

INTRODUCING THE 2020 TOP 25 FORCE FOR CHANGE HONOREES

AWARD CRITERIA: In light of this unprecedented year, the *Force For Change* platform in 2020 will recognize those individuals who have positively impacted the lives of others in heroic ways during this global pandemic.

In partnership with our socially conscious corporate, government or professional organizations, we are proud to be able to recognize NJ's bravest and most courageous citizens.

Through their heroism they have positively impacted the lives of those most vulnerable and innocent.

FORCE
for change

CONGRATULATIONS TO THE 2020 FORCE FOR CHANGE HONOREES

Global Force For Change Honoree

Mark Trudeau, CEO – Mallinckrodt Pharmaceuticals – *Pharmaceutical*
Force for Change Illuminators

Jim Fakult – JCP&L – *Utilities*

Henry Adamson – Verizon – *Technology*

William Murray – MWWPR – *Communications and Public Relations*

Francois Nader, MD MBA – Jesra Advisors LLC – *Bio Pharmaceuticals*

Alan Nau – Trophy Park Inc. – *Sports*

Sheetal Parmar – Natera, Inc. – *Bio Tech*

Shavonda Sumter, (Assembly Women 35th Legislative District) – Hackensack UMC Mountainside – *Government*

Mike Wenger – TrialScope – *Technology*

Ed Zimmerman – Lowenstein Sandler – *Private Equity*

Force For Change Crusaders

Dr. Carol Ash – Robert Wood Johnson University Hospital Rahway | RWJBarnabas Health – *Healthcare*

Dr. Natasha Chinn – Brescia Migliaccio MD PC – *Healthcare Practitioner & Clinician*

Paul Collins – HUB International Northeast – *Insurance*

The Almasi Family of Businesses – *Construction*

Alma DeMetropolis – JPMorgan Chase – *Financial Services*

Brian Semcer – MICRO – *Manufacturing*

Gary Fisch – Gary's Wine and Marketplace – *Consumer Products*

Margie Heller – Saint Barnabas Medical Center | RWJBarnabas Health – *Health Care Administration & Leadership*

Samantha Hernandez – Saint Barnabas Medical Center | RWJBarnabas Health – *Telemedical Educational*

Laura Jackson – FTI Consulting – *Consulting Services*

Dr. Orli Langer – Perinatal Associates, LLC and

Dr. Michael Most – Elite Surgical Specialties – *Power Couple*

Janine Wallace – Cartwright, Inc. – *STEM*

Steven Schinella – CohnReznick – *Accounting Services*

Diane Williams – JBWS (Formerly known as Jersey Battered Women's Services) – *Non-Profit*

Michael Dermer – The Lonely Entrepreneur – *Entrepreneurship*

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NOV 2nd – 6pm**





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MALLINCKRODT CONGRATULATES ALL THE FORCE FOR CHANGE HONOREES

Along with President and CEO Mark Trudeau, we are extremely proud to be recognized as a 2020 Global Force for Change Honoree alongside some amazing leaders and companies who have made tremendous contributions to help address this global pandemic and secure a better future for all New Jersey citizens.

At Mallinckrodt,
we see challenges as opportunities to change lives.
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CONSTRUCTION

“We have weathered the Great Depression, the Great Recession, and everything in between.”



Back row (right to left) Theodore Urlton, Ken Nagy, Jr., Maura Almasi, William Almasi III. Front row (right to left) Laura Bianchini, Anne Marie Almasi, In Memory of William E. Almasi Sr. 2nd generation leader and mentor (2006), William Almasi, Jr., Ken Nagy

The Almasi Family of Businesses, Established 1926 Almasi Companies, LLC – New Jersey Certified WBE/SBE

It's no easy feat to operate a multimillion-dollar site work and utility contracting business during a pandemic, let alone a fourth-generation family business.

Yet, the **Almasi family of businesses** in Woodbridge is proving itself to be a model example of what can be accomplished when teams – and families – are adaptable and available to pivot wherever needed.

“When we’re bidding on a job, for example, we don’t really know what’s in the ground – we just know we’re able to make changes on the fly,” said **Maura Almasi**, controller and fourth-generation employee at Almasi Companies. “Whatever the game plan is could change at a moment’s notice.” While that certainly has been the motto for this year thus far, Almasi Companies would never have existed or achieved its current level of success without the near-century history of the other family-owned businesses preceding it, said **Anne Marie Almasi**, owner, president, and third-generation employee.

