’re flat, their employees see they’re flat and, surprise, surprise, the dollars are flat. You can’t blame customers or banks for that. We are all responsible for our own energy management.” ❖

Diana Lasseter Drake is a freelance writer.



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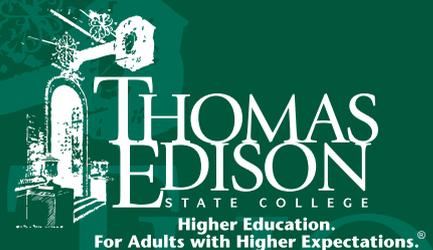
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The New Jersey Chamber Foundation’s Job: Maintain N.J.’s Highly Skilled Workforce

Here’s news for a lot of high schoolers: It takes more than just good grades to land a solid job in the real world. It takes the ability to be part of a team, to communicate effectively, to know how to manage money, to act ethically and to present yourself in a thoughtful and positive manner, said Dana Egreczky, president of the New Jersey Chamber of Commerce Foundation. The sooner students understand this, Egreczky said, the better they can prepare for college and the job market.

ran a pair of weeklong “Business Simulation Boot Camps” in July for students entering 10th and 11th grades.

The goal of both: Give students a good idea of what will be expected of them by employers.

For the Career Day, around 4,000 middle school and high school students descended on Six Flags Great Adventure May 5. The students met with representatives from 14 companies, which set up exhibit tables in the theme park, to learn about what it takes to get tomorrow’s high-wage, high-skill jobs.

Company representatives answered questions about salaries, ethics, drug testing, diversity and expectations of employers. In scavenger-hunt style, the students were provided assigned questions for company representatives as a way to start conversations. Participating companies included Bank of America, ConocoPhillips, Prudential,

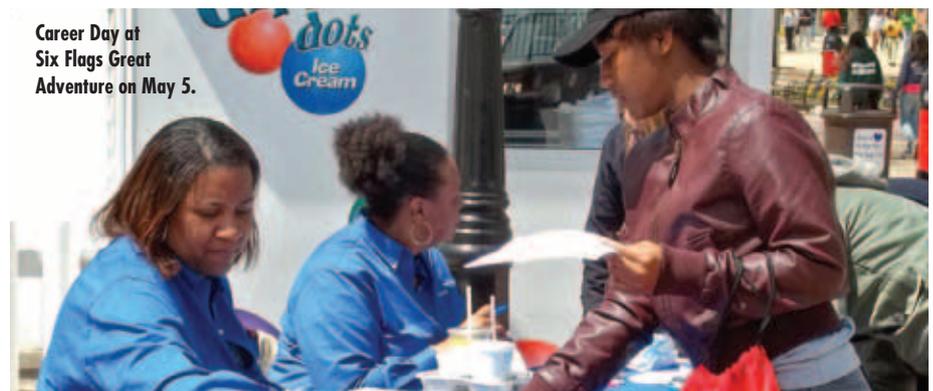
WHAT HIGH SCHOOL STUDENTS BELIEVE

- ▶ More than one in five New Jersey High School students expect to earn between \$45,000 and \$90,000 with just a high school diploma.
- ▶ In their first job after college, almost one in four students surveyed believe they will make \$95,000 or more and 15 percent believe they will make more than \$100,000. An additional 33 percent believe that they would make between \$50,000 and \$94,000.
- ▶ One in three students believe people get rich by inheriting their wealth. Only 30 percent believe it is by being a savvy business executive. One in four students believe wealth is acquired by being a rock or sports star.

Source: A survey of 1,600 New Jersey high school students between 2007 and 2009, commissioned by the New Jersey Chamber of Commerce.

New Jersey executives know this. Surveys consistently show business executives are concerned about the quality of New Jersey’s workforce and whether the next generation of workers will have the education and technical skills to support the needs of business in the 21st century.

To help students gain those skills, the N.J. Chamber Foundation sponsored a “Career Day” at Six Flags Great Adventure in May. Following that, it



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PSEG, State Farm, TD Bank, Verizon and Wells Fargo.

"It's a way for them to get insight to the world of work," said Sue Herring, director of programs at the N.J. Chamber Foundation. "There are a lot of things that shock them like they don't get as many days off as they do in school. They are shocked by policies about not hiring people with visible tattoos or piercings."

