

Student entrepreneurs discuss strategies, aspirations for opening their own businesses.

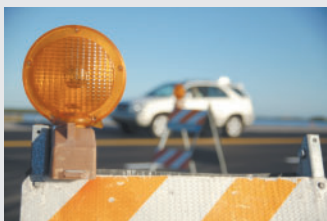
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See if your strategy matches up with those of N.J.'s top executives.

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INSIDE



Groundwork for road repair

Asphalt association hopes a \$41 million increase in budget will create jobs, projects. [Page 5](#)

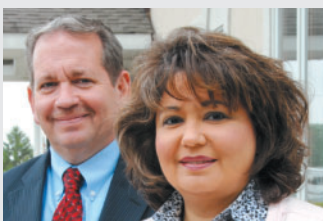


Breakaway from Manhattan

The Liberty hope to draw New Jersey sponsors as the team begins its three-year stay in Newark. [Page 5](#)

Festival comeback in Red Bank

The local business community eagerly awaits a return of RiverFest. [Page 5](#)



Cutting health spending

Consulting firm specializes in cost-reduction strategies. [Page 11](#)

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Christina Mazza

Scion of the gridiron

Enthusiasm trumps family legacy as Johnson's Jets take off

BY ANDREW KITCHENMAN

WHILE **WOODY JOHNSON** hails from one of New Jersey's most legendary business families, his approach to both the New York Jets and the state he has made their full-time home more closely reflects the all-out approach of an entrepreneur cultivating his first startup.

Since he bought the Jets for \$635 million in 2000, the organization has improved on the field and as a business, including two straight playoff appearances and a new home, in New Meadowlands Stadium.

While Johnson sees a bright future for his team — and for the chances of a 2011 season — he has a much darker view of the business climate in a state where his great-grandfather, **Robert Wood Johnson I**, helped start **Johnson & Johnson**. The state's business climate, including regulations and taxes, are particularly vexing.

> See **JETS** on page 9

N.J.'s solar power lures Calif.

Golden State's clean-energy firms want piece of lucrative market

BY JARED KALTWASSER

WITH A ROBUST incentive program and aggressive renewable energy policies, the Garden State has quickly become the nation's No. 2 solar energy market — and as it continues to shine, New Jersey increasingly is attracting companies from outside its borders, including a number of firms from California, the nation's top solar state.

Alec Guettel, co-founder and board chairman at Oakland, Calif.-based **Sungevity**, said New Jersey is one of the fastest-growing solar markets in the world.

"It's exciting," Guettel said. "You want to be here if you're a growth company in the solar business. It's a great place to be."

Sungevity uses its website, along with

> See **SOLAR** on page 8

On benefits, hope for rare agreement in N.J.

Industry chiefs cheer pension reform talks

BY ANDREW KITCHENMAN

IN THE CEASELESS bickering between the public and private sectors over compensation, public workers have often cited their lower salaries as a reason for requiring benefits that business owners have decried as excessive and unsustainable.

But an examination of wages paid, while a compli-

> See **PENSION** on page 7



Tenants for American Dream, chatter about Rutgers' McCormick and casino deals.

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Courtesy of Cushman & Wakefield

The 800 Madison St. property is a luxury rental community that consists of 217 units in Hoboken.

Tarragon sells Hoboken rental community

Residential real estate developer **Tarragon** has sold 800 Madison St., its luxury rental community in Hoboken, to **CB Richard Ellis Investors**, commercial real estate services firm **Cushman & Wakefield Inc.** announced last week. Terms of the deal were not disclosed.

Cushman & Wakefield initially marketed the five-story, 217-unit apartment property for sale during its construction, which was completed in late 2008. But when Tarragon filed for Chapter 11 bankruptcy protection in early 2009, the asset was taken off the market, the brokerage said.

After the developer emerged from Chapter 11

in July 2010, Cushman & Wakefield again began marketing the community, which covers an entire city block in the northwestern part of the Mile Square City.

"We received a near-record 260 requests for offering materials," said **Brian Whitmer**, one of the Cushman & Wakefield brokers who worked on the deal, in a statement. "Hoboken remains the best-performing multifamily submarket in northern New Jersey."

The brokerage also handled the sale, announced in February, of Tarragon's Trio East, a 6.5-acre development site in Palisades Park, as part of a court order, for \$1.8 million. — *Evelyn Lee*



Tim Lareau/Office of the Governor

Christie taps bank execs to fill advisory board

Four banking executives were nominated by Gov. **Chris Christie** to the Banking Advisory Board, which advises the state on banking matters and state economic conditions.

"These individuals will bring a wealth of experience from the banking and business community, and will be an important tool for the Department of Banking and Insurance's decision making process," Christie said.

Nominated to new terms were Hopewell Township-based **Hopewell Valley Community Bank**

President and CEO **James Hyman**; Hamilton-based **Roma Financial Corp.** President and CEO **Peter A. Inverso**; and Middletown-based **Two River Community Bank** President and CEO **William D. Moss**. Summit-based **Hilltop Community Bank** President and CEO **Mortimer O'Shea** was reappointed.

The 10-member board also advises the state on legislation and banking procedures. Members serve four-year terms in the unpaid positions. The nominations must be approved by the Senate. — *Andrew Kitchenman*

Bridge contractors face pay-to-play restrictions

Businesses seeking contracts with county bridge commissions would be restricted in making political contributions under a bill advancing in the Legislature.

The bill would prohibit the commissions from signing contracts exceeding \$17,500 if the contractor has made contributions during the previous 18 months to candidate or political party committees. The restriction would apply if the candidate or a member of the party is serving in a public office in the county when the contract is awarded.

"County bridge commissioners should have to face the same tough prohibitions as anyone else," said Assemblyman **Herb Conway Jr.** (D-Delran) who sponsored the bill with Assemblyman **Jack Connors** (D-Delran).

The bill also bars businesses from making contributions during the term of a contract exceeding \$17,500 with a bridge commission.

The bill was released by the Assembly State Government Committee on May 23. — *Andrew Kitchenman*

Partnerships in focus at life sciences event

Leaders from the state's life sciences industry converged in Princeton last week in hopes of finding new business partnerships.

The trade group BioNJ held its second annual International BioPartnering Conference, which brought more than 150 industry leaders to discuss what makes a successful partnership and meet with potential partners.

The event included speakers from some of the state's pharmaceutical industry giants, including **Pfizer**, **Merck**, **Sanofi-Aventis** and **Bristol-Myers Squibb**. Plenary sessions and keynote speakers dealt with topics such as the increasing role of partnerships in innovation and the current investment environment.

Debbie Hart, president of BioNJ, said the conference saw an increase in participation from Big Pharma in its second year.

"Big Pharma is in our backyard, and these are meetings that they want and they need," she said. "They have embraced it."

Overall attendance was down slightly this year. Hart said that's likely due to the economy and the fact that the national Biotechnology Industry Organization is holding its annual international convention next month in nearby Washington, D.C. Still, Hart said she received

positive feedback on the event, and believes the event met its goal of sparking interactions between companies seeking collaborations across the industry. — *Jared Kaltwasser*

More new dates for BPU's master plan

The Board of Public Utilities has again rescheduled a trio of planned public hearings for its yet-to-be-unveiled energy master plan.

The hearings are now set for July 26, in Newark; Aug. 3, in Trenton; and Aug. 11, in the Pomona section of Galloway.

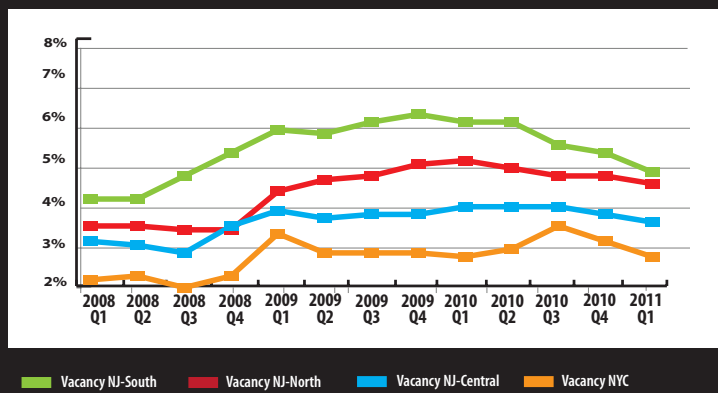
The hearings had been scheduled for March, but were canceled, with BPU announcing the meetings would begin May 20. Less than a week before that date, the board announced the most recent delay. A BPU spokesman said the meetings were delayed because the master plan had not yet been made public; no timeline was given for when the plan would be released.

The master plan outlines the state's energy policies. It was last updated in 2008, during the administration of Gov. **Jon S. Corzine**. Last year, Gov. **Chris Christie** directed BPU President **Lee Solomon** to revisit the plan to re-evaluate the policies in light of the current economic climate. — *Jared Kaltwasser*

Md. solar firm makes entry in South Jersey

A Maryland-based solar firm marked its entry into the Garden State's booming solar market last

Apartment Vacancy Rates



Apartments in demand

The apartment sector continues to lead the real estate recovery, as rising household formation, coupled with constrained income and tightened home mortgage lending standards, are driving demand. As a result, investors are lining up to purchase multi-family apartments in expectation that demand will continue to rise. Ripple effects of this trend include a long list of projects, now in the planning stages, to meet this demand.

Source: Otteau Valuation Group Inc., www.otteau.com

N.J. port exports jump, report says

Exports of containerized goods shipped through New Jersey and New York ports climbed 17.9 percent, to 372,682 twenty-foot equivalent units, or TEUs, compared to the year-ago period, according to the Journal of Commerce.

Activity during 2010 rose 17.9 percent, to 1.4 million TEUs, according to the Journal of Commerce. A TEU refers to the approximate size of an intermodal container, or metal box that can be easily transferred between ships, trains and trucks.

"Trucking fleets and owner-operators have benefitted from the increase," said **Tom Adamski**, chairman of the New Jersey Motor Truck Association's Bi-State Harbor Carriers Conference.

"The decline of the dollar makes U.S. products more competitive, and countries like Brazil, Japan and China have increased the purchase of our goods," said Adamski, who owns **Cross Board Transport**, in Kearny. "But the activity can be erratic, and we can't be sure it'll stay at this level." — *Martin C. Daks*

DEALS AROUND NEW JERSEY

■ **Watson Pharmaceuticals Inc.**, in Parsippany, and **Specifar Pharmaceuticals S.A.**, based in Athens, Greece, jointly announced last week that Watson has acquired the privately held generic pharmaceutical developer, manufacturer and marketer for \$562 million in cash and certain contingent consideration.

■ **KDF Reprographics Inc.**, of Rockleigh, announced the award of another contract with the Port Authority of New York and New Jersey to provide wide-format engineering printing for regional construction and engineering projects.

■ **Red Mango**, a retailer of frozen yogurt and smoothies, announced last week it is expanding in Monmouth County, having signed a franchise agreement with **Raji Ramachandran**.

■ As part of its plan to hire more than 1,000 small-business bankers across the nation, **Bank of America** announced last week it hired six southern New Jersey bankers who will be based at branches in Atlantic, Camden, Burlington and Ocean counties. — *Melinda Caliendo*



over the life of the agreement.

Scott Wiater, president of Standard Solar, said the project is a good first step for the company as it enters the New Jersey residential, commercial and government solar markets.

"New Jersey has taken great steps to make solar energy more affordable to its residents, and we look forward to helping them realize that potential," he said.

With headquarters in Rockville, Md., Standard Solar is a 7-year-old company with nearly 1,000 projects completed. It recently opened offices in Pittsburgh, Philadelphia and Delaware. — *Jared Kaltwasser*

week by announcing a 598-kilowatt solar project in Atlantic City.

Standard Solar Inc. said it will put 2,500 solar panels on the Atlantic City's public works building. The project will be financed, installed and maintained by Standard Solar under a 15-year

power-purchase agreement with the city. The city will then buy the energy generated by the solar array at a fixed, discounted rate that's estimated to save the city up to \$50,373 in electric bills during the first year of the project, and as much as \$454,000

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While Liberty executives seek new fans in Newark, the arena's strategy promotes ease of access from New York.

Liberty lifts lamp to N.J. fans, executives

Team hoping its stay in Newark attracts local sponsors

BY ANDREW KITCHENMAN

WHAT WAS BUILT as a home for a professional ice hockey team has rapidly become a basketball empire.

It started with the New Jersey Nets, which shared the Prudential Center's floor with the Seton Hall Pirates while the NBA franchise's new home in Brooklyn, N.Y., awaits completion. Then it was the NCAA Tournament, which hosted the successful East Regionals in the Brick City. And last week, the New York

Liberty held its first exhibition game to open a three-year homestand at the arena.

The WNBA's Liberty — one of the country's most successful women's professional basketball teams — may have only a limited stay in New Jersey, but executives are looking to build partnerships with the Garden State's business community, both as sponsors and season-ticket owners.

"About a third of our fan base

was in New Jersey before we made the move to the Prudential Center," said **Kristin Bernert**, team vice president of marketing. "We felt that given the size of the northern New Jersey market, we thought there was an opportunity to expand even more."

The Liberty, which will play the first of 17 regular-season home games June 11, have been forced to make the temporary move due to ongoing renovations of its home of Madison Square Garden. As renovations have

> See **LIBERTY** on page 10

Road repair plan lays groundwork to pump pipeline

Group: Extra \$41M will create jobs, aid business

BY ANDREW KITCHENMAN

TWO WINTERS OF EXTREME freezing and thawing have left some New Jersey roads a crumbling mess, and a newly reinvented statewide association is looking to do something about it, while also helping fill a thin project pipeline that's squeezing contractors.

The New Jersey Asphalt Pavement Association, a coalition of asphalt producers and road contractors, has launched an effort to increase the amount budgeted for roadway repair projects to \$325 million, or \$41 million more than amount proposed by the state Department of Transportation in Gov. **Chris Christie**'s budget for the fiscal year starting July 1.

The additional funding would directly translate into jobs for the beleaguered paving contractor industry, according to **Vincent Gallo**, executive vice president for **Tilcon New York Inc.**, which has an office in the Mount Hope section of Rockaway Township. The company both provides asphalt for projects and serves as a paving contractor.

"It's going to increase jobs, number one," Gallo said. "We've had a very tight economy. This will get some of our people back to work. Nothing gets people back to work quicker than road resurfacing projects."

Gallo estimates the firm has reduced its headcount by 30 percent over the last few years.

"We're getting few opportunities, due to a lack of funding," said Gallo, also vice president of the Asphalt Pavement Association.

However, that \$284 million this year itself represents a 35 percent increase over the current fiscal year's \$210 million, state officials are quick to point out.

The association previously worked with the New Jersey Association of General Contractors, but decided to hire its own executive director after the 2007 Minneapolis bridge collapse shifted the focus from roads toward bridges, according to **Bob Sauber**, its executive director, who started work in October after a 33-year career with DOT.