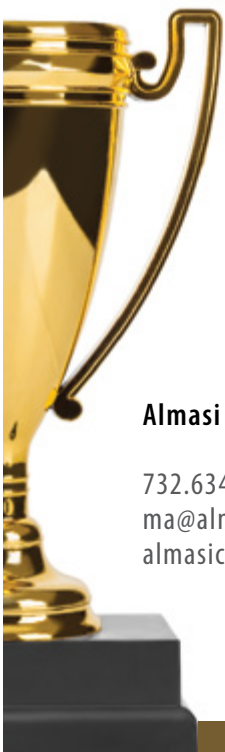
“We have weathered the Great Depression, the Great Recession, and everything in between,” she said.

Following his emigration from Hungary and the sale of his local jitney bus service, John Almasi Sr. founded the

family business in 1926 as a trucking and material supply company. His sons, **William Almasi** and **John Almasi Jr.**, joined their father shortly after. It was a business model that continues to inspire **Ken Nagy**, vice president of trucking and third-generation employee, today. “My grandfather never sat back on his laurels,” Nagy said. “He started with buses, then he worked with garbage companies, then he bought sand pits, then he started in construction, and that history has taught me to always look for something new, a different angle, to keep one step ahead of competitors.”

As business began to evolve into full-service site work and specialized utility installation in the mid-1970s, **William “Bill” Almasi Jr.** and his wife, **Anne Marie**, stepped in to help form the company into what it is today. In fact, **Anne Marie Almasi** further merged business and family when she brought her own sister, **Laura Bianchini**, into the company after she graduated from Rutgers University.

“My focus immediately changed from an international business graduate student to a construction engineer the moment I walked into the trenches, and I knew this is what I was meant to do,” Bianchini, vice president of operations and third-generation employee, said.



Almasi Companies, LLC

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From there, **Anne Marie Almasi** continued to grow the business by getting involved with various professional associations that would keep building the company toward becoming a more diverse player in the industry, including Professional Women in Construction, Women's Leadership Connection, and the New Jersey Subcontractors Association. Therefore, Almasi Companies, a division of the business that would focus on sitework, was created in 2002 as a women business enterprise under **Anne Marie Almasi's** leadership.

Bill Almasi Jr. had other goals he wanted to focus on.

"When family businesses get to the third generation, they seem to fall apart, and I was not going to let that happen on my watch," he said.

Today, as the number of family members in the business continues to grow, the Almasi family of businesses provides site work, underground utility installations, and trucking of raw materials to pharmaceutical,

healthcare, higher education, commercial, public transportation, energy, and utility companies.

Their work includes sites such as the Lincoln Tunnel, MetLife Stadium, Prudential Center, Memorial Sloan Kettering, Monmouth Service Area, Georgian Court University, and the Hahne & Co. building in Newark.

"We often accept jobs people want to walk away from," said **Bill Almasi Jr.** "That's because we have highly specialized teams of long-term employees who know how to get tough jobs done efficiently – including a half-dozen members of my own family."

Maura Almasi said that while it can therefore be a challenge to turn off work when at dinner or on vacation, the benefit is that she gets to always spend time with – and be mentored by – her supportive family.



Early on mining some of the finest clay in the USA, upon depletion, this land became the Woodbridge Center Shopping Mall



The Evolution – 3 Generations later. A Full Site Work & Utility Contractor

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SOIL REMEDIATION
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"We all have one thing in common, which is, we all want this business to succeed," she said. "It's what I grew up in, it's something I can be proud of, and I want to be able to continue our family legacy."

Ted Urlton, 825 operator and fourth-generation employee, said that same drive is also in his blood. "I wake up in the morning with a passion to do the best I can because I love what I do," he said.

William "Bill" Almasi III, field supervisor and 825 operator, said he often wishes there were another operator like him, as there is no limit to the tasks he strives to accomplish in a single day. "But then I laugh, realizing that's what my father was thinking when he created me," he said.

There are currently high expectations for the fifth generation, said **Anne Marie Almasi**.

"Every one of us started at the bottom, so my grandson is currently sweeping the shop," she said. "It's this practice that has built our family business with integrity and the knowledge of how to do an exceptional job."

Their strong family dynamic has also acted as a solid foundation during trying times, such as the current pandemic that has forced the Almasi family of businesses to overhaul their sanitation and disinfectant protocols to include masks, gloves, and hand wash stations.

"Because each job is a little different, we met with each one of our clients and our employees to satisfy their and our needs to keep everyone safe and comfortable," Bianchini said.

Overall, business has continued per usual, and while the economy has some catching up to do, slow growth is good growth, **Bill Almasi Jr.** said.

"If you expand too fast, you could lose control and threaten already tight margins," he said.

While that might not always be the most common business advice, Anne Marie Almasi credits it with being what has kept the family business thriving in today's economic climate.