At the weeklong "Business Simulation Boot Camps" in Hackensack and Millville in July, students broke into small teams and were asked to launch and manage their own companies in a competitive real-world situation. They needed to manage their companies and make decisions about budgeting, personnel, product design, manufacturing and sales.

At the end of the workshops, the student teams presented their product plans and defended their decisions to real business executives who served as judges.

"By giving the students a view from the employers' side, we intended to motivate them to start preparing now to be better candidates for the workforce," Egreczky said.

The boot camps, funded by a grant from the New Jersey Department of Labor and Workforce Development, were developed by the New Jersey Chamber of Commerce Foundation as part of its LearnDoEarn initiative, which gives students information from the business community to help them prepare for college, work and life. The LearnDoEarn program was created in response to employers' concerns about the quality of New Jersey's workforce. ❖

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Before Inventing the Next Big Thing, Make Sure You Protect the Brand

BY ANDREW J. HOLLANDER



Let's say, for conversation's sake, you own a textile company that developed a new yarn poised to be the next big thing. If initial customer feedback is a sign, it is going to be huge. You're leaning toward calling the yarn Terraweave.

It's exciting. But it's important to take a breath, step back and ask yourself: How do I obtain and protect U.S. and global rights for Terraweave? How do I prevent third parties from benefitting from my work, and how am I sure I'm not infringing others' rights?

This story is about yarn, but it can be about anything: a recipe, a compound, software. Every industry has trade secrets. And every company or entrepreneur should protect them.

Here's how:

Think globally. Your market may be the U.S. today, but why limit it? Domestic success can create momentum and attract interest from international partners. Conversely, Terraweave might be great in the U.S., but what if there is already a Terraweave brand in Europe? Do your research.

Register your key brands with the trademark office. In most countries, you must register your trademark with the local trademark office to secure rights. It's all or nothing. If you don't register your trademark, you will have no rights. Suppose you use Terraweave in Mexico, but a third party registers it. The third party might bring an action against you for trademark infringement, put you

out of business and collect money damages, even if you used Terraweave first. Certain countries pose special problems. One is China. As soon as a brand is launched in the U.S., a rogue "entrepreneur" seeks to register it in China. I have seen this too many times.

In the U.S. and a handful of other countries, trademark rights can be acquired by use of a trademark, not just registration. But virtually every trademark of any economic significance is registered with the U.S. Patent and Trademark Office. The lesson: Register key brands early.

Make certain the trademark is available. Trademark owners can conduct "clearance" prior to launch to see if a trademark is available. But trademark searches can be confusing. Terraweave might be available in the U.S., but it may be the name of a fabric brand in Switzerland or the name of a clothing brand in India. A trademark attorney can help with the search, analyze the results and help you manage or eliminate risk.

Is there a corresponding domain name? Choose your brand, then register the corresponding domain name so you can use it in the web address of your Internet site. However, be wary if the domain name of your brand is not available. That would mean you can't use www.terraweave.com for your product's website. Secondly, you run the risk of your customers unwittingly going to a website with a name like www.terraweavesucks.com or, who knows, your customers may end up at an adult entertainment site called terraweave.com.

Match the time and resources you spend with the product's potential economic benefits. The more valuable the asset, the higher the sales potential – and the more you should pay to protect it. Brand protection should align with business goals. Calibrating your brand protection efforts to the economic potential of the product will ensure that your company will continue to earn high grades in the marketplace, in the U.S. and abroad. ❖

Andrew J. Hollander, who works in K&L Gates' Newark Office, is of counsel in the firm's intellectual property practice group. He can be reached at andrew.hollander@klgates.com.

The 'Wireless Ball and Chain' is Leading to Wage-Hour Lawsuits Against Employers

BY MARK E. TABAKMAN

The work day has become longer and increasingly intrudes into employees' personal lives. The blurring of work hours and personal time has allowed employers, perhaps unintentionally, to demand more of their employees. These demands mean that employees are performing work-related tasks at home or at night or even on the beach while on vacation.



MARK E. TABAKMAN

This can be attributed to the wireless ball and chain. Blackberrys make it easy to contact colleagues, but they also make it hard to ignore emails and messages. One study shows that half of employed email users check their work messages over the weekend. A quarter of these employees are *expected* to check their emails. Almost half of these Blackberry users are expected or required to respond to after-hours and weekend messages.

We are at a point in today's society where employees are under an electronic siege.