> See **ROAD** on page 12

Local focus energizing Red Bank business community

Restaurants, others await return of RiverFest

BY LAURA JOSZT

IN RED BANK, what's old is new again: After almost a decade in other hands, the town's annual summer festival is returning under its old moniker, RiverFest.

The three-day festival, to be held June 3 to 5, is once again being put together by the Eastern Monmouth Area Chamber of Commerce after the Jersey Shore Jazz and Blues Foundation held its own Jazz and Blues Festival for years during that weekend.

"We want it to be all about what makes Red Bank and the Red Bank area great," said **Lynda Rose**, president of EMACC.

RiverFest will have about 20 local artists peddling their wares; well-known area musicians; and local restaurants offering diverse dishes like mahi mahi burgers, lobster rolls and broccoli rabe, in addition to the typical hot dogs and hamburgers.

The focus on Red Bank was important, especially since local restaurants had slowly stopped participating in the festival when it was run by JSJBF, said **Danny Murphy**, one of the festival's

> See **FEST** on page 12

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PENSION

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cated metric, indicates the logic to this argument has faded over the past decade.

The benefits battle now enters a rare chapter in which influential leaders of both parties are urging far-reaching reform of public-sector pensions and health benefits, as New Jersey business groups cheer them on.

While industry representatives won't publicly endorse proposals by Gov. **Chris Christie** or Senate President **Stephen M. Sweeney** (D-West Deptford), they say it is urgent for the state to act now.

"Just the whole issue and conversation of there being reforms to both pensions and health benefits is very much welcome, both among businesses and taxpayers," said **Kathleen Davis**, executive



"Just the whole issue and conversation of there being reforms to both pensions and health benefits is very much welcome, both among businesses and taxpayers."

Kathleen Davis, executive vice president, Chamber of Commerce Southern N.J.

vice president and chief operating officer of the Chamber of Commerce Southern New Jersey.

Although comparisons are complicated by differences in education required for different positions, the average public-sector wage in 2009 — the most recent year for which figures are available — in New Jersey was \$3,900 higher than the average wage in the private sector. In 2000, the difference was only \$229, according to state Department of Labor and Workforce Development statistics.

Business groups have long argued that public employee benefits should be brought into line with those offered in the private sector, where defined-contribution plans have largely replaced pensions.

"Just look at the disparity here, and it's just a matter of taking a practical approach



"Most people who are engaged in this acknowledge that there has to be some reform."

Thomas A. Bracken, president, New Jersey Chamber of Commerce

to what is going on in the world around these people," New Jersey Chamber of Commerce President **Thomas A. Bracken** said. "Companies are doing it for a reason, and the reason is financial viability."

Bracken said any reforms taken this year can provide a basis for future changes.

"Everybody knows that this is a huge cloud hanging over the fiscal health of New Jersey," Bracken said. "Most people who are engaged in this acknowledge that there has to be some reform."

At the same time, the fiscal burden from pension and benefits commitments has begun to weigh on New Jersey's economy.

Josh Barro, a senior fellow with the Manhattan Institute for Policy Research, said the unfunded pension liability is a "looming tax increase in the future," and recommended the state both reduce pension benefits and increase payments into the pension fund.

Philip Kirschner, New Jersey Business & Industry Association president, said the possibility of reform is real.

"It's something that really resonates in the business community," Kirschner



"It's something that really resonates in the business community."

Philip Kirschner, president, New Jersey Business & Industry Association

said, noting the first-hand experience of executives fending off high health coverage costs.

On pensions, "the business com-

munity feels it has to be brought under control if the state's going to return to firm financial footing. There are a lot of models in the private sector, and they're all tighter than what the public sector employees have."

Despite the differences between his proposal and Christie's, Sweeney sees the reforms becoming law.

"The negotiations are still ongoing, but the Senate president is confident that reform is coming, and it will happen before June 30," said Sweeney spokesman **Chris Donnelly**.

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SOLAR

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satellite imagery and proprietary software, to offer clients a firm quote and proposal over the Internet within 24 hours. The company then partners with a network of preferred local installers to install the solar arrays.

Sungevity entered the New Jersey market in May after scoping out local installation partners.

Dave Llorens, CEO of San Francisco-based **One Block Off the Grid**, said New Jersey has the right mix of factors to be an attractive solar market.

"We want to go where we can have the biggest impact," he said. That means going to states where One Block can offer clients affordable systems and significant savings on their electric bills.

"So (we look at) how much does your energy cost and what are the local rebates?" Llorens said. "There are obviously other variables, like demographics and how much sun it gets."

New Jersey scores well in all those areas, Llorens said. The state has relatively high energy prices, and an incentive program that lets solar array owners generate and sell renewable energy credits for 15 years as a means to offset the cost of the systems. Power suppliers then purchase those credits to meet the suppliers' renewable energy mandates through the Solar Renewable Energy Certificate, or SREC, program.

One Block sells solar arrays by gathering groups of homeowners looking to go solar, and using the resulting economies

of scale to negotiate group discounts for the projects. Like Sungevity, the company manages the solar projects, but contracts with local installers.

Dennis Wilson, president of the Mid-Atlantic Solar Energy Industries Association, said he's not worried about out-of-state competition.

"That's healthy," said Wilson, founder of **Renewable Power Inc.**, in the Whippany neighborhood of Hanover. "It increases competition, but competition is always good for industry."

Wilson said there's still plenty of need for solar, and the more the solar industry grows, the more the cost of going solar will come down — something he called key for the industry's long-term health.

Perhaps the biggest player to enter the New Jersey market is **SolarCity**, a San Ma-

teo firm that bills itself as a full-service solar company. Like Sungevity and One Block, it sells solar arrays and offers financing packages, but it also installs and maintains the systems itself.

SolarCity jump-started its East Coast operations by acquiring the residential solar divisions of a pair of green energy companies earlier this year — one in Maryland, the other in Vermont. The company now has 1,100 employees and a fleet of green SolarCity vans installing solar panels on the East Coast. The firm launched service in New Jersey in February.

Lee Keshishian was president of the Maryland acquisition, **Clean Currents Solar**; he's now SolarCity's regional director for the mid-Atlantic.

"As we get ourselves established over the coming months here, we hope to be a

name people will recognize," he said. "We really see that longer-term relationship with the customer as a critical part" of the company's value proposition.

SolarCity offers long-term solar leases to its customers, so Keshishian said it's important that customers work with a company committed to being in business here long term.

If SolarCity, Sungevity and One Block Off the Grid aren't yet household names in the Garden State, they are familiar names to each other — Llorens said many of his California competitors are racing to get a foothold in what they see as the solar capital of the East.

"We see the same players over here that we see over there," he said. "They're in the same business for the same reason we are."

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JETS

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"It's been a disaster," Johnson said. "There's four things that you need to know as a kid: reading, writing, arithmetic and pension management. OK? And you should learn that, because it's behind the door, nobody looks at it, these deferred expenses."

Johnson said growth in state government since the days of Gov. **Thomas Kean**, as well as open-ended commitments to fund public pensions, have put the state in a bind, but its sophomore governor gives him some hope.

"We're not competitive with other states: South Carolina, Texas, Florida," Johnson said. "We may be on a competition level with California, but we've got this weather, and they've got that weather, so they have a little edge there, too. I think Governor (**Chris**) **Christie** — and the Legislature — really has the potential of turning this state around and making it competitive."

The ties between Johnson and business advocacy transcend his name's legacy, as the stadium's suite holders are representative of the top people in the business world. Those suite holders, who shell out thousands of dollars a year for their boxes, "are part owners," Johnson said. "They come in, it's their space, it's very productive from a business standpoint — and it's extremely productive from a family standpoint, too, if you have that luxury. But they are offered virtually everything that we do that they want to participate in."

One connection the stadium hasn't

made with business is that of a naming sponsor, but Johnson said he's unconcerned, as such a sponsorship opportunity is "a dynamic way to ... enhance the image of your firm to your clients and to your customers in a way that's unparalleled."

Fans have given the stadium mixed reviews, but Johnson described it as a "masterpiece."

"It's a hard thing, designing something for two teams. We really come from two different cultures. People complain about it being gray, but gray is really a combination of all those colors. We think that's a good neutral color — and then, on Jets day, that stadium is bleeding green, so when a Jets fan comes in, he says, 'OK, I'm home,'" Johnson said.

But besides a sponsor and the gray seats, the biggest challenge for the stadium might be its neighbors. Sparring over the Meadowlands Racetrack seems to have ended happily, with a new owner installed, but the future of the Izod Center remains unknown, and while progress is being made at American Dream Meadowlands — formerly Xanadu — the project's checkered history invites skepticism.

"Obviously, it would be great for the state if it could go, create a lot of jobs and opportunity for people," Johnson said in an interview before new plans for American Dream were announced. "It's our neighbor, so we'd like it to be something or nothing. Just to sit there doesn't help us." Izod, meanwhile, should be addressed by the private sector, without additional state spending, he said.

The team, along with the Giants with whom the Jets share New Meadowlands Stadium, hopes the megamall and entertainment complex is completed before the 2014 Super Bowl, which the stadium will host — an idea stadium CEO **Mark Lamp-ing** credited to Johnson, though the Jets chief himself credits NFL Commissioner **Roger Goodell**.

"This will be the largest event in the

“It's a hard thing, designing something for two teams. We really come from two different cultures.”

Woody Johnson
New York Jets owner

history of New York and New Jersey," with benefits extending to other states, Johnson said. "The businesses in New Jersey can start being creative about how they can participate. The leadership of the Super Bowl will be all ears listening to people in both states in terms of how we can most efficiently, most effectively, run this absolutely unusual Super Bowl."

He hopes part of what makes it unusual will be snow, making for a grittier game. He also hopes the game opens the door to future Super Bowls.

"We can't make any mistakes — we really have to think of everything, and leave two states with a good feeling both

in the amount of money that they've made and the experiences they've had, and some sort of legacy, which we're looking at now: What are we going to leave behind?" Johnson said.

Landing a big bid like the Super Bowl — or even the approval for the stadium construction — has meant working closely with Giants ownership, a decidedly unique experience in professional sports. But Giants co-owner **John Mara** said the arrangement "has been very good."

"As partners, we have had to make hundreds of decisions in connection with this project, and we have agreed on nearly every one of them," Mara said. "We both want the same thing — to create the best possible stadium experience for our fans."

Lamping said he's seen that collaboration up close. "We have the facility that we have today because of their commitment," he said. "Woody aggressively lobbied his fellow owners, along with John Mara and (co-owner) **Steve Tisch** to deliver the votes" for the Super Bowl.

That passion is what stands out for **George Zoffinger**, former chairman of the New Jersey Sports & Exposition Authority and a Jets fan since the team was called the Titans and played at New York's Polo Grounds.

"He has a passion to see the team do well and he basically has his heart and his head in the right place," Zoffinger said. "He's doing the things he needs to do to try to build a winner, and at the same time, it ends up being a good thing for New Jersey."

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LIBERTY

> Continued from page 5

been limited to the summer, they will not affect the seasons of the arena's other tenants, the New York Rangers and Knicks.

Bernert said the WNBA has been successful both with women business leaders and "dads with daughters."

"They now have the option to not only take their daughters to men's sports," she said, adding that the Liberty play "incredible basketball."

The Liberty are owned by **Madison**

Square Garden Inc., whose **MSG Sports** division also includes the Knicks and Rangers. The company was spun off from **Cablevision** and also owns the Garden.

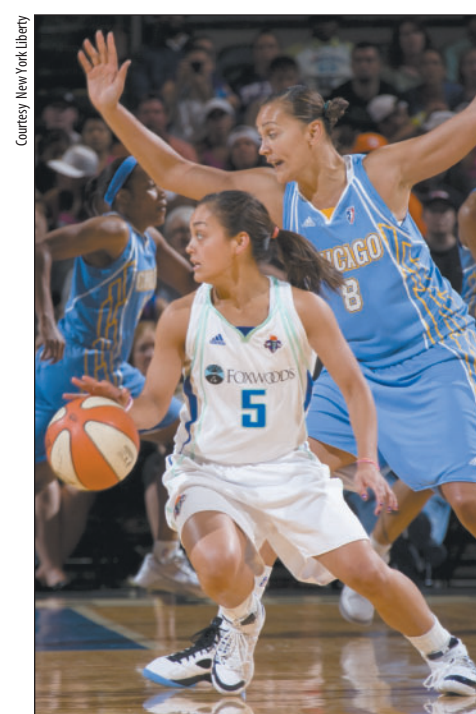
Scott O'Neill, MSG Sports president, said the company has a good understanding of the New Jersey market, which he called "Knicks country." The strengths of the market include a "first-class building" in the Prudential Center, residents with high discretionary spending and large participation in youth basketball, O'Neill said.

The Liberty have been among the attendance leaders in the WNBA since the

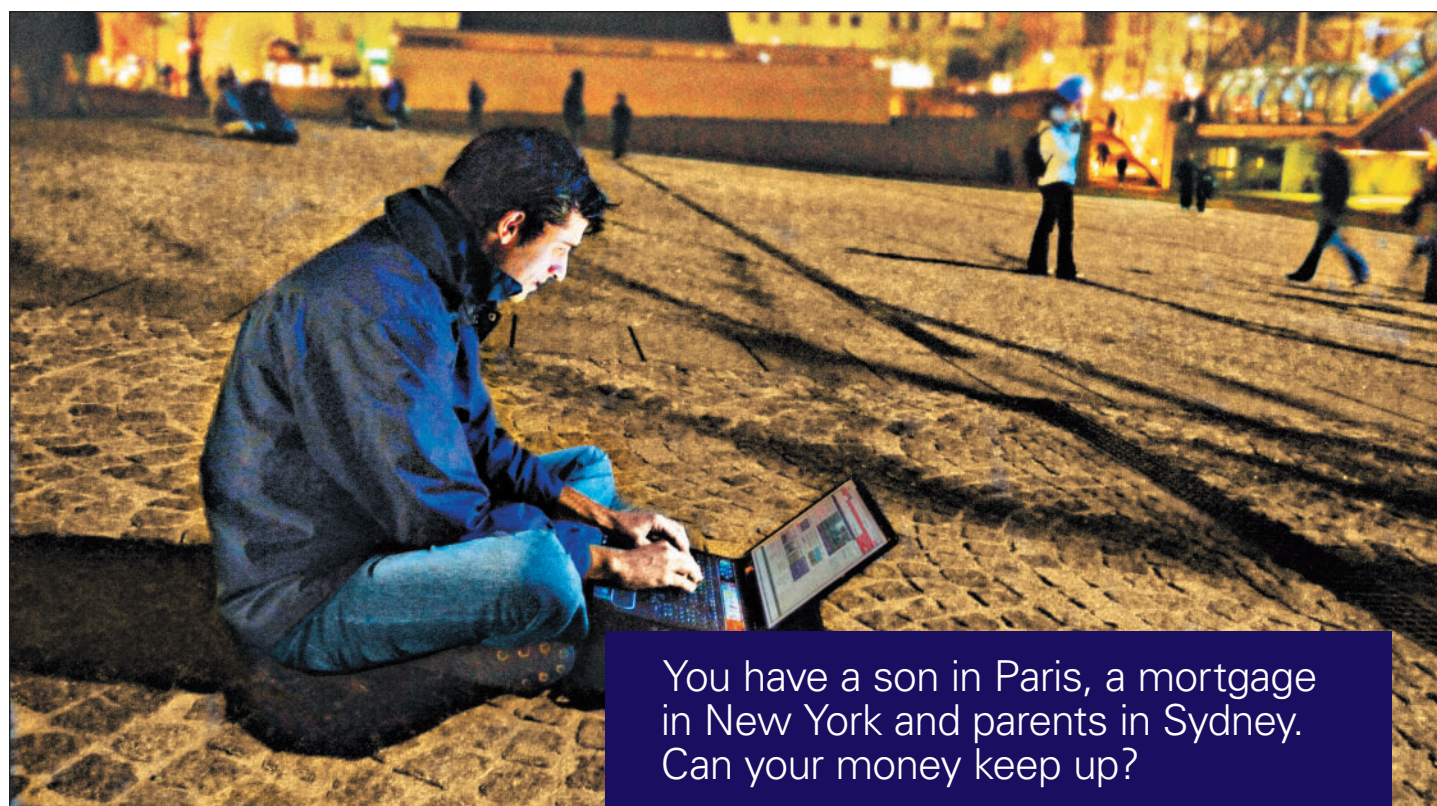
league was launched in 1997, and averaged a league-leading 11,069 fans per game last year, according to WomensBasketball Online.com.