"My philosophy is, 'Don't go so far that you can't come back,'" she said. "Everything we've done and will do is bought and paid for, and we sleep well at night now because of it."

CONSULTING SERVICES



Laura Jackson, Senior Managing Director
FTI Consulting, Inc.—
Corporate Finance— Real Estate Solutions

Laura Jackson specializes in the real estate investment trust (“REIT”) and partnership areas of taxation. Ms. Jackson continuously provides top-tier service in due diligence, deal structuring, REIT compliance, domestic and international tax compliance, tax provisions, like kind exchanges and qualified opportunity funds. She has close to 20 years of experience.

Examples of recent client work include REIT due diligence on a large portfolio of 70+ office assets, tax compliance for two large public REITs, and structuring acquisitions of a qualified opportunity zone property. In addition, Ms. Jackson has recently published articles on the impact of tax reform on the real estate industry. Ms. Jackson currently serves as the board Vice President of Rebuilding Together NYC, a non-profit organization for safe and healthy housing throughout New York City. She also founded the She Builds initiative, which empowers prominent women in real estate to give back to the communities they serve. Within FTI Consulting, Ms. Jackson is heavily involved in the Diversity, Inclusion and Belonging initiative, as well as FTI Consulting’s Women’s Initiative.

Ms. Jackson was listed in Real Estate Weekly Rising Stars in 2019, Connect Media’s Women in Real Estate 2018, and recognized at New Jersey State Governor’s Jefferson Awards 2018.

Laura Jackson
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Dawn Rice Hall, Senior Managing Director
FTI Consulting, Inc. – Forensic & Litigation Consulting
– Dispute Advisory Services – Damages Expert

Dawn Rice Hall has over 20 years of experience specializing in financial consulting within the litigation and dispute resolution process. Dawn is a recognized expert in complex financial, accounting and damages related matters. She has been qualified as a damages expert in court and has testified in depositions and at trial. Her work has included disputes across many industries with claims for breach of contract, trade secret misappropriation, patent infringement, trademark infringement, trade dress infringement, false advertising, copyright infringement, royalty compliance audits, among others. Dawn is a regular speaker on the topic of commercial economic damages at several professional organizations and has authored articles and book chapters on the same.

Dawn serves on the National Leadership team for FTI’s Intellectual Property Practice has been recognized as a leading expert in patent damages in the 2018 and 2019 editions of the IAM Patent 1000 – The World’s Leading Patent Professionals. Dawn has a B.S. in Business Administration with a concentration in Finance from the University of Notre Dame. She is a member of the Licensing Executives Society and the American Bar Association. Dawn serves as a committee member for FTI’s Women’s Initiative and is a Diversity &

Inclusion Ambassador. She was awarded the 2017 Women Leaders in Consulting Future Service Award by Consulting magazine and the 2019 Top 25 Leading Women Intrapreneurs & Corporate Leaders in New Jersey Monthly Magazine by Leading Women Entrepreneurs.

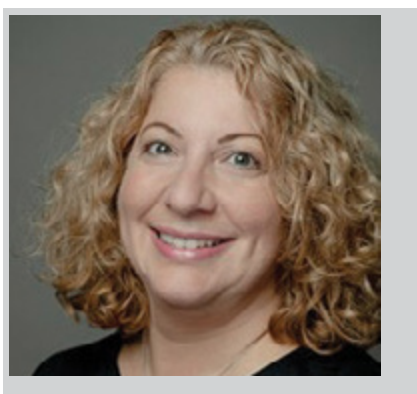


2019 TOP 25 LEADING WOMAN INTRAPRENEUR WINNER

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CONSULTING SERVICES



Gina Gutzeit,
Senior Managing Director
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Gina Gutzeit leads the Office of the CFO Solutions practice, advising clients on operational and financial improvements, restructurings and project management. She provides and implements solutions to accelerate key finance initiatives, stabilize core processes, and reduce the overall burden facing CFOs and their functional leaders. Ms. Gutzeit has held numerous interim management roles, including Chief Financial Officer. She has served as financial advisor to numerous companies experiencing financial and operational changes, and has advised on all aspects of finance transformation, cash flow management and revenue enhancement programs, performance improvement programs to improve financial reporting, monthly close processes and related business processes. Ms. Gutzeit has industry expertise in many areas, including financial services, health care, pharmaceutical, transportation, service providers, retail, distributors, manufacturers, hospitality and real estate. Ms. Gutzeit is a Certified Public Accountant, New York Certified Fraud Examiner, and a Certified Insolvency and Restructuring Advisor.