These circumstances have resulted in a new kind of wage-hour lawsuit (usually a collective or class action suit) being filed by employees against their companies. These claims involve demands for compensation (usually overtime) for work that often consists of checking and responding to emails. This is a new danger for employers and a situation that they must monitor and control with policies, explicit directives to employees or both.

Incidental time spent by employees before or after their workday on so-called preliminary and postliminary work – if sufficiently part of the principal duties – is compensable. A key factor is whether the employer compels the employee to engage in the activity.

One employer defense: The employee's use of his or her home computer, laptop or smart phone is outside the Fair Labor Standards Act's broad definition of work. Work need not be an activity specifically directed or ordered by the employer, but that is "permitted" by the employer. Naturally, any implicit pressure to perform these activities would be deemed to show sufficient employer compulsion to convert the activity into compensable work time.



We are at a point in today's society where employees are under an almost "electronic siege."

My recommendation is for employers who provide PDAs or any kind of device, including cell phones, to clearly determine the "off-duty" usage of these devices. Then, draft a policy addressing such usage, with a careful eye towards the law and operational necessities. ❖

Mark E. Tabakman is a partner in the Labor & Employment Department at Fox Rothschild, LLP. He specializes in wage-hour law.



Lt. Gov. Kim Guadagno, N.J.'s Captain of Economic Development:

She is the governor's point person on the state's economic growth initiatives, she personally heads the governor's commission on reducing red tape and she stewards business projects through the bureaucracy.

PHOTO BY: RUSS DESANTIS

JERSEY FOUR

A Look Inside the Team Recharging N.J.'s Economy

BY SCOTT GOLDSTEIN

It didn't take long for Lt. Gov. Kim Guadagno to endear herself to the New Jersey business community. "We've begun the process of climbing out of an economic abyss that was years in the making," the former Monmouth County Sheriff said early in her tenure at the State House. "It won't happen overnight – but make no mistake – it will happen."

The message was clear: The state's first lieutenant governor – and economic development advocate – didn't plan on being a wallflower. Twenty months later, Guadagno's resolve has not wavered.

She continues to crisscross the state, attending business events large and small, telling scores of executives that New Jersey continues to be a better place to do business since Gov. Chris Christie took office. She points to the recent streamlining of tax laws long advocated by the business community as one proof point.

Guadagno tells the executives she is the governor's point person on the state's economic growth initiatives, that she personally heads the governor's commission on reducing red tape and that she takes pride in helping steward business projects through the bureaucracy. In what has become her famous closing, Guadagno slowly recites her personal cell phone number, essentially daring her audience to call her and discuss ways to create new jobs in the Garden State. The crowd laughs. She doesn't. She promises to pick up the phone. She electrifies a room.

Perhaps her most important work, however, happens behind the scenes, such as her Thursday meetings with a trio of executives at the forefront of the battle to get New Jersey's economy humming again. At those meetings are Tracey McDaniel, president and CEO of Choose New Jersey, a privately-funded non-profit agency which promotes New Jersey to out-of-state companies and generates business expansion leads; Linda Kellner, acting executive director of the state's Business Action Center, which helps companies

steer through the state's regulatory and legislative maze; and Caren Franzini, CEO of the New Jersey Economic Development Authority, which offers growing companies finance assistance, tax credits and incentives.

The four women meet "to raise ideas and discuss concerns that business owners have raised," Kellner said.

Guadagno is the captain of this effort – the public face, the closer.

The women say they have had crucial "wins" in the past year and saved thousands of New Jersey jobs with either the relocation or expansion of companies like Bayer, Campbell's, MX Solar and Panasonic.

"It's a team approach and we are organized to make sure we are not stepping on each other's toes," Franzini said. "What's nice is we all like each other," she added. "There are no egos that get in the way."

In fact, McDaniel, who recently moved from Houston to take the lead at Choose New Jersey, said she would not have relocated here if she didn't believe this was a strong team. "You don't get to where I am in life by making wild, crazy moves unnecessarily," she said. "New Jersey means business."