O'Neill said winning fans over to the sport is similar to the marketing work done by any business.

"We continue to be among the league leaders in the metrics that we measure," he said, noting while the Liberty are entering their 15th season, the Rangers are 85 years old and the Knicks are 65. "It's still a very young business. When people come see the game, they always come back. It's a



Courtesy New York Liberty



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wonderful sport to watch. That's what you see on a day-to-day basis."

While the WNBA has a devoted fan base, its economic scale is minimal when compared to its male counterpart. Team salaries are capped at roughly \$800,000, with player salaries ranging from \$36,570 to \$103,500, which also means ticket prices are cheaper—Liberty individual game tickets range from \$10 to \$250.

The Liberty went 22-12 in 2010, and while the team hasn't yet won a championship, it was runner-up in four of the league's first six seasons.

Meanwhile, while the Liberty's front office works to build a New Jersey following, Prudential Center executives are catering to the Manhattan fan base, emphasizing the arena's short distance from the Garden—a 15-minute train ride from Penn Station, which is beneath Madison Square Garden.

The strategy depends heavily on fans using mass transit, though the arena said more than half of New Jersey Devils hockey fans ride the train or bus to get to Newark.

Prudential Center Chairman **Jeff Vanderbeek** said the new relationship would bring several benefits to the arena.

"More people will come to our arena during what is historically a slow time for arenas," Vanderbeek said of the summer, with the Liberty's regular season lasting until early September.

Vanderbeek said the arena has had success when it has drawn new fans, such as the women's basketball fan demographic.

"They say, 'Oh, my God, we haven't seen anything like it,' and they come back for something else," he said.

Prudential Center officials expect the arena to be third in the country this year in the number of high-level basketball games it hosts. And Newark Mayor **Cory Booker** and others have expressed optimism that the arena will attract a permanent NBA team after the Nets decamp for Brooklyn.

"The more basketball we play, the more successful" the arena is seen as a basketball venue, Vanderbeek said. "You have to believe it's a step in the right direction."

E-mail to: akitchenman@njbiz.com

Taking a scalpel to high health care costs

Consulting company focuses on comprehensive savings strategies for hospital clients

BY JARED KALTWASSER

George Malik has spent 30 years cutting costs in the health care industry, but even he gets caught by surprise sometimes — like when he discovered an application he had downloaded for his mobile device came with a monthly fee.

"To be honest with you, at a previous job I had an app that I didn't know the organization was paying for," said Malik, chief operating officer at Wall-based **Vie Healthcare**. "I thought it was a free app, and here the organization was paying every month."

Vie Healthcare, a division of **Vie Partners**, specializes in non-labor cost-reduction strategies for hospitals and other health care providers, typically working with a client for 12 to 18 months to implement a comprehensive savings plan. The company was founded 12 years ago, and today works with about 45 percent of the state's hospitals, in addition to clients outside the state.

Malik, who joined Vie earlier this year, said the approach is to dig beyond surface-level savings, such as negotiating lower price-points on high-dollar devices. Comparing prices to national or regional benchmarks is an important part of the company's work — but so are more unique services, such as comprehensive contract reviews that have turned up "credits that were owed to an organization that were not yet applied," he said.

In those cases, Vie will work with the client to recover those fees from the contractor. Clients pay Vie on a monthly basis based on a percentage of their cost savings.

Vie prides itself on being up-to-date on the latest cost-saving and purchasing trends in the industry, so Malik said he's regularly on the phone with colleagues and business associates trying to find out the latest trends in health care cost reduction. He also reads a lot; Vie's founder and CEO, **Lisa T. Miller**, makes sure of that.

"I get weekly reading assignments," Malik said, noting the packed bookshelves lining the company's conference room walls. "Everyone on the team does, so she



George Malik, right, chief operating officer of VIE Healthcare, says he stays timely on reading materials to learn of cost-savings strategies in other parts of the state and country. Malik is pictured with Jacqueline Oberst, executive vice president.

is very intense on making sure that we keep up with the latest trends in the industry."

Malik said the company often learns of cost-saving strategies that are emerging in other parts of the country.

One example, he said, pertains to radiology costs. Physicians generally receive a professional fee to read a patient X-ray, but Malik said in recent years, many radiology departments began using overseas doctors who could read the X-rays overnight. The American doctors would then come in the next morning, certify the readings, and send the results along to patients.

"The hospital was grateful in the early days to have that service, because it meant they could get patients out of the ER quicker, and it meant that they could possibly discharge patients quicker," Malik said.

But that quicker service came at a price. Doctors were still paid the professional fee, but they also passed the overseas doctors' fees along to the hospital. To make that fee

go away, Malik said, hospitals can use overseas doctors who are licensed in the United States, and thus can read and certify the X-rays, thus cutting out the middle man.

"But not every hospital is aware of that strategy," he said. Still, he's not hesitant to disclose that tip, as Vie has found giving away what some might consider trade secrets actually leads to new business.

The company has held free cost-reduction seminars, and will next month launch a new online certification program for hospital cost reduction specialists.

"When we started to run the seminars and the training programs, we had no idea that it would lead to customers actually calling us because they need the additional resources," he said.

E-mail to: jkaltwasser@njbiz.com

MAKING IT

Making It explores how businesses and nonprofits are meeting the economy's challenges and opportunities. Contact Beth Fitzgerald at bfitzgerald@njbiz.com

Suite Escape

How do you stay organized?

Thank goodness for strong executive assistants, associates and a good office manager to keep me organized in the office. And, at home, my wonderful wife keeps me organized.



Paul Maticera
Partner,
MBI-Gluckshaw

Prayers, a stellar professional staff and a PDA (currently a BlackBerry, soon to be iPhone).



Mike McGuinness
CEO,
NAIOP New Jersey

Organization for me is a four-letter word. I compensate by setting priorities and keeping lists ... if I could just find them.



Alan Sobel
Managing member,
Sobel & Co.

I stay organized by using my BlackBerry, making lists and delegating.



Kathy Waldron
President,
William Paterson University



Anne E. Hoskins
Senior VP of
public affairs and
sustainability,
PSEG

I am tethered to my BlackBerry calendar, and have the support of an outstanding executive assistant.

NEXT WEEK

A new set of panelists will answer a new set of questions.

AT A GLANCE

Vie Healthcare

■ **HEADQUARTERS:** 1973 Route 34, Suite E11
Wall, 07719
(732) 359-7646

■ **FOUNDED:** 1999

■ **MANAGEMENT:** Lisa T. Miller, founder and CEO;
George Malik, chief operating officer

■ **EMPLOYEES:** 25

■ **PERFORMANCE:** The company's client portfolio includes 45 percent of the state's hospitals, in addition to a range of health care clients nationwide.

FEST

> Continued from page 5

founders, who is involved again this year. He wants to see RiverFest as it was in the '90s, when people who grew up in the area, but moved away, would return to attend.

"Every year, I would see people I hadn't seen in years were at that event," said Murphy, owner of **Murphy Grill and Wine Bar** — formerly Murphy's Steakhouse, Seafood and Sushi Bar.

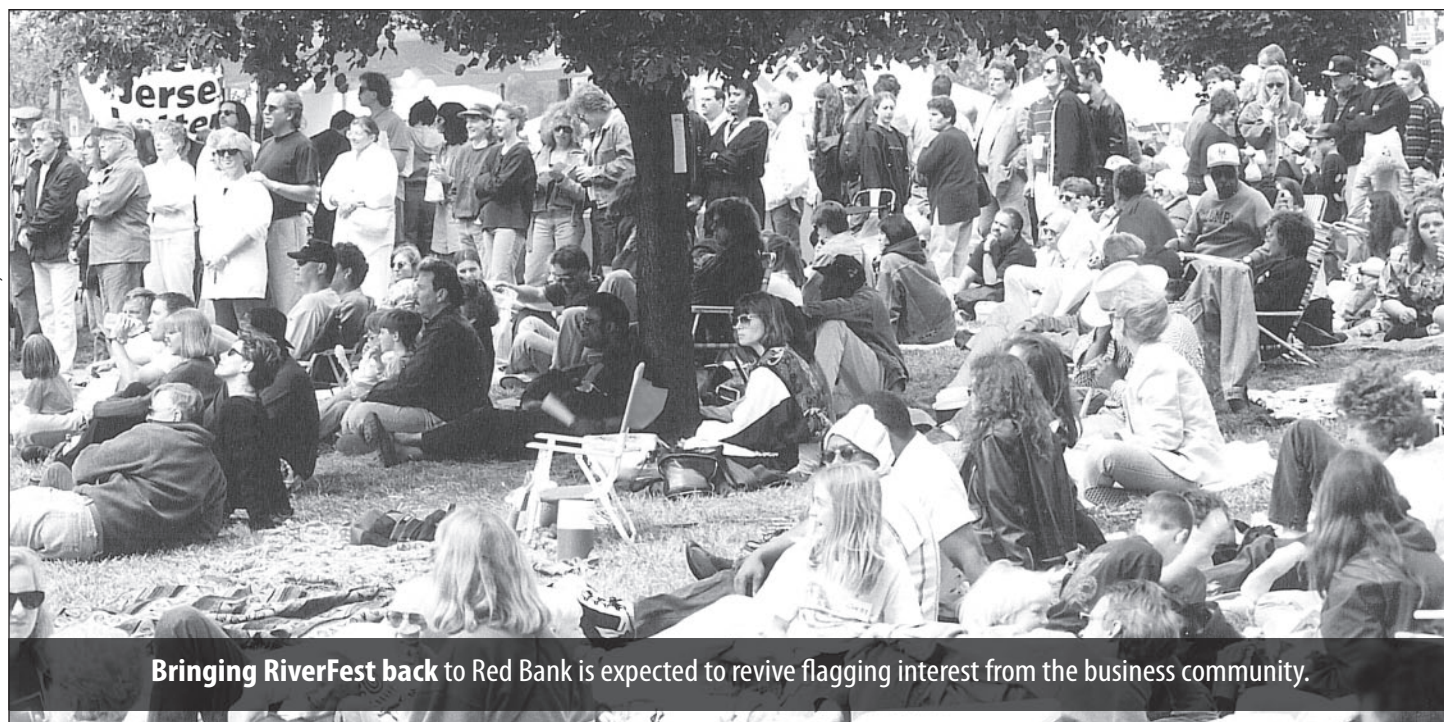
Putting together the festival was a little more difficult than in the past, because EMACC found out only six months ahead of time that it was going to run it again — in years past, the event would evolve over the course of a full year. Despite the hustle, Murphy said RiverFest had been held for so many years that there was an easy formula to put it back together. The biggest challenge the organizers face is getting the word out that this year's RiverFest is going to be a revival of how it was in the '80s and '90s.

RiverFest originated in 1981 as 14 restaurants serving food under one tent. From there, the event grew to include music, arts and crafts, and boat rides on the Navesink River, which runs by the festival's home at Marine Park.

At the time the festival began, the local restaurants in the area viewed one another as competition. According to Murphy, the creation of the festival caused operators to work together in a way they otherwise would not have, and it caught on. Even now, the festival's food vendors primarily are local restaurants.

After growing a few years, the festival

Courtesy of the Eastern Monmouth Area Chamber of Commerce



Bringing RiverFest back to Red Bank is expected to revive flagging interest from the business community.

called itself RiverFest, and in 1990, it partnered with JSJBF, also based in Red Bank. At that point, the festival had grown so much that it was drawing upwards of 100,000 people for the weekend, according to Murphy.

In the early 2000s, there was a split, and both EMACC and JSJBF requested to hold their own festivals on the first weekend after Memorial Day. According to Red Bank Mayor **Pasquale Menna**, who had been on the council at the time, the vote was split, but the weekend went to JSJBF.

The foundation ran the festival for a few years, but in 2010, JSJBF was told it couldn't hold the festival at Marine Park,

the traditional home for the event, because it was under construction and the borough didn't know when it would be finished. So the New Jersey Jazz and Blues Festival was held at the Monmouth Park racetrack, in Oceanport.

"We got a lot of feedback from people who hoped that the chamber would run it again, because it seemed to have lost its local flavor," Rose said. "This is our first year running it again. We're doing a lot of fence mending."

The mayor and council gave the weekend back to EMACC to revive RiverFest, even though JSJBF asked to come back to

Red Bank this year, according to **Doris Lazure**, foundation manager. EMACC made the argument that times were so challenging that local restaurants should be given the chance to participate and make money during the weekend.

"I think that the general consensus was that you have local businesses that pay taxes, employ people, are here 365 days out of the year, and they wanted to at least have a chance to highlight what they do day in and day out," Menna said. "And I think that was a very persuasive argument for the council."

E-mail to: editorial@njbiz.com

ROAD

> Continued from page 5

According to association figures, state spending on road repairs over the past two years is off more than \$200 million from the amount specified in the state's capital investment strategy. The budget must cover the entire state highway system of 8,500 "lane miles" of roads, a term used to de-

scribe the total length of all lanes.

"The conditions are going to continue to deteriorate" without a larger increase, Sauber said.

After the \$325 million called for in the coming year, the association is asking for \$350 million annually in future years. Sauber pointed to a 2002 state report that found it would cost \$1 billion per year to fix all of the roads.