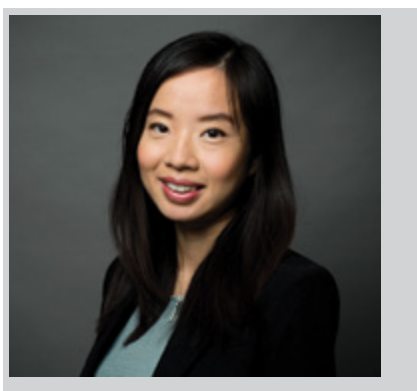
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Yvonne Gyimah,
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CF Transactions Merger,
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Yvonne Gyimah has 19+ years as a transactions and business transformation advisor specializing in strategy and operations consulting for mergers, integrations and carve-outs issues. Yvonne creates value for Sellers during pre-sign (diligence), drives buy or sell-side sign-to-close planning support and manages post-close execution for complex global deals. She has worked across various industries, but specializes in life sciences, consumer products, and diversified products sector. Some of her transaction specialties include standalone costing, operating model design, legal entity operationalization, commercial operations, IMO/SMO, TSAs, synergy capture, and M&A process review. Yvonne serves as a committee member for FTI's Diversity & Inclusion Ambassador. She is an Emeriti Board of Trustee and a former alumni board of director for Colgate University. In her role as Board of Trustee, Ms. Gyimah served on the Audit Committee, Student Affairs and Athletic Committee. Ms. Gyimah is a member of the National Black MBA Association.

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Edith Wong,
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– Forensic Accounting
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Edith Wong has over 16 years of experience as a forensic accountant providing investigative and advisory services to legal counsel, senior management, audit committees and boards of directors for both public and private companies. In her practice, Edith specializes in fraud investigations, whistleblower allegations, asset misappropriation, anti-corruption investigation and compliance, as well as other types of white-collar crime investigations. Many of her engagements involve complex data analyses, including accounting records, bank account activity and other financial information. Edith has authored a number of articles on conducting investigations and served as a faculty member for accounting programs offered by the Practising Law Institute in New York. She holds a Bachelor of Science in Accounting and Finance from the Leonard N. Stern School of Business at New York University and is a Certified Public Accountant.

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Kelly Nickerson,
Managing Director
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– Insurance

Kelly Nickerson is a Managing Director at FTI Consulting with 15 years of experience in accounting, auditing, financial reporting and internal controls. Kelly specializes in providing advisory services to the insurance and reinsurance industry, with a focus on litigation consulting, financial advisory, forensic accounting and financial investigations. Kelly is a Certified Public Accountant licensed in New York and a Certified Fraud Examiner. Kelly's representative experience includes determining the merit and value of claims made under representations and warranties insurance policies, evaluating whether audits were performed in accordance with GAAS, analyzing liability and damage issues related to breach of contract disputes, and advising clients on accounting and financial reporting matters. Kelly is actively involved in FTI's Women's Initiative (FTI WIN). She is also on the Emerging Leaders advisory council for the Insurance Federation of New York.

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24-HOUR HELPLINE
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**WE ARE PROUD TO HONOR THE CRUSADERS FROM JBWS
(JERSEY BATTERED WOMEN'S SERVICE) WHO ARE LEADING THE WAY
AND HELPING THE MOST VULNERABLE DURING THIS PANDEMIC.**



Diane Williams
JBWS

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Diane Williams, CEO JBWS

Diane Williams, just under two years into her tenure as the President and CEO of JBWS, a Morris County-based agency that provides safety, support and solutions for domestic abuse, could never have imagined what she would face when the pandemic hit the US. As businesses closed throughout the state, she knew JBWS had to stay open. The same isolation that was flattening the curve and slowing the pandemic was increasing the risk for victims of domestic violence.

To keep families and her frontline staff safe, she led the agency's efforts to get PPE equipment through special grants and donations; implemented CDC best practice guidelines for keeping the safe house and transitional living apartments open; secured special funding to meet payroll; stepped up outreach efforts to inform the community that help was available; collected meals from local restaurants; boosted technology to connect the staff and to provide counseling services virtually; and worked with the development team to find creative solutions to event fundraising in a virtual world.

"My more than 20 years of experience as a crisis counselor and manager kicked in," remarks Williams. "And, I work with an incredible team who helped to make it all happen!"

Nathalie Dennis, Special Events Manager for JBWS encountered a tough decision in March when the country shut down. The agency's largest fundraiser, Grand Tastings, was set for May with a sold-out crowd of 400 and two dozen chefs and spirit vendors committed. Faced with an uncertain future and greater financial need, Dennis and the team jumped into new territory to create one of the first virtual non-profit fundraising events in the area. "It was important to engage our supporters, keep the energy of the live event and promote our chefs' restaurants whose businesses had been devastated," says Dennis. One thousand viewers tuned in to support the mission of JBWS.