McDaniel's Choose New Jersey, which was established recently with \$7 million in seed money from the private sector, has been busy with work such as a kick-off event in March at the NCAA Tournament basketball games held at the Prudential Center in Newark, attended by location advisors representing the potential of 8,800 jobs and \$1.7 billion in capital investment. It also co-hosted an event at

Getting Them to Choose New Jersey

Choose New Jersey, a non-profit established recently with \$7 million in seed money from the private sector, is different from state agencies. It is barred from political activity, but it has the versatility to take prospects out on the town and show them why New Jersey is a great place to live and work. Here is a sampling of some of its initiatives:

- A kick-off event in March at the NCAA Tournament basketball games held at the Prudential Center in Newark, attended by location advisors representing the potential of 8,800 jobs and \$1.7 billion in capital investment for New Jersey.
- Co-hosting an event at the BIO International Convention to showcase New Jersey's "rock star" scientists.
- A "business retention event" at the NBA draft in Newark on June 23 to honor the businesses that are staying in New Jersey.
- A domestic and international marketing and lead-generation campaign to position New Jersey as a world class economic leader.
- An economic development study to understand the existing conditions of New Jersey's business climate and to benchmark the state's economic competitiveness with other states.
- The commission of a perception study asking in- and out-of-state CEOs, as well as top location advisors, to name New Jersey's strengths and weaknesses.



McDaniel, Kellner and Franzini meet with Guadagno every Thursday to discuss ideas and concerns they hear from the business community. Photo taken at the New Jersey Chamber of Commerce's Economic Summit in Monroe on May 2.

PHOTO BY: Ric Principato

the BIO International Convention to showcase New Jersey's "rock star" scientists.

Meanwhile, the Business Action Center, developed under the Christie administration, has counseled 427 business and 60 exporters on doing business in New Jersey. It has assisted 32,764 customers through its call center and has hosted 23 foreign trade delegations. In July it hosted 200 representatives from Chinese companies who are looking to do business in New Jersey. "We want to match them with New Jersey companies so they can do business together," Kellner said.

Franzini's NJEDA has offered financial assistance to 377 companies this year in the form of \$567.3 million in financing assistance credits and incentives, she said.

"This is a team effort and we need your help," Franzini told N.J. Chamber members at the Chamber's Economic Summit on May 20. "We need the business community to support us. We need to work together and not talk about what's wrong with New Jersey, but recognize the positives. Join us to tell the story of New Jersey."

In the meantime, Guadagno, who also serves as secretary of state, could soon have an even larger role in economic

and business development. In late July, Christie released re-organization plans, which require approval from the Legislature, that would move three critical agencies – the Office of Smart Growth, the State Planning Commission, and the Business Retention and Attraction Commission – under Guadagno's state department.

If Guadagno is growing weary of her many responsibilities and her demanding schedule, she isn't showing it. At a recent early Friday morning breakfast with N.J. Chamber members, Guadagno could have been excused for feeling tired given her packed schedule. On the contrary, she arrived charged up – and by extension, energized the 40 CEOs in attendance.

It's fair to wonder: how does she do it?

"You are what gets me up in the morning," Guadagno told the executives that morning. "I look forward to working with the people in this room – listening to your ideas to improve the business climate. This is a partnership." ❖

Scott Goldstein is communications manager at the New Jersey Chamber of Commerce.

10 EASY WAYS

Companies Can Go Green



- **Recycle paper, bottles, and cans.** Have separate bins in the office for recycling. If your office building does not recycle, speak with the office manager.
- **Use compact fluorescent or LED lights** throughout the office, which use two-thirds less energy than regular lighting.
- **Get lighting motion sensors for offices,** conference rooms and bathrooms. There's no reason for lights to be on when there's no one in the room.
- **Go paperless when possible.** Think before you print – could this be read or stored online instead? When you receive unwanted catalogs, newsletters, magazines or junk mail, request to be removed from the mailing list before you recycle the item. Post employee manuals and similar items online, rather than distributing print copies.
- **Stock your office's kitchen** with reusable ceramic plates and mugs rather than paper toss-aways.
- **Switch everything off at the end of the day.** Many people put their computer into sleep mode, but that doesn't mean that it's off.
- **When possible, use laptop computers** rather than desktop computers. Energy Star models use up to 90 percent less energy.
- **Ditch the bottled water habit.** Americans throw out over 35 billion plastic water bottles every year. Offices are major offenders. Sign up for a water delivery service or get a water filter.
- **Get a programmable thermostat.** It helps you keep your building comfortable when people are there and save power and money when people are home.
- **Give employees a chance to work from home,** perhaps once a week if their job permits. This will save on fuel emissions and boost staff morale. ❖

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The Ins and Outs of an Energy Audit

BY ALICIA BROOKS WALTMAN

With ever-rising core costs, such as salaries and health care, New Jersey businesses are always on the lookout for ways to trim expenses. One answer may be floating in the air, light and heat around you.