New Jersey is particularly vulnerable to wear and tear on roads, since it is north enough to have frequent freezes and south enough for rapid thaws. Sauber said letting repairs wait too long will result in damage to highways' base layers, noting that some of the state's roads date to the 1930s or earlier.

Sauber said it's not only the state's asphalt industry that depends on repairs — all

businesses that use the roads and have to pay for vehicle repairs are stakeholders, too.

"When you try to attract business to New Jersey and you see a bunch of beat-up infrastructure, it doesn't look too attractive," he said. "If we're trying to be competitive and attractive (to) business here, you have to have the infrastructure to support it."

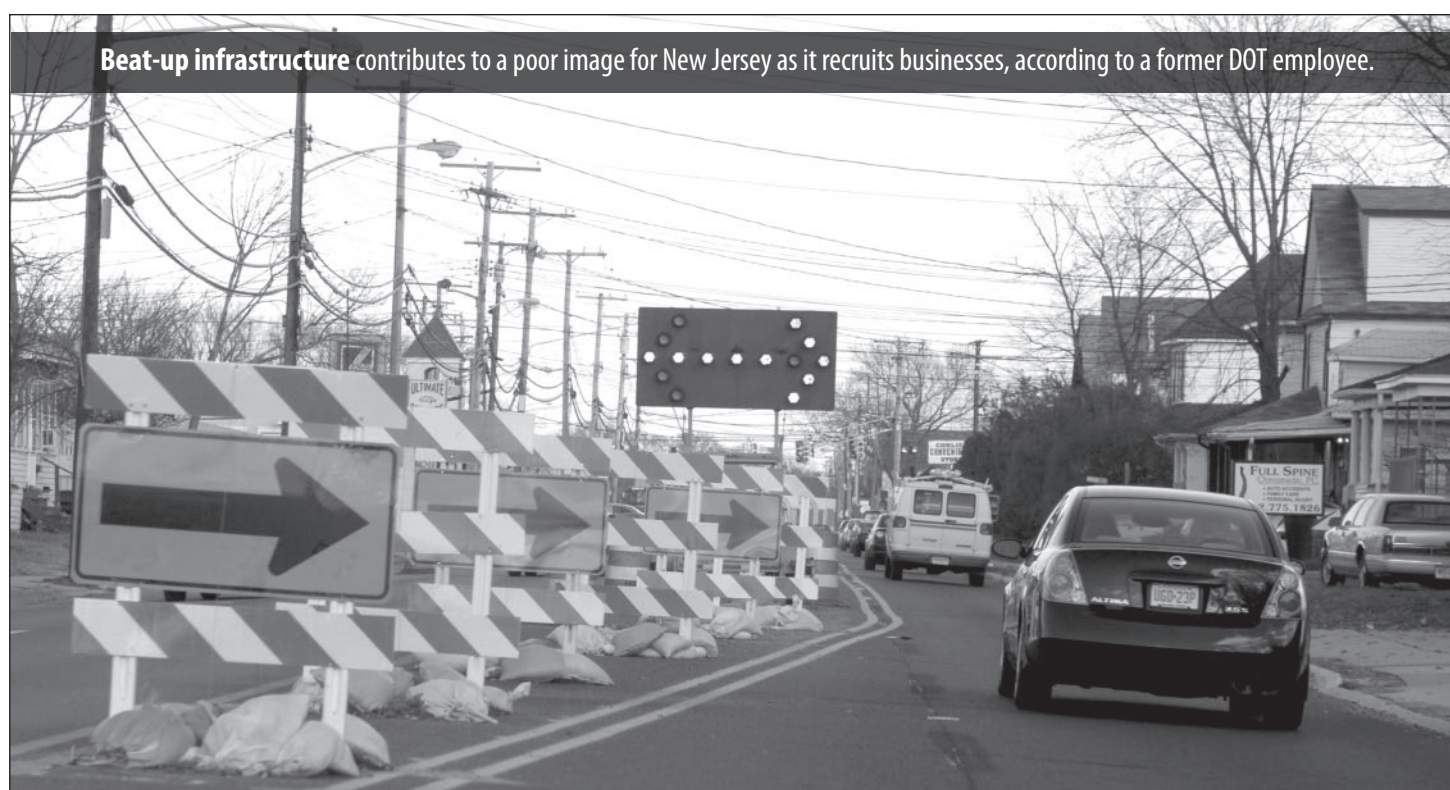
DOT spokesman **Joseph Dee** said the state understands the importance of repairs, and said the state has been making major repairs on Interstate 295 and other roads — essentially building them from the base up. The coming year will see a mix of projects, from minor pothole repairs and sealing cracks, to milling and paving of road surfaces to reconstruction of road base layers.

Dee said the state is on a path to having 80 percent of state roads defined as being in "acceptable condition" within 10 years, contrasted with 48 percent currently.

"We have to balance our priorities, to keep our roads safe, our bridges safe and other priorities" like local aid, congestion mitigation and safety measures, Dee said. "There's a range of important priorities that need to be addressed in every budget, and in this budget we're increasing funding for pavement projects by 35 percent."

Bridge repairs will see a smaller percentage increase than roads — 19 percent — but a larger numerical increase, from \$714 million in the current fiscal year to \$850 million in the coming year, Dee said.

E-mail to: akitchenman@njbiz.com



Beat-up infrastructure contributes to a poor image for New Jersey as it recruits businesses, according to a former DOT employee.

File photo



Anchors away, now returning
Canadian conglomerate **Triple Five** appears to be making progress in lining up retailers for American Dream, the massive entertainment and retail complex formerly known as Xanadu in the Meadowlands.

Bloomington's has already made a commitment to be an anchor tenant at the project, according to a source that spoke with the Mall of America owner during the International Council of Shopping Centers' conference in Las Vegas last week. Triple Five, which officially unveiled plans for American Dream earlier this month, also is close to finalizing a commitment with **Saks Fifth Avenue** to be another anchor, the source said.

Those two deals "are really indicative of how aggressive they're going to be in signing tenants," the source said. "They are already apparently discussing with numerous other tenants to commit there, especially based on those two anchors committing."

Triple Five "is also looking for tenants to show and display their stores differently" than they would at other malls, the source said. "Each tenant is going to have to think out of the box, and not do the normal concept that they would do."

President: RU leaving?

Chatter continues among those connected to Rutgers that **Richard McCormick** will be leaving the university.

But a source very familiar with the president dismissed the talk: "I don't think that the rumors are accurate, but I do think the president's always reassessing his status at Rutgers."

Some consider **Phil Furmanski's** recently announced exit a harbinger, but the dismissive source said the executive VP's plans should not be viewed as an indicator of what McCormick might do. "Folks are missing the mark" if they think there's a connection, the source said.

Furmanski's departure has raised eyebrows because he was reportedly brought to Rutgers to handle the medical school integration of the merger of Rutgers, UMDNJ and the New Jersey Institute of Technology proposed in the **Jim McGreevey** days. People have questioned why Furmanski would leave now, when the Rutgers-UMDNJ merger is again a hot topic.

But a source familiar with the history of medical school discussions said, "It is highly unlikely (McCormick) would leave before the restructuring of the medical school is resolved."

Rutgers had no comment as of press time.

Playing its Trump card

Interest is increasing among possible buyers of key Atlantic City properties.

Talks for the sale of the **Atlantic City Hilton Casino Resort** are in the due diligence stage and are down to two parties — one contender got bounced when it couldn't prove it had access to funding —

according to an attorney. But a third party, an investor group from China, made a late bid that could spice things up, according to the source.

Whoever gets the property probably will have to rename it, added the source, since the license to use the Hilton name previously expired, and has been periodically renewed on a short-term basis.

Also, a bona fide offer already has been made for the Trump Plaza, according to a lawyer close to the negotiations. A Trump spokesman said the company would have nothing to add to **Trump Entertainment Resorts** CEO **Robert F. Griffin's** recent comments that the company would con-

sider renovating or selling the **Trump Plaza Hotel Casino**.

Finally, offers for the troubled Pier Shops at Caesars Mall will be made by June 2, according to an attorney with knowledge of the negotiations. Previous Pier Shops owner **Taubman Centers Inc.** returned the property to its lenders, and a buyer will likely have to redeem an outstanding \$80.5 million note — that's likely to be settled for half that amount — and other loans, according to the source.

Retaining star players

The opening event for the nonprofit

Choose New Jersey — bringing corporate relocation advisers together with President **Tracye McDaniel** for the NCAA East Regionals — proved to be such a hit that the organization is looking for an encore.

McDaniel is again planning to host corporate executives in the **PSEG** suite at the Prudential Center, this time for the NBA draft June 23. The theme of the event is the state's efforts to retain companies, according to a source familiar with the plans.

Grapevine reports on the behind-the-scenes buzz in the business community. Contact Editor Sharon Waters at swaters@njbiz.com.

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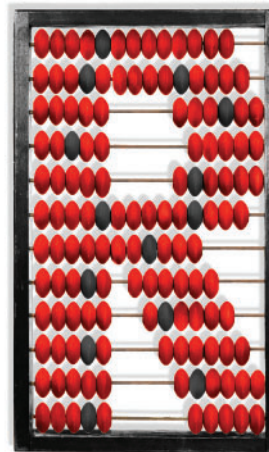
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OUR POINT OF VIEW

Abbott: No departure, no surprise

Well, when we're wrong, we're wrong. In this space last week, we said politicians, over-anxious at the sound of a \$500 million income tax windfall landing in their trough, would do some foolish thing — like hand out property tax rebates — with the money before they had to think of the consequences of, say, ignoring a pension shortfall that's grown faster than **Barry Bonds** on steroids.

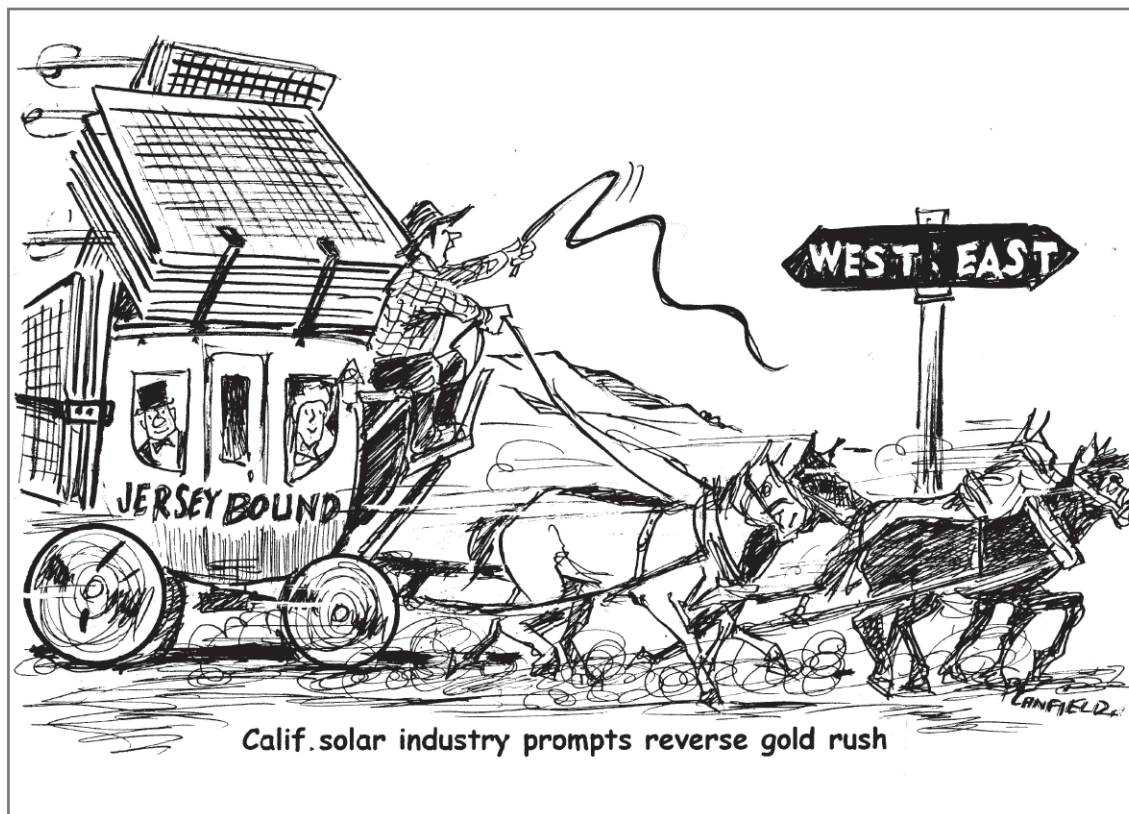
As it turned out, the governor indeed planned to fork over the money in the form of property tax relief, but **Chris Christie** didn't spend it fast enough, and now the state Supreme Court has decided the state must pay another \$500 million to support the 31 so-called Abbott districts.

The amount of blustering that came about in the hours after the decision was announced — the governor himself referred to the court as “horribly fractured” — was laughable, as politicians jumped at the chance to shout that throwing money at the problem wouldn't create a solution. How quickly they seem to have forgotten the hundreds of millions thrown at Xanadu, aka American Dream Meadowlands; the **Revel Entertainment** project, in Atlantic City; and Newark, in arranging for a new U.S. headquarters for **Panasonic Corp.**

We don't agree with the court's decision, which removes even the faint hope that the state might have made a dent in its mounting debt, and we're sure the already-heated budget fight will now escalate into full-on war as the Legislature considers tax hikes that Christie has vowed to veto. But most of all, we feel for the business community that is watching another nine-digit dollar amount evaporate, and knowing that the result will be ever more taxes and ever fewer reasons to stay in the Garden State.

You also have to feel for **Tracye McDaniel** and her Choose New Jersey efforts. Even the ancient mariner didn't bear an albatross as heavy as the one the court has hung from her neck.

OPINION



Quote marks

“Other states have proven that more money does not equal more success in education.”

Steven V. Oroho
state senator

LETTERS TO THE EDITOR

Law will cut insurance costs

Companies with government contracts recently filed their annual contribution disclosure forms with the Election Law Enforcement Commission. The data showed that the Citizens Campaign's state and local pay-to-play reform laws are working, effectively cutting the flow of contributions by 38 percent since the law went into effect.

Now, the Citizens Campaign is empowering citizens to fix another wasteful practice — insurance contracting, which is rife with corruption and weak competition — by offering a model law to ensure conflict-free competition in obtaining “best price” insurance coverage.

Insurance procurement is one realm of government business that has been riddled with corruption. In just the past year, insurance records at more than 30 municipalities and school districts have been subpoenaed by the FBI. Perth Amboy and Toms River were victims in a corrupt insurance scheme that robbed their school districts of millions of dollars.

The Citizens Campaign has written a model law for school board and town government adoption that not only cleans up this system, but has the potential to save millions of dollars.