Nathalie Dennis,
Special Events Manager
JBWS

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Kelley Kurtzman, Vice President Global Sales & Service Centers for Verizon, is the board vice chair for JBWS and chairs the agency's signature fundraising event Grand Tastings.

Verizon's — 20-year relationship with JBWS exemplifies corporate responsibility to the community it serves. "We care about the health and wellness of our employees and our communities and are proud to support the amazing work of JBWS and its real impact on victims of abuse." Kurtzman's personal commitment, leadership and vision were crucial during the early days of the pandemic and now, just as vital as she works tirelessly to secure the future financial health of JBWS.



Kelley Kurtzman,
Vice President Global Sales &
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2020 FORCE FOR CHANGE CRUSADERS

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Lana Ubinski, MA, MSW, LSW, is the Manager of the JBWS Transitional Living and Rapid Rehousing programs. Both programs act as bridges from emergency safe housing to more independent living. When COVID-19 arrived, many survivors experienced feelings of isolation and helplessness that mirrored those they faced with their abusive partners-making connections to positive, helpful people and relationships even more crucial. Ubinski and her team navigated new ways to provide virtual services where clients could come together to see one another's faces and take away timely resources, including making the most of unemployment and stimulus benefits and practicing self-care in stressful social times.

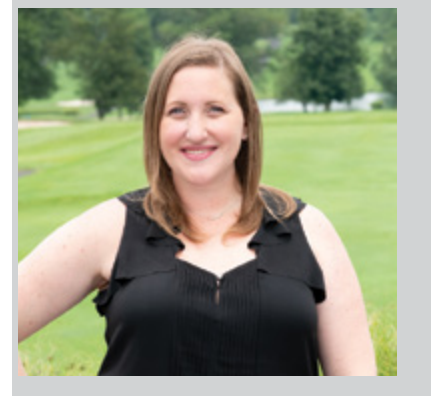


Lana Ubinski,
Manager of the Transitional Living and Rapid
Rehousing programs, JBWS

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Amber Szuch, MSW, LCSW is the Director of the Children's Program for JBWS.

According to Szuch, "Necessary restrictions put on child witnesses of domestic violence to prevent the spread of COVID-19 have exacerbated their feelings of loneliness and isolated them from outside support systems. Their caregivers, many of whom are essential workers, are experiencing their own fears and stressors. We had to create fun and helpful virtual activities to engage children of all ages, while supporting their families too." Szuch's team met the challenge by securing iPads for families, offering parenting groups, and creating a weeklong virtual camp that inspires hope for children who have experienced trauma.

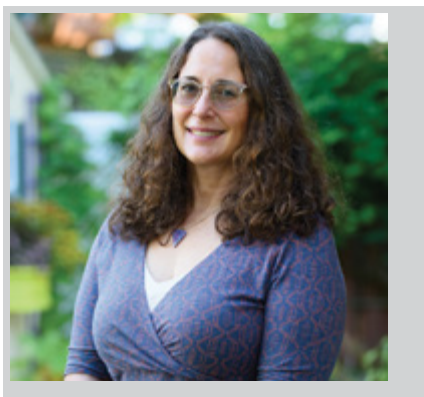


Amber Szuch,
Director of the Children's Program,
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Juli Harpell-Elam, M.A.ED., LPC, NCC, ACS is Director of the JBWS abuse intervention program.

In times of crisis, and especially forced isolation, incidents of domestic violence often rise, and violence may escalate. To ensure the safety of clients, their partners and children, Harpell-Elam and her team researched best practices in the US and Europe for doing virtual assessments and group video counseling with people who have used abuse in relationships. While there are challenges, this intervention does make a difference. Participants expressed appreciation for helping them to confront the attitudes and manage the emotions that could lead to violence if left unchecked.



Juli Harpell-Elam,
Director of the Jersey Center for Non-Violence,
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In a typical year, **Madeline Hahn,** MSW, Manager of the JBWS Dating Abuse Prevention Program, gives 300 talks, reaching 8,000 students in Grade 5 through college.

When schools shut down, she quickly shifted lesson plans to a virtual format that in part proved to be more engaging than discussing abuse in-person. One 11th grader wrote, "We heard people's perspectives and discussed them in meaningful ways. In the anonymous polling questionnaires, we could give our personal thoughts without judgement." Absent the peer pressure in the physical classroom, Hahn believes students can take an honest look at their personal relationships.