JOHN KRULEWSKI

An energy audit can be simple and relatively painless. It can be done in-house, if you have someone on staff with the time and ability to do one, or by an outside consultant.

One such consultant is John Krulewski, a Monroe-based director for Expense Reduction Analysts (ERA), an international company that's done more than 14,000 audits for companies ranging from small businesses to multi-nationals such as Dell, Pfizer and Ikea.

Krulewski, director in the Manhattan, New Jersey and Staten Island markets, said an energy audit by his company can consist of one or several steps customized to a business's needs. Costs for such an audit vary, but ERA presents its findings, helps you implement the changes and follows through by monitoring your energy use and bills for two years. The price? Krulewski charges half of what you save in the first two years, giving him an incentive to save as much as possible.

If you're looking for ways to cut costs (and who isn't?) ask yourself these questions:

Are you paying too much for your power?

The first step in an energy audit is analyzing your current power use and cost and determining if you can get it for less.

Deregulation of the electricity and natural gas markets over the last decade in New Jersey has allowed an array of companies to offer competing rates for your utilities. But taking advantage of that requires researching suppliers, seeking out references, comparison shopping and negotiating prices with these companies.

Firms can save 20 percent to 25 percent on energy rates if they shop around, Krulewski said. "I can become their 'procurement department.'"

Another option for finding better rates is to turn to an energy broker.

"We represent 15 to 20 of the top providers of electricity," said Kevin Gooden, founder and president of Onyx Power & Gas, a Dallas energy broker and consultancy that operates in the Northeast through New Jersey-based operations manager Loraine Sutton.

"We will do a detailed energy analysis, do requests for proposals, invite suppliers to participate, and do the head banging to get the best price we can," Gooden said. Onyx is paid by power companies only when you choose to switch to their service.

Is my business efficient?

Once you've determined if you can trim your bill through lower rates, consider assessing your operations to see if you can trim your energy use.

Companies like ERA will examine every facet of your energy use, from the cost and age of your air conditioner to the efficiency of your lighting to drafts around your windows and the seal on the door of your loading dock.

Have you considered renewable energy?

If you choose to invest, you might consider renewable energy.

"If you're getting the best prices you can for power, and you've made the building more energy efficient, you can then look at the options of renewables" such as solar, said Krulewski. Solar panels can be partially financed by power companies such as PSE&G, which are required by law to produce a certain amount of renewable energy. The company will finance part of your solar panels, and allow you to pay it back by selling the company the solar energy you produce. There's currently a significant federal tax credit of 30 percent of the cost of solar panels.

Whatever your choice, businesses have little to lose and perhaps much to gain by doing an energy audit. ❖

Alicia Brooks Waltman is a freelance writer.

A Clean Energy Policy that Makes Sense

BY MICHAEL EGENTON, SENIOR VICE PRESIDENT, NEW JERSEY CHAMBER OF COMMERCE

We agree with Gov. Chris Christie's decision to pull New Jersey out of the Regional Greenhouse Gas Initiative (RGGI) for two major reasons: the two-year-old cap-and-trade program was not effective in cutting emissions of carbon dioxide, and the program ultimately contributed to higher energy prices for residents and businesses in New Jersey.



MICHAEL EGENTON

Make no mistake about it. The high cost of energy in New Jersey is an issue that impedes companies from moving to or expanding in New Jersey.

When we poll our member companies and ask them what issues are impediments to their operations in New Jersey, steep energy costs consistently rank among the top three, along with the cost of health insurance and taxes.

New Jersey's commercial and industrial customers pay among the highest energy rates in the nation, partly because of the taxes paid by power plant owners in New Jersey under RGGI.

As our economy continues to struggle, it is incumbent upon our leaders to revisit policies that stifle economic growth. In this case, Christie's goal is to reduce energy rates and make them comparable to costs in other regions and states.

Still, the governor is to be commended for not ignoring the need for clean energy. In fact, he pledged – with the State Chamber's endorsement – he would prohibit any kind of new coal-fired power plants in New Jersey. Further, his plan calls for the state to focus on developing solar projects on brownfields and landfills, encourage the construction of natural gas power plants and develop a program to conserve energy in state facilities.

The New Jersey Chamber of Commerce will continue to get behind initiatives to help reduce greenhouse gas emissions, including new technologies

like fuel cells and off-shore wind. And we will push for policy that encourages developers of these technologies to locate here in New Jersey, where we have the thinkers to advance those fields and the high-skilled workers to manufacture their products.