Our model law is simple. Rather than insurance companies paying brokers a commission and fees that inflate the cost of coverage, the law requires brokers to be hired by the town or school district on a competitive, flat-fee basis. Second, it requires towns and school districts to get multiple quotes, including from the State Health Benefits Program and Joint Insurance Funds. So far, citizens in Cherry Hill, Toms River, Perth Amboy and Morristown have successfully implemented this method, and saved more than \$10 million.

The Citizens Campaign is now empowering citizens statewide to propose this effective model law for best-price insurance contracting, proving you don't need to be elected officials to get things done.

*Harry Pozyski, chairman
Citizens Campaign
Metuchen*

Outraged at pharma ads

Many legislators in Congress still do not get it. The largest contributing factor in the outrageous cost of prescription drugs is advertising and promotion, estimated to be about 37 percent of the price we pay for those medicines.

The incredible waste of valuable prescription drug resources is appalling. Here's but one example of such waste: There are hundreds of thousands of pharmaceutical company ads that appear in many thousands of magazines and newspapers each year. Most of the major pharmaceutical company ads in magazines usually contain a couple of pages of stats describing the product and its contraindications. These pages are often set in type so small that they cannot be easily read. And if one were to take the time to read it, the technical language is incomprehensible to most readers. Since only a physician may prescribe prescription drugs, such advertising properly belongs only in medical and professional journals.

Billions of dollars are spent each year on television and print media ads. These enormous costs are reflected in the price of the product. Direct-to-consumer advertising of prescription drugs should be banned. The United States and New Zealand are the only countries that permit direct-to-consumer advertising of prescription drugs — and prescription drugs in New Zealand are heavily subsidized by the government. Drug prices in most other countries



are about half those in the United States.

But the most damnable outrage is the Medicare Modernization Act prescription drug language, which prohibits our government from negotiating prescription drug prices. You can bet that it was the drug companies that wrote that provision into the bill. That provision alone has cost taxpayers untold billions of dollars.

The pharmaceutical industry does not need any more protection — it needs less. It is the drug consumer who needs protection from drug companies. It's time to rein in the pharmaceutical industry drug cartel and their congressional co-conspirators.

*Paul G. Jaehnert
Vadnais Heights, Minn.*

Little-known Dodd-Frank provision will have impact

For New Jersey business leaders who have not yet read Section 1502 of the Dodd-Frank Act, I would suggest putting it on their priority list.

The act, which was created to protect consumers and investors, and to ensure the financial stability of U.S. markets, could have a profound effect on their businesses.

Section 1502 includes additional reporting requirements for companies' Securities and Exchange Commission filings on the sources of certain metals used for the manufacture of products. The intent of the provision is to curb violence and exploitation in the Democratic Republic of Congo and neighboring countries by exposing companies that use minerals derived from this region.

Metals covered under the act are commonly referred to as "3TG," or tin, tantalum, tungsten and gold. These metals are widely used in industries throughout New Jersey, including electronics and communications, aerospace, automotive, jewelry, health care devices and diversified industrial manufacturing.

While this provision was signed into law by President **Barack Obama**, its implementation is being decided by SEC. We anticipate the final rule will be released in the fourth quarter of 2011, and effective for a company's first full

fiscal year after the rule is final. A company will be affected by this rule if it files reports with SEC under the Exchange Act, and if conflict minerals are "necessary to the functionality or production" of its products. Even non-SEC-registered companies may be affected if they are part of the supply chain for these metals to SEC-filing companies.

Leading companies are proactively address-



“Even non-SEC-registered companies may be affected if they are part of the supply chain for these metals to SEC-filing companies.”

– Kelly Watson

ing the issue, including publishing the names of their primary suppliers, adding requirements to their supplier contracts and making disclosures on their company's website.

Some things a company can do now:

- Determine if 3TG metals are necessary for manufacturing its products, and determine where they are used in products or processes.

- Develop a list of suppliers that potentially use 3TG metals and risk rate them to understand exposure to conflict minerals.

- Survey suppliers on their sources of the 3TG metals, down to smelters and mining region, and seek third-party certification or conduct spot-audits if necessary.

- Develop a supply-chain policy and risk management plan.

- Mandate usage and certification of Democratic Republic of Congo conflict-free sources of 3TG metals in supplier contracts.

In order to comply with Section 1502, companies will be asked to do the following:

- Public companies must disclose annually whether they use conflict minerals.

- Disclose whether or not any of their conflict minerals originate from the Democratic Republic of Congo and neighboring countries.

- Furnish an audited conflict minerals report as an exhibit to their annual report filed with the SEC, if they determine their conflict minerals originate from the Democratic Republic of Congo and neighboring countries or if they are unable to determine the origin of such minerals.

While the conflict minerals provision may seem to represent a small slice of the regulatory reforms that New Jersey companies will need to incorporate into their operations, it could, at a minimum, create serious reputational concerns if they don't comply with the new law.

Kelly Watson is the New Jersey office managing partner of KPMG.

NJBIZ OPINION POLL

Readers encourage the state to repay its own debt

A solid majority of responders to the most recent opinion poll said they wanted to see the state spend its expected windfall from higher-than-planned income tax collection on repayment of its long-term debt.

Of course, responders were giving their input before the state Supreme Court decided New Jersey must pour another \$500 million into its poorest-performing Abbott districts, so even if fiscal restraint was the plan in Trenton, it's probably a moot point now.

"Even debating this is an appalling indicator of how stupid this state is when it comes to sound fiscal policy," one discouraged reader commented in defending the choice of paying down debt.

In supporting debt repayment, another reader pointed out that "it's only a projected

windfall, right? Politicians have no problem spending money they don't even have yet, and we get to clean up the mess."

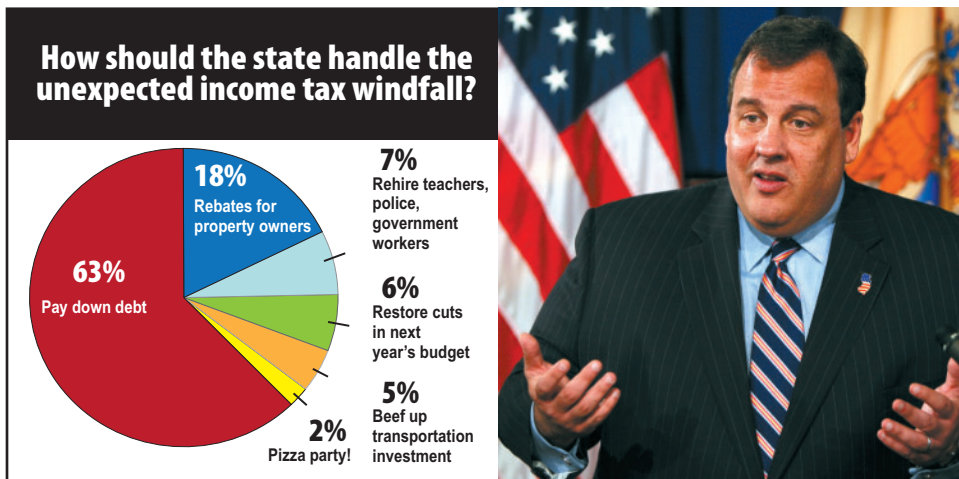
The debt was called the source of the state's other problems by another responder,

the mind of at least one responder, who called the ever-increasing debt at all levels of government "a looming time bomb that grows closer and closer to an apocalyptic event. We must do something about it now. Too many of our leaders are acting as if this is all going to go away."

A reader who responded that the debt "is killing us," said the pizza party was a good second choice: "Seems many others have partied at the taxpayers' expense, so it might be nice to get at least that much."

Another responder, though, was more worried about taxpayer money winding up in a familiar place. "Anything but (putting) more into the pit formerly known

as Xanadu!" the reader wrote.



who said by paying down its obligations, "the issue of funds for teachers and police, infrastructure improvements, and tax relief will take care of themselves."

Predictions of the rapture were weighing on

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PUBLISHER

Thomas F. Curtin tcurtin@njbiz.com

ADVERTISING

DIRECTOR OF SALES

Mark Cialdella mcialdella@njbiz.com

SENIOR ACCOUNT EXECUTIVE

Penelope Spencer pspencer@njbiz.com

ACCOUNT EXECUTIVES

Susan Alexander salexander@njbiz.com

Ryan Boyd rboyd@njbiz.com

Samantha D'Amore sdamore@njbiz.com

Craig Fallon cfallon@njbiz.com

Jessica Holmes jholmes@njbiz.com

Joe Malone jmalone@njbiz.com

EDITORIAL

EDITOR

Sharon Waters swaters@njbiz.com

MANAGING EDITOR

Joe St. Arney jstarney@njbiz.com

COPY/LAYOUT EDITOR

Meghan Shapiro mshapiro@njbiz.com

STAFF WRITERS

Finance/Accounting/Law/Transportation

Martin C. Daks mdaks@njbiz.com

Online

Melinda Caliendo mcaliendo@njbiz.com

Health Care/Nonprofits/Retail

Beth Fitzgerald bfitzgerald@njbiz.com

Pharmaceuticals/Energy

Jared Kaltwasser jaltwasser@njbiz.com

Trenton Bureau/Sports and Entertainment

Andrew Kitchenman akitchenman@njbiz.com

Real Estate/Economic Dev./Environment

Evelyn Lee elee@njbiz.com

PHOTOGRAPHER

Christina Mazza cmazza@njbiz.com

RESEARCHER

Danielle Neufell dneufell@njbiz.com

ART / PRODUCTION

DESIGN MANAGER

Darren Phillips dphillips@njbiz.com

DESIGNERS

Kevin Paccione kpaccione@njbiz.com

Sara Siano ssiano@njbiz.com

DESIGN INTERN

Alyssa Naysmith design@njbiz.com

EVENTS

EVENTS DIRECTOR

Wendy Berg wberg@journalpub.com

EVENTS AND MARKETING COORDINATOR

Sarah Spangler sspangler@njbiz.com

BUSINESS OPERATIONS

BUSINESS MANAGER

AnnMarie Karczmit akarczmit@njbiz.com

MARKETING MANAGER

Anne Beck abeck@njbiz.com

ADMINISTRATIVE ASSISTANT

Jessica Perry jperry@njbiz.com

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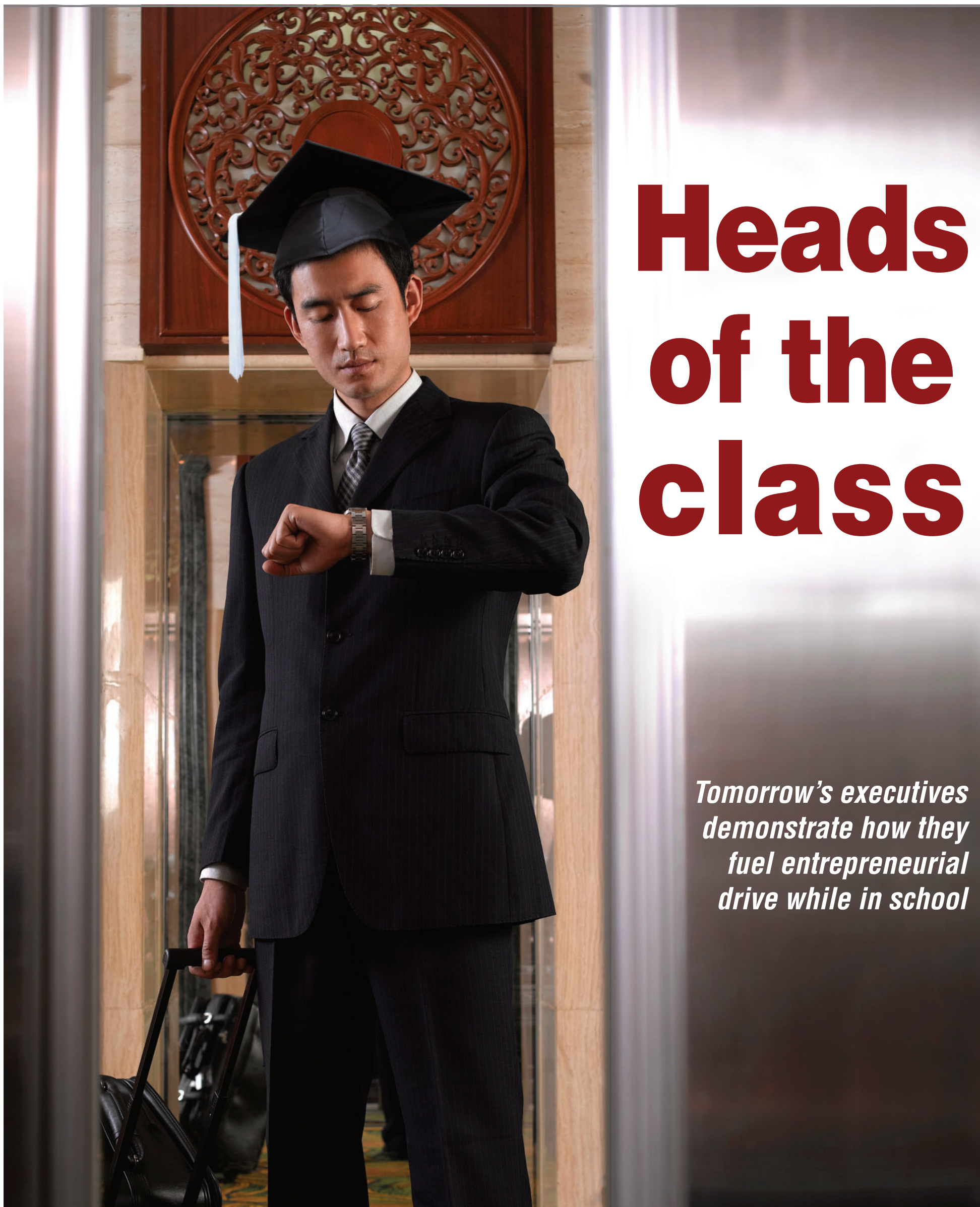
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Heads of the class

Tomorrow's executives demonstrate how they fuel entrepreneurial drive while in school

Smartphones power early success

Matt Bischoff
New Jersey Institute of Technology

When **Apple Inc.** approved Quotebook, a smartphone application for finding, saving, sharing and organizing quotations, it was a big hit for **Lickability.net**. Since March, thousands of iPhone, iPod Touch and iPad owners have downloaded the app at \$1.99 a pop; the company gets \$1.40 from each sale.

Enter "friends, Romans, countrymen" in the Quotebook app, and you'll be led to information on **William Shakespeare** and other quotes from "Julius Caesar." Users are able to rate quotes and flag them for easy retrieval, and can also easily share them through online social networks.

"It's an extended-memory system for quotes, for writers and students," said NJIT sophomore **Matt Bischoff**, a co-owner of the company. The most unusual user so far, according to Bischoff, is "a father who is keeping track of the funny things his daughter says as she learns how to talk."

Bischoff, 20, founded Lickability with **Brian Capps**, a student at the University of Miami. The company's lone employee, NJIT student **Andrew Harrison**, programmed the app and answers e-mails

from users.