Madeline Hahn,
Manager of the JBWS Dating Abuse Prevention
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TECHNOLOGY

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*“Do not follow
where the path
may lead.
Go instead where
there is no path
and leave a trail
— Ralph Waldo Emerson*

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Henry Curtis Adamson, Vice President of Technical Support Verizon

Leveraging innovation to drive customer and employee satisfaction. Henry Curtis Adamson, as Vice President Global Tech Support, leads an organization of 3500+ frontline representatives within Verizon Consumer Group Customer Service. His team supports internet, TV and voice services to Verizon's consumer and small business customers subscribed to the world-class Fios and legacy DSL and copper landline services across the East Coast.

Curtis is responsible for leading the strategy, innovation, and operational excellence within his organization that creates exceptional experiences to make **Verizon the #1 choice** for customers and employees. With more than 20 years of experience in the communications industry and as an Air Force Veteran, innovation and operational excellence are not new to him. He and his team wear them as a badge of pride representing continuous focus on increasing customer and employee satisfaction to record levels, coupled with driving growth and cost efficiencies through innovation.

Throughout his career, Curtis led numerous innovations to include Verizon's first call notes automation, video

support, first work-at-home call center, first social media customer response team, and first IP-based calling switches. These innovations have saved tens of millions in operational costs, driven growth opportunities, and improved customer and employee experiences.

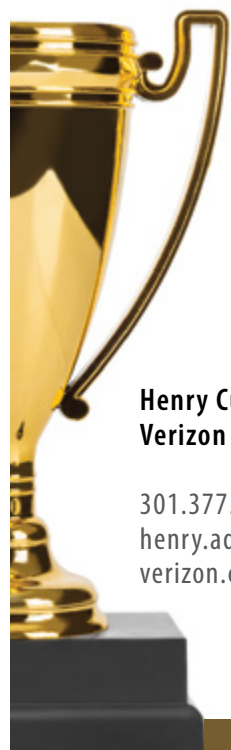
When faced with the context of the COVID-19 pandemic, Curtis' team partnered with IT and Operational Support teams, and accelerated do-it-yourself (DIY) capabilities of an AI-based machine-learning tool called **SmartFix** that proactively resolves issues on behalf of customers through **BOT** technology. Making it easy and convenient to help customers stay connected without them needing to reach out to a call center representative. This tool has seen tremendous adoption.

Additionally, Curtis and his team moved upstream, from our field teams, a new version of the two-way video support initiative called **TechSee** that helped to efficiently resolve customer repairs remotely.

While recognizing the work continues, *Curtis sees really great progress as well as more opportunities to keep Verizon in a leadership position for wired services.*

Henry Curtis Adamson
Verizon

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FINANCIAL SERVICES

**“Change begins with HOPE –
Help One Person Every day.
To be a force for change,
you must think about how
to deliver a positive impact
to those around you, in
your family, community
and through your work.”**



Alma DeMetropolis, CFA, CFP®, Managing Director and Manager of the NJ Market, J.P. Morgan Private Bank

Alma DeMetropolis, CFA, CFP® is a Managing Director and Manager of the New Jersey Market for J.P. Morgan Private Bank, bringing more than 25 years of financial experience to advise families, endowments and foundations. As the President of the New Jersey Market Leadership Team, Alma provides executive guidance across the firm's lines of business within the state and is instrumental in driving community and employee engagement.

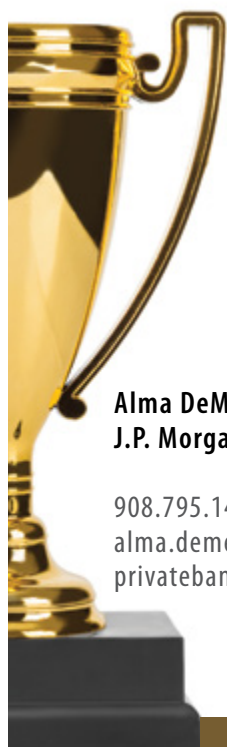
Propelled by her dedication to philanthropic endeavors, Alma sits on the boards of several nonprofit organizations, including the Liberty Science Center, the Community Food Bank of New Jersey, New Jersey Performing Arts Center, SciTech Scity, American College of Greece and the Nature Conservancy NJ Advisory Council. She recently completed many years of board service for Cornell University's Dean's Advisory Council and the New Providence Education Foundation.

More immediately, Alma and her Market have turned their attention in 2020 to supporting their community and clients through the upheaval COVID-19 and the nation's civil unrest has brought. *As part of its global initiative to help support underserved households during COVID-19, JPMorgan Chase made a \$375,000 investment to help kick-start the Greater Newark Enterprises Corp. Entrepreneurs of Color COVID-19 Relief Fund.*

Of the investment, DeMetropolis said, “Small businesses are the backbone of Newark’s economy, providing needed jobs, services and opportunity to residents throughout the city. Thanks to the firm’s investment, Greater Newark Enterprises Corp. will have the tools they need to support small businesses, particularly those that have experienced generational disinvestment during the pandemic.”