First program of its kind in the U.S.

RGGI is the first cap-and-trade program of its kind in the United States. Under the initiative, power plant operators that exceed that cap on green-

house gas emissions pay into a fund that finances clean energy projects, with the costs passed on to ratepayers.

Only ten northeastern states chose to be part of RGGI, while states like our neighboring Pennsylvania declined. Since Pennsylvania relies more on fossil fuels, such as dirty coal, energy costs there are lower, making it more business-friendly than New Jersey. Pennsylvania and other states in the Midwest can offer their energy at lower prices because they were never mandated to pay RGGI's carbon tax.

If we are to have a level playing field when it comes to addressing energy, it must be a nationwide, not a piecemeal, approach. Otherwise, states outside our region will continue to run older, more polluting power plants and offer energy at rock-bottom prices with no environmental benefit to any of us. ❖

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Cornerstone New Jersey Members Meet with Gov. Christie's Cabinet

New Jersey Chamber of Commerce Cornerstone members heard an exclusive presentation May 13 by Lt. Gov. Kim Guadagno, followed by sit-down meetings with members of Gov. Chris Christie's cabinet and senior staff to discuss ways to improve New Jersey's economy.

Cornerstone New Jersey members participate in special programs offering unprecedented access to the state's political and business leaders and insights about the trends and issues impacting business. For more information about joining the Cornerstone program, call Al Romeo at (609) 989-7888 ext. 147. ❖

PHOTOS BY: Ric Principato



Thomas B. Considine, commissioner, and Ken Kobylowski, chief of staff, state Department of Banking and Insurance.



New Jersey Chamber of Commerce President Thomas Bracken and Lt. Gov. Kim Guadagno.



Aaron Fichtner, assistant commissioner and Hal Wirths, commissioner, Department of Labor and Workforce Development.



Wayne Hasenbalg, deputy chief of staff for policy and planning, Governor's Office; Wendy Lazarus, director, government relations and public affairs, Pfizer; and Lee Solomon, president, state Board of Public Utilities.



Cathleen Bennett, director of policy and strategic planning, state Department of Health and Human Services.

500 Attend N.J. Chamber's Open House

The 14th Annual N.J. Chamber of Commerce Open House, the season's premier networking event, was a smash. We raised a huge tent in back of our Trenton headquarters and invited all our members. Attendees included Christie administration cabinet members and state legislators. Overall, about 500 people packed under the tent for the June 16 event and feasted on food, live music, beverages and, of course, good conversation. ❖

PHOTOS BY: Gary Gellman



William Hoey, superintendent, Ocean County Vocational Technical School; Tom Bracken, president, New Jersey Chamber of Commerce; and Peter Hovnanian, principal, J.S. Hovnanian & Sons, LLC.



Gina LaPlaca, director of state government affairs, Verizon; Mishael Azam, associate general counsel, State Assembly Majority; and Assemblyman David Rible.



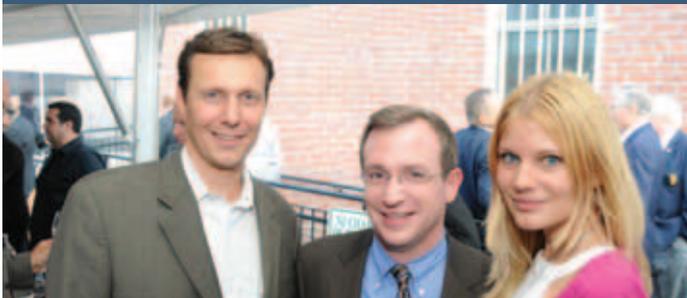
Michael Egerton, senior vice president of the New Jersey Chamber of Commerce and Jeff Scheininger, chairman of the New Jersey Chamber of Commerce and president of Flexline/U.S. Brass & Copper Corporation.



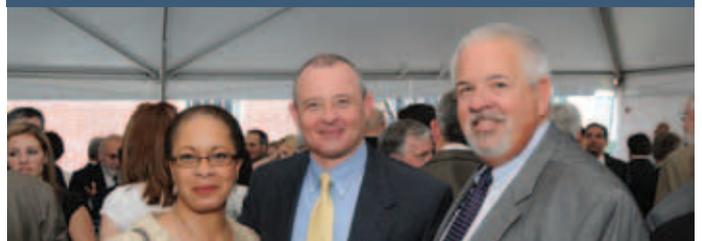
Jack S. Fanous, executive director of The G.I. Go Fund.