The three split the proceeds from the app sales, Bischoff said.

"This is really exciting — and a lot more exciting than any other summer job opportunity for a college student," Bischoff said. "It engages creativity, and



more important than the money is that I'm making things that people I really respect care about."

Bischoff is majoring in human/computer interaction, and when he graduates from NJIT, he said he expects he'll be doing work for a small design agency, designing user interfaces for applications on platforms of big companies like Apple, **Google Inc.** and **Facebook Inc.** But "if it works out, I might start a company." His success so far "has given me great hope."

A flexible schedule is his cup of tea

Justin Ruffing
Seton Hall University

When **Justin Ruffing** was a child, he caught the entrepreneur bug from his grandfather, who owned a company that made polymers for tires.

"It always seemed more appealing to me to be the one who owns the business, who operates and runs things, as opposed to someone who answers to someone above them," he said.

What he learned from his grandfather, now retired, was that owning a business "is a lot of work, but always interesting and different; it keeps you on your toes. Every day is a different challenge. The upside is that the more you put into your business, the higher you can go."

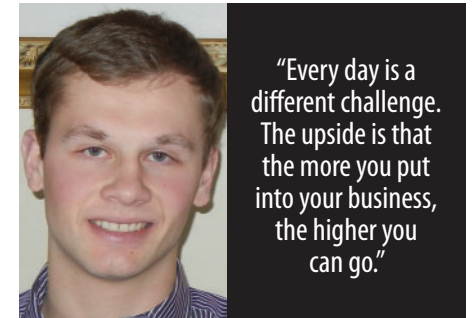
Ruffing, 20, plans to work a few years in the field where he'd like to own a business so he can get some experience, and is leaning toward an independent coffee bar.

"I have always enjoyed going to them, and I would like to do something for a living that I enjoy," he said.

Ruffing has done his research, and expects Americans will continue to search for and demand a great cup of coffee, giving him confidence in pursu-

ing this path. "Coffee is an increasing market," he said.

A business major who's minoring in entrepreneurship, the sophomore said owning a business provides "a lot more independence. You can get the work done on your time and make sure you get it



done around your schedule. ... It is simpler to answer to yourself when you are working for yourself and your livelihood relies on how hard you work."

He said he's prepared to work 60- or 70-hour weeks to get his own business off the ground.

Ruffing said he goes to coffee shops to socialize and study.

"It's a very social atmosphere; you meet a lot of people," he said. "I enjoy meeting people and getting to know what makes people tick."

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He's keeping the home fires burning

Vladimir De Delva
Rowan University

When **Vladimir De Delva** proposed his plan for Haiti Biofuels — a venture to make fuel from the oil of a tree that thrives on the island — at a business plan competition at Rowan's Rohrer College of Business, it won first place.

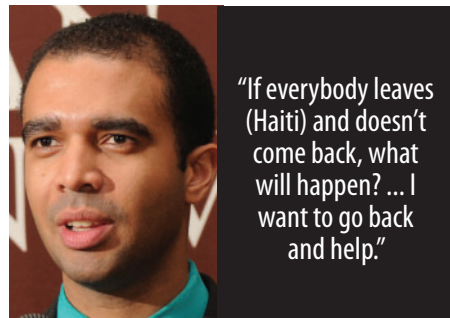
But the Haitian chemical engineering major, who graduated earlier this month, first plans to go to work for a rum manufacturer to get experience in his home country, and launch Haiti Biofuels in his spare time.

De Delva, 24, said at **Rhum Barbancourt**, he will run a cogeneration plant that burns waste sugar cane to create electricity. Meanwhile, he plans to launch Haiti Biofuels about 30 miles outside Port-au-Prince, in a semiarid area he said is ideal to grow his feedstock. He said Haiti imports about 100 million gallons of diesel fuel a year; De Delva expects his biofuels to be a bargain compared with diesel.

"Haiti is a very depressing place; a lot of people are leaving," he said. His parents have their own fuel distribution business on the island, and could afford to send him to New Jersey for college. He said most students leave for school and

never return, "but if everybody leaves the country and doesn't come back, what will happen? I love my country. I want to go back and help."

He said the biofuels process he will employ is proven technology "but optimizing the process and getting a good



yield is something else." He intends to create jobs for farmers, who will plant trees, harvest the seeds, then sell him the seeds.

His parents are entrepreneurs who import and distribute propane, gasoline and kerosene, and have more than 20 employees. Even further back, he said, his grandfather had his own pharmaceutical import business.

"My parents think it's great I want to be an entrepreneur — they are proud, and they push me," he said.

Balancing their books, customers

Andrew Westfall
Rider University

Andrew Westfall and **Ben Chiappetta**, both 23, were juniors in high school when they launched their Internet hosting business **Plutomic Hosting**. Westfall will graduate in December with a double major in computer information systems and entrepreneurship, as "I knew I wanted to run a business." He runs Plutomic virtually with Chiappetta, a Thomas Edison State College student; June 26 will mark six years they've been juggling academic and business careers.

"It has been a roller coaster," Westfall said. "We started out as just a small reseller for a large Web hosting provider. But we grew, through acquisitions of other companies and just general marketing and getting the word out. Now, we have fully owned equipment racks, switching hardware and servers."

Plutomic has 130 customers. "Some are local businesses, and some are in Australia, Florida, the United Kingdom, India and Japan," Westfall said, describing Plutomic as "a full-service managed hosting company" with its servers at a data center in Philadelphia.

He said the economy "definitely had a drastic effect" on revenue, "but in the

last year or so, we have seen a recovery." Clients include a custom draperies business and an Oregon company that provides online classes for students who are home schooled.

Being a student entrepreneur has required a business-first approach, Westfall



said. Customers expect 24/7 performance; he and Chiappetta will do technical maintenance at 2 or 3 in the morning. But running his own business "gives me the flexibility to do things the way I need to do them."

"We originally started the business with the intention of making it a full-time livelihood," he said. "We both grew up with entrepreneurs in our families. We both wanted to do something on our terms, and bring it to fruition and make a livelihood and live comfortably. That was our goal in high school."

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Betting her customers will welcome low-stakes cards

Kellie De Celis
*Richard Stockton College
of New Jersey*

During her decade-long career in Atlantic City, **Kellie De Celis**, 33, rose from blackjack dealer to pit manager, training and supervising workers on the casino floor. When she graduates from Stockton next year, she plans to launch The Lucky Ladies, a business that will run gambling entertainment nights for corporate events, private parties and fundraisers.

"The concept came to me because the casinos offer \$1 and \$5 tables," De Celis said. "A lot of people are not playing blackjack to make money — they want to enjoy gambling, they want to play low-risk roulette. People are interested in playing for entertainment."

The Lucky Ladies will supply everything a gaming party needs — tables, chairs, roulette wheels, blackjack tables, chips — plus licensed dealers who are multitaskers, like female "dealer-tainers" who might sing, dance or juggle to enhance a lively evening of social gaming.

De Celis said the social gaming party concept already has "caught on like wildfire. My innovative idea is to provide risk-free gaming entertainment, with beautiful, friendly dealer-tainers."

A Louisiana native double majoring in management and communications who graduates next May, De Celis sees more opportunity as an entrepreneur than casino employee.

During her years in Atlantic City, "every day when I went into work I would smile," De Celis said. "I knew my players, and I loved working with my team." But she expects more career satisfaction and



financial reward running her own show: "I can see everything that I can do with marketing and branding — in my mind, it seems unstoppable."

De Celis got some advice from the Small Business Development Center at Stockton, wrote a business plan, and is trying to raise startup capital of \$30,000 to \$50,000. And she has recruited about 15 people interested in joining The Lucky Ladies, which she hopes to launch in July 2012.

Working on the casino floor gave her valuable experience, but after a few years, "I wanted to go into management, and ... without a college degree I could not move up any further in my career." Her business courses and casino experience convinced her she has what it takes to make Lucky Ladies "the most in-demand casino night provider" in South Jersey.



Reaping rewards of her business acumen

Kaitlynn Zolnay
The College of New Jersey

Kaitlynn Zolnay, 20, was a third-grader when she started baking dog biscuits and selling them to local pet stores. Unlike most third-graders' startups, **Bandit's Biscuits** is still in business, and Zolnay also runs **Orchidaceous**, a decorative art business she launched in high school.

The sophomore at TCNJ was only 9 when she became an entrepreneur, "and to this day, I'm not sure why I liked it so much," she said.

"It's exciting to talk to people, work with people and do something to help other people, and I enjoy it. You sit down and work through a problem; it's always changing."

Zolnay said while she was

growing up, her parents encouraged her to "do something you are passionate about," and she discovered early on that running a business provided that emotional reward.

Zolnay, a business major, hasn't decided what path she'll take after graduation. "I may decide to work full-time on both



businesses, or I may change my mind by the time I graduate."

She sells her artwork through house parties, and had a gallery show in Lambertville. Her parents have two ovens in their Stockton home to bake dog biscuits while their daughter is at school. When she's home, though, she jumps back in, baking and delivering her biscuits to pet stores and filling online orders.

Running her own business "allows you to do something that you enjoy and that is yours," she said. "When you wake up in the morning, you know that you can grow and change however you want. I'll probably stick with my own business, because of the excitement and it's what I love to do."

And Zolnay said she already has reaped some of the tangible rewards of owning a successful enterprise — after years of sav-

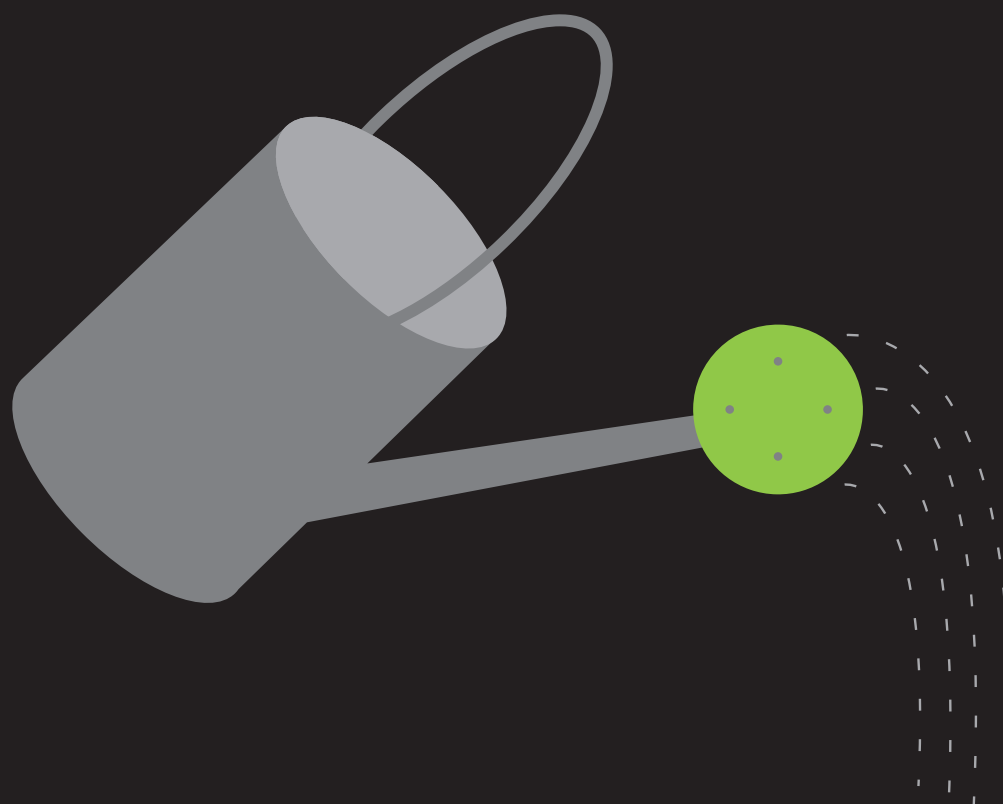


ing and investing her profits, last year she bought her first car, a Volvo C70 convertible.

Not surprisingly, she's had her eye on that model long before she had a driver's license — actually, ever since was in the third grade.

About the students

NJBIZ reporter Beth Fitzgerald interviewed student entrepreneurs at six New Jersey colleges who have aspirations to go into business.



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5	Centenary College 1867	400 Jefferson St. Hackettstown, 07840 (908) 852-1400 (908) 813-8630 www.centenarycollege.edu	Donna Williams, dean of graduate studies; Steven E. McHugh Sr., chair of business department Centenary College Graduate School of Business	106
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7	Monmouth University 1933	400 Cedar Ave. West Long Branch, 07764-1898 (732) 571-3400 (732) 263-5166 www.monmouth.edu	Donald Moliver Leon Hess Business School	88
8	Rider University 1865	2083 Lawrenceville Road Lawrenceville, 08648-3099 (609) 896-5000 (609) 895-5440 www.rider.edu	Larry M. Newman College of Business Administration	87
9	Rutgers, The State University of New Jersey — Camden 1926	303 Cooper St. Camden, 08102-1519 (856) 225-1766 NA www.camden.rutgers.edu	Jaishankar Ganesh School of Business	79
10	Georgian Court University 1908	900 Lakewood Ave. Lakewood, 08701-2697 (732) 987-2700 (732) 987-2000 www.georgian.edu	Joseph Monahan School of Business	62
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12	Rowan University 1923	201 Mullica Hill Road Glassboro, 08028 (856) 256-4000 (856) 256-4929 www.rowan.edu	Niranjan Pati Rohrer College of Business	44
12	William Paterson University 1855	300 Pompton Road Wayne, 07470 (973) 720-2000 (973) 720-2418 www.wpunj.edu	Sam Basu Cotsakos College of Business	44
14	Fairleigh Dickinson University — College at Florham 1942	285 Madison Ave. Madison, 07940 (973) 443-8500 NA www.fdu.edu	William M. Moore Silberman College of Business	35
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16	St. Peter's College 1872	2641 Kennedy Blvd. Jersey City, 07306 (201) 761-6000 NA www.spc.edu	Kevin A. Leeds, interim director School of Business Administration	30
17	Richard Stockton College of New Jersey 1969	Jimmie Leeds Road P.O. Box 195 Pomona, 08240 (609) 652-4534 (609) 626-5539 www.stockton.edu	Janet M. Wagner School of Business	24
18	Caldwell College 1939	120 Bloomfield Ave. Caldwell, 07006-6195 (973) 618-3000 (973) 618-3600 www.caldwell.edu	Bernard O'Rourke Division of Business	20
19	Felician College 1967	262 S. Main St. Lodi, 07644 (201) 559-6000 (201) 559-6188 www.felician.edu	Beth Castiglia Division of Business and Management Science	18
20	Ramapo College of New Jersey 1969	505 Ramapo Valley Road Mahwah, 07430 (201) 684-7500 (201) 684-7957 www.ramapo.edu	Lewis Chakrin Anisfield School of Business	4

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in Cherry Hill, has appointed **Ben S. Simon** to the post of general sales manager. He previously managed the company's Atlantic and Cape May county sales division. He will now oversee the company's entire sales operation. Prior to entering the sales business, he was a pitcher in the Los Angeles Dodgers organization, having been drafted in the 1996 Major League Baseball amateur draft out of Eastern Michigan University.