On serving clients, COVID-19 and mass demonstrations against systemic racism and inequity in the United States have sharpened the New Jersey Private Bank's focus on Environmental, Social and Governance (ESG) issues in investing. The world must make changes, and investments can align with those values.

Alma believes it is vital to hold a global and expansive view of the world to connect clients with the resources and strategies that care for their full financial pictures. She builds strong relationships to help support the emotional component that often accompanies wealth management. The Firm congratulates her on her many impactful and impressive business and civic accomplishments – she truly is a Force for Change. Previously, Alma has been recognized for numerous honors by other professionals in the industry, including one of the Best Fifty Women in Business for 2012 by NJBIZ and a Top 100 Financial Adviser by the Financial Times in 2014.



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HEALTHCARE ADMINISTRATION & LEADERSHIP

I'm motivated daily by the opportunity to affect change in our communities



Margie Heller, Vice President, Community Health & Global Strategic Partnerships Saint Barnabas Medical Center | RWJBarnabas Health

Serving the needs of our communities isn't just about treating people when they're sick," says Margie Heller, Vice President of Community Health and Global Strategic Partnerships at RWJBarnabas Health and Saint Barnabas Medical Center (SBMC). "It's about keeping them healthy in the communities where they live, work and play." That's the philosophy that leads SBMC to host hundreds of events and programs yearly, locally and globally. There is a commitment to reaching beyond the walls of their facilities, using their assets and resources to more equitably improve their communities' long term wellbeing and quality of life. Saint Barnabas Medical Center is nationally recognized at the forefront of improving health and healthcare delivery. Their mission, to provide compassionate care, healthcare excellence, and superior service to their patients and families, is engrained into everything they do. Margie Heller leads by example. She is an integral member of the Social Impact and Community Investment Practice at RWJBarnabas Health. The practice is a collaborative effort between the System, facility leaders and community stakeholders to eliminate health care disparities and address social determinants of health. One pillar of the practice is Global Health, which strives to help vulnerable communities across New Jersey and abroad. As a leader of this pillar, Margie dedicates herself to building stronger communities, locally and globally. She works tirelessly on executing departmental goals, including, but not limited to, the establishment and implementation of an employee volunteer initiative, enhancing capacity building of local community based organizations, and formalizing the integration of anchor

mission strategy, facility goal identification and attainment with special efforts to address institutional policies and practices. Margie works with employees, businesses and academic partners – including Rutgers University – to address social determinants and understand the unique needs of each community she works in. She is a champion in her community. She has spearheaded many collaborative initiatives that address the social, economic, and environmental conditions that have a significant impact on the health outcomes in local under resourced communities in her primary service area. Margie has successfully co-lead numerous disaster relief missions in Puerto Rico and the Dominican Republic and continually collaborates with universities, international non – government organizations, and medical schools in the U.S and abroad to address health priorities in under resourced countries. Domestically, Ms. Heller established a relationship with The Health Wagon, a nonprofit organization in Southwest Virginia, to provide colon screenings to the medically underserved population in the area. With a multidisciplinary team in place, Margie successfully led three missions there. In line with RWJBarnabas Health's primary mission to help their neighbors by building healthier communities, Margie's been integral in co-developing a COVID-19 testing program strategy that can both support local communities abilities to track and mitigate a reemergence of the virus while simultaneously reducing disparities by bringing COVID-19 precision services directly to at risk communities. Margie says, "Looking ahead, in the ever changing public health landscape, we will continue to strategize on preventative ways to keep our communities healthy and safe."

Margie Heller
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HEALTHCARE



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“What we had during the surge was the ability to push past fear and come together for our patients and for each other.”

A COMMUNITY-FOCUSED
HOSPITAL OFFERING HIGH QUALITY,
SAFE PATIENT CARE WITH A
PATIENT-CENTERED APPROACH

**Robert Wood Johnson
University Hospital
Rahway**

**RWJ Barnabas
HEALTH**



Carol Ash, DO, FACHE, MBA, MHCDS, Chief Medical Officer Robert Wood Johnson University Hospital Rahway

The coronavirus pandemic is a cruel teacher. As we learn more about this novel virus, its transmission and who it affects, we also are learning about ourselves.

Our hospital began receiving patients with Covid-19 in mid-March. In a matter of weeks, the flow of acutely ill patients was relentless at our community hospital. A patient would walk in the Emergency Department and their condition would deteriorate quickly, sending them to Critical Care and requiring ventilation. Young people were seriously ill. In a matter of weeks, we were at 110% of our capacity with every floor occupied with Covid-19 patients. Information came flooding in, some of it confusing and contradictory. We faced shortages of critical supplies, such as protective equipment and certain medications. Yet through it, we were able to respond to the needs of our patients and able to discharge more people home. While equipment supplies were tight, we did not run out of protective equipment.