Beverly Lynch of B. Lynch Associates; Amy Mansue, president of Children's Specialized Hospital; and Jim Sinclair.



Andrew Sinclair, member, Princeton Public Affairs; Tom Considine, commissioner of the Department of Banking and Insurance; and Paulina Grabczak, member, Princeton Public Affairs.



Karen Alexander, president of the New Jersey Utilities Association; Vince Maione, president of Atlantic City Electric Company; and Bill Walsh, vice president of government affairs, New Jersey American Water.



Jeffrey C. Scheininger is New Chairman of the New Jersey State Chamber of Commerce

SIX NEW BOARD MEMBERS NAMED

Jeffrey C. Scheininger, the president of a Linden manufacturing firm and an active proponent of the New Jersey Chamber of Commerce for more than a decade, was named chairman of its board of directors. The move was confirmed by the board on June 15.



JEFFREY C. SCHEININGER

Scheininger, a 54-year-old Westfield resident and president of Flexline/U.S. Brass & Copper Corporation, which makes industrial hose products and employs 20 workers, has been a member of the State Chamber's board of directors since June 1999. He served the past two years as the State Chamber's first vice chairman.

He takes the reins of the board as the Chamber is celebrating its centennial anniversary. "I am humbled to become the chairman of an organization that has existed and flourished for 100 years," said Scheininger. "The Chamber does vital work and I feel fortunate to be an integral part of its efforts."

Scheininger succeeds Verizon New Jersey president Dennis Bone, whose two-year term was highlighted by solid relationships with leaders in both the private and public sectors.

"As we continue to emerge from a difficult economy, we need to remember that small businesses produce about 90 percent

of all the jobs in New Jersey," Scheininger said, "and so I am looking forward to enhancing the Chamber's work with and on behalf of the small businesses community to help make New Jersey stronger and more competitive than ever. Our message is clear – if New Jersey is to be successful, we must all work together, along with state government, to ensure that everyone in New Jersey has a chance to prosper."

Scheininger served as chairman of the State Chamber's Platform for Progress Health Care Coalition, and was instrumental in the development of the State Chamber's position on federal health care reform.

He was selected along with 125 others from across the nation to participate in a health care reform discussion with President Barack Obama at the White House, which aired on ABC's "Primetime: Questions for the President: Prescription for America" in June 2009. He appeared on the PBS show "Caucus: New Jersey" as part of a panel to examine the factors that contribute to the steep increases in the cost of health care, and explore ways to control them. And he testified on health care matters at the State House.

Prior to that, Scheininger was presented the New Jersey Chamber of Commerce Business Advocate Award in 2007 for his grassroots efforts to help keep the public abreast of business issues. ❖

More Board Changes

The New Jersey Chamber of Commerce Board confirmed the slate of officers for the 2011-2012 term. First Vice Chair is Ralph Izzo, chairman, president and CEO of Public Service Enterprise Group; Second Vice Chair is Amy B. Mansue, president and CEO of Children's Specialized Hospital; Treasurer is Howard Cohen, chairman of EisnerAmper LLP; Secretary is Robert Podvey, director of Podvey Meanor; and Immediate Past Chair is Dennis Bone, president of Verizon New Jersey.

Six people were added to the New Jersey Chamber board of directors.

They are: Robert Altenkirch, president of the New Jersey Institute of Technology; James Barrood, executive director, Rothman Institute of Entrepreneurship, Silberman College of Business-Fairleigh Dickinson University; James Benton, executive director, New Jersey Petroleum Council; Christopher Lepre, senior vice president, Horizon Blue Cross Blue Shield of New Jersey; Kenneth Orchard, president, Tri State Capital Bank New Jersey; and Gretchen Wilcox, president, GS Wilcox & Co.