Ben S. Simon

from Eastern Michigan University.

Consulting

Eugene Regruto has joined **Sovereign Consulting Inc.**'s Burlington office as controller. He previously worked as assistant controller at Medquist Inc. He holds an undergraduate degree in accounting from The College of New Jersey, and an MBA from Rutgers University.

Engineering

Charles Bassett III has joined **Matrix New World Engineering Inc.**, in East Hanover, as a senior geotechnical engineer. He has more than 12 years of experience in the geotechnical engineering and construction industries. He holds both a B.S. and an M.S. in civil engineering from Rensselaer Polytechnic Institute.



Charles Bassett III

Birdsall Services Group, in Eatontown, has announced the following personnel moves:

■ **Michael Mandzik** has been named director of energy procurement advisory services, in the group's Energy Department in Farmingdale. He has more than two decades of experience in the industry. He received his B.S. in industrial education and technology from Montclair State University, and his M.S. in energy management from New York Institute of Technology.

■ **Edward Sullivan** has been named senior associate — project director in the group's Environmental Remediation Department in Cranford. He has more than 25 years of experience in the environmental field. He holds a B.A. in geology from Rutgers University.

Health Care

Samaritan Healthcare & Hospice, in Marlton, has added Dr. **Ira Smith** to its staff. He



Close Up: David Orbach

Position: Chairman of the board, Regal Bank

Key role: Overseeing all strategic planning, business development and long-range advancement for the bank.

Goals: Continuing Regal's strong, consistent growth toward becoming an increasingly influential player in New Jersey's community banking sector.

Previous jobs: Managing partner, founder of Gallant Funding L.P.; vice president, general counsel, director, and corporate secretary of NorCrown Bank.

Key strengths: Regal's community involvement; the personal touch given by employees; and its overall responsiveness to customers.

Next: Opening additional branches, fostering growth and expanding lines of business.

Challenges: Overall, the current regulatory and economic environment.

will serve as a liaison between Samaritan and the medical community, overseeing clinical staff and collaborating with patients' personal physicians. He previously was an attending physician at Pulmonary and Sleep Physicians of South Jersey, in Mount Laurel. He received his B.A. in biology from Franklin & Marshall College, and his M.D. from Jefferson Medical College.



Ira Smith

Hospitality

Seasons 52, in Cherry Hill, has announced two new appointments:

■ **Phyllis Bowen** has been named field sales manager. She most recently was meetings manager/business transient sales manager at Crown Plaza-Cherry Hill/Philadelphia.

■ **John F. Piper** has been named executive chef partner. He most recently was executive chef for Legal Seafoods, opening its Atlanta Restaurant.

Law

Jaclyn Kirby Ewing has been hired as a marketing director for **Novy & Associates**,

in Manchester. She previously was communications manager and a performance coach for the Atlantic Club, in Manasquan. She holds a B.A. in mass media studies from Florida State University, and a master's of Communication from the University of Central Florida.



Jaclyn Kirby Ewing

Kali A. Hira has joined the litigation department at **Capehart Scatchard's** Mount Laurel office. She focuses her practice in general litigation, with a concentration on insurance defense matters. She received her law degree from the University of Miami School of Law.



Kali A. Hira

HOW TO SUBMIT

Executive Moves items may be e-mailed to ftn@njbiz.com with "Executive Moves" in the subject line. Please include employee's full name; a high-resolution headshot photograph; the title of the new position; company name; company location and business; previous position and company; and educational background with degree and institution. For more Executive Moves listings visit www.njbiz.com.

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UPCOMING EVENTS

Careers

6/10 Friday 3 p.m.

Veterans Career Expo. VFW Post 3401, 45 Tabor Road, Morris Plains. (877) 262-5680.

How To/Training

6/1 Wednesday 9 to 11 a.m.

New Business Question and Answer Workshop. Small Business Development Center at The College of New Jersey. TCNJ, 2000 Pennington Ave., Ewing. Cost: \$20. (609) 771-2947.

6/1 Wednesday 6 to 8 p.m.

Business Startup Workshop. New Jersey Small Business Development Center at New Jersey City University. Capital One Bank, 320 Route 440, Jersey City. (201) 200-2156.

6/2 Thursday 8 to 10 a.m.

Put Your Business on the Road to Recovery. The Somerset County Business Partnership. Financial Resources Federal Credit Union, 1 New Amwell Road, Hillsborough. (908) 218-4300.

6/2 Thursday 10 a.m. to 1 p.m.

How To Do Business With the Federal Government. New Jersey Institute of Technology. New Jersey Institute of Technology, 323 Martin Luther King Blvd., Newark. (973) 596-3105.

6/3 Friday 8 a.m. to 1:30 p.m.

Business Perspectives in Non-profit Management. The Hunterdon County Chamber of Commerce, with the Somerset County Business Partnership, United Way of Northern New Jersey, Somerset County, United Way of Hunterdon County, and the Boards of Chosen Freeholders of Somerset and Hunterdon Counties. Holiday Inn Select, 111 W. Main St., Clinton. Cost: \$15 in advance, \$25 at the door. (908) 782-7115.

6/7 Tuesday 9 a.m. to 1 p.m.

Food Safety: The Right Business Choice. Barclay Brand Ferdon. Barclay Training Facility, 2401 S. Clinton Ave., South Plainfield. Cost: \$170. (800) 248-9253, ext. 1173.

6/7 Tuesday 10 a.m. to 1 p.m.

Getting the Most From International Representatives, Agents and Distributors. William Pater-son Small Business Development

Center. Passaic County Economic Development Headquarters, Totowa Business Center, 930 Riverview Drive, Suite 250, Totowa. (973) 754-8695.

6/8 Wednesday 10 a.m. to 1 p.m.

Social Media Marketing Made Simple. Rutgers Continuing Studies Conference Center and Constant Contact. Rutgers Continuing Studies Conference Center, 178 Ryders Lane, New Brunswick. (732) 932-9144, ext. 2350.

6/9 Thursday 6 to 9:30 p.m.

Mastering Entrepreneurial Skills. Wharton Club of New Jersey. Loucas Restaurant, 9 Lincoln Highway, Edison. (718) 627-1989.

6/14 Tuesday 6 to 8 p.m.

How to Start a Business from A to Z. Small Business Development Center at The College of New Jersey. West Windsor Library, 333 N. Post Road, Princeton Junction. (609) 771-2947.

6/16 Thursday 2 to 4 p.m.

Avoiding the Deadly Sins of Bringing a Life Science Product to Market. New Jersey Technology Council. Montclair State University, Courtyard Lounge, 1 Normal Ave., Montclair. Cost: \$25 for members, \$40 for nonmembers. (856) 787-9700.

6/21 Tuesday 8 a.m. to noon.

New Jersey Clean Energy Conference. The Somerset County Business Partnership and the United States Chamber of Commerce. MX Solar, 2301 Cotton-tail Lane, Somerset. Cost: \$15 for members, \$50 for nonmembers. (908) 0218-4300.

6/21 Tuesday 2 p.m.

Webinar: Hurricane Season Preparation. Small Business Administration and Agility Recovery Solutions.

To register, visit www.preparemybusiness.org.

7/7 Thursday 2 to 4 p.m.

New Business Question and Answer Workshop. Small Business Development Center at The College of New Jersey. TCNJ, 2000

Pennington Ave., Ewing. Cost: \$20. (609) 771-2947.

Fundraising

6/1 Wednesday 6:30 to 10 p.m.

Builder of the Year Gala. Habitat for Humanity of Bergen County. The Venetian, 546 River Drive, Garfield. Cost: \$150. (201) 457-1020.

6/2 Thursday 6 to 9 p.m.

Meet Hudson Taylor of Athlete Ally. Ansell Grimm & Aaron P.C. and Watermark to Benefit Athlete Ally. Watermark, 800 Ocean Ave., Asbury Park. Cost: \$65. (732) 455-3447.

6/4 Saturday 5:30 to 8:30 p.m.

Annual Wine Tasting Benefit. Wine Cellar of Cinnaminson to Benefit The Moorestown Visiting Nurses & Hospice. 300 Harper Drive, Moorestown. Cost: \$50 in advance, \$60 at the door. (856) 552-1300, ext. 2111.

6/5 Sunday 12:30 to 3:30 p.m.

Fourth Annual Cancer Survivors Day. CentraState Healthcare System. CentraState's Star and Barry Tobias Ambulatory Campus, 901 W. Main St., Freehold. (732) 303-5042.

6/10 Friday 6 to 8 p.m.

19th Annual Look Who's Cooking Food-Tasting Festival. Family Planning Center of Ocean County. Christ Episcopal Church, Washington St., Toms River. Cost \$45. (609) 242-6927.

6/11 Saturday 8 a.m.

2011 Golf Outing to Benefit Diabetes Research and Joseph P. DiRenzo Scholarship Fund. Bricklayers and Allied Craftworkers Administrative District Council of New Jersey. Mays Landing Golf & Country Club, 1855 Cates Road, Mays Landing. (609) 324-9681.

6/11 Saturday 8:30 a.m.

The Valerie Fund Walk and JAG 5K Run. The Valerie Fund and JAG Physical Therapy. Verona Park, Verona. (973) 761-0422.

6/12 Sunday 1 to 5 p.m.

Garden Tour. Bergen Health and Life Magazine for Humanity of Bergen County. Jacobsen Landscape Gallery, 11 Barnstable Court, Saddle River. Cost: \$35 in advance, \$45 at the door. (201) 457-1020.

Networking

6/1 Wednesday 9:30 to 11 a.m.

Senior Roundtable Networking Meeting for C-Level Executives in Transition. Kelleher

Associates LLC. Union League of Philadelphia, 140 S. Broad St., Philadelphia. Cost: \$25. (610) 293-1115.

6/1 Wednesday noon.

Networking Event. Cranford Chamber of Commerce. Pairings, Palate & Plate, Walnut and South Avenue, Cranford. Cost: \$10 for members, \$15 for nonmembers. (908) 272-6114.

6/1 Wednesday 5:30 p.m.

Annual Mayors' Dinner. Hunterdon Chamber of Commerce. Holiday Inn Select, 111 W. Main St., Route 173, Clinton. Cost: \$35. (908) 782-7115.

6/2 Thursday 6 to 9 p.m.

The Jersey Awards. The New Jersey Advertising Club. The Chart House, Lincoln Harbor, Pier D-T, Weehawken. Cost: \$110 for members, \$125 for nonmembers. (201) 998-5133.

6/2 Thursday 6:30 to 8:30 p.m.

The Science of Cocktails. Women's Leadership Council. Liberty Science Center, 222 Jersey City Blvd., Jersey City. Cost: \$50 for members, \$60 for nonmembers. (201) 253-1351.

6/3 Friday 8 a.m. to noon.

PlanSmart NJ's Conference. PlanSmart NJ. The Edward J. Bloustein School of Planning and Public Policy, Rutgers University, 33 Livingston St., New Brunswick. Cost: \$50 for nonprofits, \$75 for members and \$100 for nonmembers. (609) 393-9434.

6/6 Monday noon.

Annual Golf Outing. Woodbridge Metro Chamber of Commerce. Colonia Country Club, 300 Colonia Blvd., Colonia. (732) 636-4040.

6/6 Monday 7 p.m.

Monthly Meeting. Mercer County Italian American Festival Association. Heritage Center, 2421 Liberty St., Hamilton. (609) 631-7544.

6/7 Tuesday 11:30 a.m. to 1:30 p.m.

Luncheon. Mercer Regional Chamber of Commerce Princeton Chapter. Hyatt Regency Princeton, 102 Carnegie Center, Princeton. (609) 689-9960.

6/8 Wednesday 7:45 to 11:30 a.m.

Environmental, Economic & Land Use Planning Update.

NAIOP New Jersey. New Jersey Carpenter Contractor Trust, 91 Fieldcrest Ave., First Floor, Edison. Cost: \$110 for members, \$135 for nonmembers. (732) 729-9900.

6/8 Wednesday 11:30 a.m.

Rebuilding the World Trade Center. 200 Club of Mercer County. Stone Terrace by John Henry's, 2275 Kuser Road, Hamilton Square. Cost: \$40. (609) 498-7727.

6/10 Friday 8 to 10:30 a.m.

NJTC CFO Awards Breakfast. New Jersey Technology Council. Forsgate Country Club, 375 Forsgate Drive, Monroe Township. (856) 787-9700.

6/10 Friday noon to 1:30 p.m.

Brown Bag Lunch: Hot Legal Topics – Rules Every Business Needs To Know, Part II. Newark Regional Business Partnership. NRBP Conference Center, 744 Broad St., 26th Floor, Newark. Cost: \$25. (973) 522-0099.

6/10 Friday noon to 1:30 p.m.

Networking Luncheon. Commercial Business Exchange. Redds Restaurant and Bar, 317 Washington Ave., Carlstadt. Cost: \$13 (973) 876-2959.

6/14 Tuesday 5:30 p.m.

Edison Chamber Annual Meeting and Awards. Edison Chamber of Commerce. Sheraton Edison Hotel Raritan Center, 125 Raritan Center Parkway, Edison. Cost: \$85. (732) 738-9482.

6/15 Wednesday 8:30 to 10 a.m.

Monthly Meeting: Linking Business Philanthropy with Employee Volunteer Program Efforts. Northern New Jersey Business Volunteer Council. Ikea, 100 Ikea Drive, Paramus. (201) 489-9454, ext. 114.

6/16 Thursday 4 to 7 p.m.

Annual Small Biz Connection. The Somerset County Business Partnership. Bridgewater Marriott, 700 Commons Way, Bridgewater. Cost: \$10 for members, \$30 for nonmembers. (908) 218-4300.

6/17 Friday 8:30 to 11a.m.

Opportunities and Awards Breakfast. Greater Newark Enterprises Corp. New Jersey Institute of Technology, 150 Bleeker St., University Heights, Newark. (973) 242-4132.

HOW TO SUBMIT

NJBIZ welcomes your **Upcoming Events** items. Press releases may be e-mailed to ft@njbiz.com with "Upcoming Events" in the subject line. Designate each item as one of the following: **Careers, How To/Training, Fundraising, Networking**. Items must include the following information: Full date, start and end times; topic; cost; event sponsors; name of facility; street address; city; and contact phone number, e-mail address or URL. View the complete statewide events calendar online at www.njbiz.com.

BUSINESS LEADS

New Businesses

Top Line Auto Care Inc.

408 State Route 35
Keyport, 07735
Type: Automobile repairing and service

R C Car Carriers Corp.