Come to the Chamber's 100th Anniversary Gala

Join us Nov. 10 at the New Jersey Chamber's 100th Anniversary Gala, to be held at The Palace in Somerset. This event will bring out the state's movers and shakers to honor the centennial of the State Chamber, the state's premier organization representing the business community. This business attire event will feature a cocktail reception, a grand ballroom dinner and a dessert extravaganza. For information on sponsoring the event, call Amy Kolis at (732) 246-5730. ❖



Save these Dates

Sept. 27-28, 2011

**New Jersey State Chamber of
Commerce Legislative &
Business Awards Reception**
Bally's Atlantic City

Oct. 25, 2011

**Everything Jersey Business
Conference & Expo**
Pines Manor, Edison

Nov. 10, 2011

**New Jersey Chamber's 100th
Anniversary Gala**
The Palace at Somerset Park,
Somerset

Jan. 26 and 27, 2012

**The 75th Annual Walk to Washington
& Congressional Dinner**
Marriott Wardman Park Hotel,
Washington, D.C.

*For info on attending events, go to
www.njchamber.com.*



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NEW JERSEY CHAMBER OF COMMERCE lobbyist Michael Egenton was named head of the State Chamber's government relations department. State Chamber lobbyist Mary Ellen Peppard was promoted to assistant vice president of government relations.



▲ **WELLS FARGO's** Northern New Jersey team participated June 15 in the rehabilitation of two homes in the Vailsburg section of Newark. The Wells Fargo Housing Foundation recently provided a \$100,000 grant to the Unified Vailsburg Services Organization's Vailsburg Heights project. Wells Fargo team members volunteer with the organization.

Sunil Mehta, president and CEO of **ORION SYSTEMS INTEGRATORS INC.**, an IT services and solutions provider, received the Ernst & Young Entrepreneur Of The Year® 2011 New Jersey Award in the IT Consulting category on June 23.



ERIC JOHN MARCY

◀ Eric John Marcy, a shareholder with the Woodbridge law firm **WILENTZ, GOLDMAN & SPITZER P.A.**, has been re-elected chairman of the board of trustees for Greystone Park Psychiatric Hospital for the 2011-2012 term.

Keith Lovetro was named the new president and CEO of **TRAC INTERMODAL**. Lovetro was previously executive vice president of marketing at DHL Express and president of regional transportation for YRC Worldwide.

Employees at **LAKELAND BANK** united to support the American Cancer Society in six New Jersey counties with a donation of \$2,924.

Members of **FAZIO, MANNUZZA, ROCHE, TANKEL, LAPILUSA LLC**, Cranford, participated in the American Cancer Society Relay For Life. FMRTL was a proud Fight Back Sponsor and volunteered at the event held at Arthur L. Johnson High School in Clark.

BANK OF AMERICA partnered with 95 nonprofit organizations to put 230 civic-minded high-schoolers to work across the country this summer as part of its Student Leaders program. Funded by the Bank of America Charitable Foundation, the program matches local nonprofits with Student Leaders for a paid, eight-week internship. This year alone, the company is investing more than \$1 million in the leadership program and has committed more than \$8 million since the program's inception in 2004.

Barry S. Goodman, a partner in the litigation department of **GREENBAUM, ROWE, SMITH & DAVIS LLP**, was appointed chairman of the Quality Committee of the Hunterdon Healthcare System. Goodman also is a trustee of the Hunterdon Healthcare System and the Hunterdon Medical Center.

EISNERAMPER announced Tom Birrittella joined the firm as a senior manager and investment advisor in its personal wealth advisors practice group. He was formerly an investment advisor and financial planner in the personal financial services practice of a Big 4 firm.

INVESTOR SAVINGS BANK joined the Leaders for Life organization to provide 300 12- and 13-year-old football players with an all-day program that shows them the value of making positive choices. The program was set around the 33rd Investors' North-South All-Star Football Classic played at Kean University on June 27.

PUBLIC SERVICE ELECTRIC AND GAS COMPANY (PSE&G) ranks third among U.S. utilities for the amount of solar capacity within its electric service territory, according to a report released in June by the Solar Electric Power Association. PSE&G ranked second for solar capacity on a per-customer basis.



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HOW DOES YOUR BUILDING MEASURE UP ON ENERGY USAGE?

All over the state, facilities managers are wisely taking advantage of **FREE** Energy Benchmarking from *New Jersey's Clean Energy Program*.

Your report costs nothing. But what you learn is priceless. Your building's energy use is scored and tracked and you receive improvement plans that can save you money down the road.

But it gets even better! Organizations that have participated in energy benchmarking have, on average, reduced their energy consumption by 20%. Let us analyze your energy profile and guide you to cost-effective energy upgrades for your building.

FINANCIAL INCENTIVES AVAILABLE

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To get your share, visit NJCleanEnergy.com/BENCHMARKING
or call 866-NJSMART to speak to a representative.