291 Boyd Ave., Unit 2
Jersey City, 07304
Type: Automobile transporters

Carriage House BB Inc.

600 W Union Ave., Unit 4
Bound Brook, 08805
Type: Bed and breakfast

Bankruptcies

CAMDEN

Total Body Sculpting Inc.
300 White Horse Road
Voorhees, 08043
Chapter 7, filed 5/16/2011
Case number 11-25187-JHW

NEWARK

CNA of Eliz Inc.
aka C.N.A. of Elizabeth Inc.

79 E. Jersey St.
Elizabeth, 07206
Chapter 11, filed 5/16/2011
Case number 11-25207-RG

TRENTON

Advent Pharmaceuticals Inc.
55 Lake Drive
East Windsor, 08520
Chapter 11, filed 5/18/2011
Case number 11-25437

Theragen Inc.
10 Lake Drive E.
East Windsor, 08520
Chapter 11, filed 5/18/2011
Case number 11-25440

Mergers & Acquisitions

Date Announced: 5/13/11

Buyer: Computer Design & Integration

City/State: Teterboro

Seller: Radical Support LLC

City/State: Roswell, Ga.

Percent Sought: 100

Date Announced: 5/17/11

Buyer: inVentiv Health Inc.
City/State: Somerset
Seller: Pharmanet Development Group Inc.
City/State: Princeton
Percent Sought: 100

Date Announced: 5/17/11

Buyer: Publicis Groupe SA

City/State: Paris

Seller: Rosetta Marketing Group

City/State: Hamilton

Price: \$575 million

Percent sought: 100

Insider Trading ROCKWOOD HOLDINGS INC. (ROC)

Thomas J. Riordan, officer, sold 61,605 shares of common from \$50.02 to \$50.94 each from May 16 to May 18 in a transaction worth \$3,099,728, and now directly holds 83,004 shares.

CHURCH & DWIGHT CO. INC. (CHD)

Adrian J. Huns, officer, sold 35,100 shares of common at \$82.13 each on May 17 in a transaction worth \$2,882,672, and now directly holds 1,754 shares.

COMMVAULT SYSTEMS INC. (CVLT)

Steven Rose, officer, sold 71,259 shares of common from \$38.13 to \$38.55 each on May 16 in a transaction worth \$2,717,777, and now directly holds 17,466 shares.

Real Estate Transactions NORTH

Quality Technology Services extended its lease for 127,000 square feet of data center space at 95 Christopher Columbus Drive, in Jersey City, from Wells Real Estate Funds. Jones Lang LaSalle represented the

lessor, and Newmark Knight Frank represented the lessee.

BD Oakland Owner LLC purchased 121,000 square feet of industrial space at 111 Bauer Drive, in Oakland, from a private investor. Cushman & Wakefield Inc. represented the seller.

CENTRAL

The Times of Trenton leased 5,605 square feet of space at 509 John Fitch Way, in Trenton, from Advance Realty. NAI Fennelly represented the lessor, and Richardson Commercial represented the lessee.

Public Strategies Impact renewed its lease for 5,435 square feet of space at 509 John Fitch Way, in Trenton, from Advance Realty. The lessor was represented in-house, and UGL Equis represented the lessee.

MORE INFORMATION

New Businesses include businesses that have moved to New Jersey or opened a new office in the state. The information was supplied by InfoGROUP.

Bankruptcies are obtained from federal courthouse records available on Public Access to Court Electronic Records, or PACER. Listings are organized by the office in which they were filed.

Mergers & Acquisitions data were supplied by FactSet Mergerstat (indicated by *) and Thomson Reuters. (**) Indicates information was provided by both.)

Insider Trading reports on the stock transactions reported to the Securities and Exchange Commission by officers, directors and major shareholders. These data were compiled by Thomson Financial and are listed in order of transaction value.

Real Estate Transactions are provided by brokers and their representatives. Listings should include the names of the buyer and seller or lessee and lessor; the square footage or acreage; the address of the property; the date of the deal; and the brokers representing each party. For sales transactions, please include the price. Send all transaction information to ftr@njbiz.com with "real estate" in the subject line.

HEALTHCARE Heroes

A program of NJBIZ

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Join us for the 5th annual Healthcare Heroes Awards program on Tuesday, June 21, 2011 from 8:00am - 10:30am at The Palace at Somerset Park, Somerset, NJ. During the awards ceremony finalists and winners will be recognized for their heroic actions and the winners in each category will be announced.

CONGRATULATIONS TO THE HEALTHCARE HERO FINALISTS!*

CORPORATE ACHIEVEMENT HERO
AtlantiCare
Hackensack University Medical Center
Quick Chek Corporation

EDUCATION HERO-INDIVIDUAL
Linnea Brown, BA, RN, OCN
AtlantiCare Cancer Care Institute,
A Fox Chase Cancer Center Partner
Gary Del Moro
Hackensack University Medical Center
Nancy DiLiegro, PhD, FACHE
Trinitas Regional Medical Center
Joseph Roth
NJ Sharing Network
Rosanne Tully, RN
Robert Wood Johnson University Hospital
Ilise Zimmerman
Northern New Jersey Maternal /
Child Health Consortium

EDUCATION HERO-ORGANIZATION
AAHPO – Armenian American Health
Professionals Organization
Liberty Science Center
Lutheran Senior LIFE at Jersey City
Meridian Health
The Lake Drive Programs for Children
Who Are Deaf and Hard of Hearing

HOSPITAL OF THE YEAR
Capital Health
Jersey City Medical Center
Saint Barnabas Medical Center
South Jersey Healthcare
The Bristol-Myers Squibb Children's Hospital at
Robert Wood Johnson University Hospital

INNOVATION HERO-INDIVIDUAL
David A. Baran, M.D.
Newark Beth Israel Medical Center
Jeffrey Brenner, M.D.
The Camden Coalition of
Healthcare Providers
Shabbar F. Danish, M.D.
UMDNJ-Robert Wood Johnson
Gerard J. Ferro
Free For All, Inc.
Richard P. Miller
Virtua
Andrew L. Pecora, M.D., FACP, CPE
John Theurer Cancer Center at
Hackensack University Medical Center

INNOVATION HERO-ORGANIZATION
AtlantiCare Special Care Center
LIFE St. Francis
Summit Medical Group
The Chelsea at East Brunswick

INNOVATION HERO-ORGANIZATION (cont'd.)
The Senior Emergency Department (SrED)
at St. Joseph's Regional Medical Center,
a member of St. Joseph's Healthcare System
The Valley Hospital's Peek-A-Boo
I.C.U. Webcam Service

NURSE OF THE YEAR
Maryann Collins
Hackensack University Medical Center
Theresa E. Cope
South Jersey Healthcare
Lillian Dalrymple
The NBN Group/ Newborn Nurses
Rebecca P. Lynn
Lynn Developers LLC & Assisted Living, Inc.
Jenifer McEwan, RN
Saint Barnabas Hospice and Palliative Care
Center at Monmouth Medical Center
Lydia Stanislaus
Daughters of Israel

**NURSING HOME/ASSISTED LIVING
FACILITY OF THE YEAR**
Bridgeway Senior Healthcare
Green Hill, Inc.
Juniper Village at Williamstown Assisted
Living and Wellspring Memory Care

Lincoln Park Care Center
St. Vincent's Nursing Home, a member of
St. Joseph's Healthcare System
The Allendale Community for
Mature Living

**PHYSICAL THERAPY REHABILITATION
CENTER OF THE YEAR**
Adler Aphasia Center
Bacharach Institute for Rehabilitation
Jerry & Dolores Turco
Medical Rehab Center
Robert Wood Johnson University
Hospital Rahway

PHYSICIAN OF THE YEAR
William M. Burke, M.D.
The Valley Hospital
Anthony R. Caputo, M.D.
Clara Maass Medical Center
Frank V. Castello, M.D.
Children's Specialized Hospital
Robert A. Kayal, M.D., FAAOS
Kayal Orthopedic Center, PC
Helio F. Pedro, M.D.
Hackensack University Medical Center
Alexander G. Salerno
Urban Healthcare Initiative Program (UHIP)

VOLUNTEER OF THE YEAR
Cavan M. Brunsden, DMD
KidzDent
Ruth Dugan
Gilda's Club Northern New Jersey
Jessie F. Kukor
Saint Peter's University Hospital
Gary Lotano
Community Medical Center/
Saint Barnabas Health Care System
John A. Schmidt, Jr. M.D.
Michael V. Ruane and Erika S. Rech
Breast Friends Forever

*Finalists listed alphabetically by category

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NEW JERSEY HOSPITAL ASSOCIATION

To register or for more information, go to www.njbiz.com/events. Contact Sarah Spangler with questions, sspangler@njbiz.com or (732) 246-5713.

OFF THE CLOCK



Seton Hall University's Stillman School of Business officially opened its Market Research Center. Pictured are Adam Warner, left, Market Research Center director, and Jim Chambers, Kraft Foods' Snack and Confectionery Division president.

HOW TO SUBMIT

NJBIZ welcomes your **Off the Clock** and **Guest List** items. Pictures, and captions that identify everyone in the photo from left to right, may be e-mailed to offtheclock@njbiz.com with "Off the Clock" or "Guest List" in the subject line. Please send electronic files at 300 DPI at an original size of 6 inches wide.



Employees and physicians at Jersey City Medical Center comprised one of the largest contingents at the recent March of Dimes Walk for Babies event at Liberty State Park.



The New Jersey Women Lawyers Association held its Women's Initiative and Leaders in the Law annual gala at The Palace in Somerset Park. Lt. Gov. Kim Guadagno was honored for her work in the public sector, while the Hon. Maryanne Trump Barry, of the Third Circuit Court of Appeals, received an award for her work in the judicial sector. Pictured, from left, are Paulette Brown, law firm sector honoree and Edwards Angell Palmer & Dodge LLP representative; Barry; Hon. Joseph A. Greenaway Jr., Third Circuit Court of Appeals and Trailblazer Award honoree; Lynne Anderson, NJWLA president and Porzio Bromberg & Newman P.C. representative; and Wendy Johnson Lario, NJWLA president-elect and Day Pitney LLP representative.



Wells Fargo representatives presented leaders from the Paper Mill Playhouse with a \$10,000 grant to support its Adopt-A-School Project, which provides high school students living in low- and moderate-income New Jersey communities with exposure to theater arts education. Pictured, from left, are Sue-Ellen Wright, Paper Mill Playhouse development director; Ryan Beltz, Wells Fargo Millburn store manager; Mark Hoebee, Paper Mill Playhouse producing artistic director; Todd Schmidt, Paper Mill Playhouse managing director; and Charles Pascarella, Wells Fargo financial adviser and Paper Mill Playhouse board member.

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GUEST LIST

Anniversary Gala

CASA of Mercer County



Court Appointed Special Advocates of Mercer County commemorated a decade of helping abused and neglected children in Mercer County with an anniversary gala at the Chauncey Conference Center in Princeton. CASA recognized Educational Testing Service as corporate honoree and Sen. Peter Inverso, Roma Bank CEO and president, as individual honoree. The event raised more than \$100,000 for the organization, which provides trained community volunteers to serve the best interests of children in the foster care system in Mercer County. Pictured are Tracey Shehab, left, CASA of Mercer County advocate and gala volunteer award recipient; and Christine Baker, CASA of Mercer board president.



Joe Piscopo, left, Roma Bank ambassador and gala master of ceremonies; and Pasquale "Pat" Colavita, Mercer County Freeholders chair.



Peter Lighte, left, JP Morgan China vice president; and Neil Salmon, guest.



Pictured, from left, are Lenora Green, Educational Testing Service representative; Peter Inverso, Roma Bank president, CEO and individual honoree; Lori Morris, CASA of Mercer County executive director; and Randall Kirkpatrick, CASA of Mercer County community development director.

Family Business Owners are invited to attend....

NJBIZ

Family Business Symposium

The inaugural Family Business Symposium will feature a discussion from some of the state's leading family business owners about their challenges, obstacles, and successes. In addition, a panel of well known industry experts will discuss implementing effective strategies for operating a profitable and sustainable family business.

Thursday, June 2, 2011 • Pines Manor, Edison, NJ

7:30am – 12:00pm • Cost: \$75.00 per person

This event is exclusive to Family Business Owners only

Register online at www.njbiz.com/events

Questions? Contact Sarah Spangler at (732) 246-5713 or sspangler@njbiz.com



Presented by:



In Partnership with:



EVENT AGENDA

7:45 – 8:45am

8:45 – 9:00am

9:00 – 9:45am

9:45 – 10:45am

Continental Breakfast and Networking

Welcome Remarks

Keynote Speaker: Steve Kalafer, Chairman, Flemington Car and Truck Country

Panel Discussion: Managing a Family Business

- Effective use of Independent Directors and Advisory Boards
- Defining management Roles: Reconciling the interests of active and inactive owners
- Developing effective compensation programs
- The benefits of transparency and accountability
- Conflict and management resolution

Moderator: John Aiello, Officer and Shareholder, Giordano Halleran & Ciesla, P.C.

Panelists: Alan Sobel, Managing Member, Sobel & Co LLC
George Brenner, Director of Business Resource Center, Northeast Planning Corporation
Robert S. Hekemian Jr., President, Hekemian & Co. Inc.
George Kolber, Managing Member, GVK Limited Partners
Will Morey, Executive Vice President, Morey Organization Inc.

10:45 – 11:00am

11:00 – 12:00pm

Networking Break

Panel Discussion: Successful Succession Planning

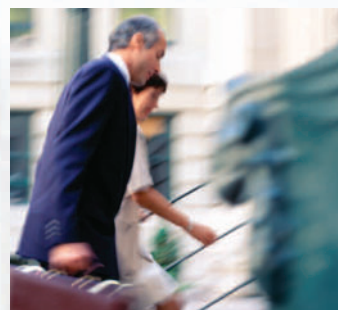
- Leadership evaluation and development
- Suggestions for grooming the next generation
- Transfer of ownership
- Exit strategies: Key steps to gain maximum value from a sale
- Options for wealth management

Moderator: Alan Sobel, Managing Member, Sobel & Co LLC

Panelists: George Brenner, Director of Business Resource Center, Northeast Planning Corporation
Tim Dengler, Officer and Shareholder, Giordano Halleran & Ciesla P.C.
Alan Scharfstein, President, The DAK Group
Paul Gaudio, Senior Wealth Planner, PNC Wealth Management
Jordan Glatt, President, Magla Products

12:00pm

Adjourn



Over the past 85 years, Gibbons has built a firm committed to the most valuable innovations in legal practice and client service—a Mid-Atlantic institution, with 230 attorneys in five offices across four states. To sustain what we've built, and to continue building for the next 85 years and beyond, we remain dedicated to the unique combination of accessibility, creativity, skill, and teamwork that advances an ongoing legacy of excellence.

Gibbons is headquartered
at One Gateway Center
Newark, New Jersey 07102
973-596-4500

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