During the worst of it, we learned that we had to push past the self-preservation and paralysis that accompanies fear to help our patients.

What helped us do that was collaboration. Getting a number of different voices and disciplines together to solve problems led to a number of innovations that helped us cope with staffing, patient care, sourcing of supplies and communication.

A few examples. Early in the pandemic, our Plant Services Department worked with Nursing to create additional

negative pressure rooms to help with airflow and prevent the spread of the illness. Nursing leadership, materials management, medical staff and housekeeping helped source sanitizer and protective equipment, as well as other supplies.

Our Anesthesia and Respiratory professionals collaborated to manage complex patients, and our nursing and therapy staff were early users of FaceTime and other platforms so doctors, patients and families could communicate. Nursing, Emergency Management, our Foundation and others worked with our county and members of the community to help provide equipment, food and supplies.

I am our hospital's Chief Medical Officer trained in Pulmonology and Critical Care, but much of my role was to reassure staff that while this was a novel virus and there was a lot we did not know, there was a lot we did. A lot of my job was Chief Reassurance Officer, reassuring staff that they had the skills and knowledge to treat these critically ill patients. Collectively, we had the ability, the skills and the knowledge to provide good care for our critically ill patients.

Our community, which was so supportive, called us superheroes. And while that's flattering, we don't hold superpowers. What we had during the surge was the ability to push past fear and come together for our patients and for each other.

This pandemic is a cruel teacher, but I hope its big lesson will stick: When healthcare professionals come together with courage and purpose, we come through for our community.



**Dr. Carol Ash
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TELEMEDICAL EDUCATIONAL

“The most powerful weapon for changing the world is education.

So let's remain lifelong learners filled with curiosity!”



Samantha Hernandez, MSW, MSN, MA, LMSW, RN, Regional Director of the Northeastern Simulation Center Saint Barnabas Medical Center | RWJBarnabas Health

Samantha Hernandez is the Regional Director of the Northeastern Simulation Center. A proud member of Saint Barnabas Medical Center, an RWJBarnabas Health in New Jersey facility. She is an influential leader for speaking passionately and eloquently about health issues affecting our nation today. She has authored articles in peer-reviewed journals and presented at major scientific and nursing conferences on the importance of integrating simulation in healthcare education.

With countries and regions recommending self-quarantine and institutions strongly advising staff, faculty, students, and the world to restrict travel and interaction created a challenge to access healthcare. The modernized use of a virtual platform like Telehealth/Telemedicine was essential to decrease the risk of transmitting the virus to patients or health care workers during COVID-19 pandemic. Yet resources were limited in the application. The virtual training provided the “know-how”, application of using electronic information and telecommunications technologies to support long-distance clinical health care and patient and professional health-related education. This virtual platform was and continues to be essential as Telehealth/Telemedicine services are now accessible to more than 71 million Americans, including 35 million children, providing access to healthcare and a virtual platform with the skill set application for healthcare professionals.

She has orchestrated, collaborated, and spearheaded various educational activities for continuing education and training opportunities for healthcare professionals, industry, consumers,

and academia. However, her passion lies in creating training that empowers healthcare professionals to communicate with patients and family and in women's health.

In 2018 Samantha was selected for her strong business acumen and ability to influence and inspire healthcare as one of the Top 25 women leaders in New Jersey by Leading Women Entrepreneurs. She is also a distinguished finalist for four consecutive years (2017 -2020) for NJBIZ Health Care Heroes Awards. This prestigious recognition honors exceptional individuals that are making an impact on health care in New Jersey. In 2017, Samantha earned the SACME Young Researcher Award at the SACME Annual Meeting for her work with Inter-professional Communication with AIDET and HCAHPS in Simulation.

Samantha is a forward-thinking leader focused on removing barriers to success. And is celebrated for inspiring positive change and engaging over 13,786 participants in their education journey. She holds three Master's Degrees, Social Work, Nursing and Healthcare Administration, and is a Licensed Master Social Worker and Registered Nurse.

With over ten years of healthcare experience, she points the way toward a transformative future shaped with unwavering dedication and commitment to excellence in the world of simulation and virtual education in healthcare. She is an individual that has made a significant shift to address the pandemic and pave the way for a better future for New Jersey citizens and the nation.

Samantha enjoys spending time with her family, especially her daughter Maha, who is her inspiration to all her aspiration.



Samantha Hernandez
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SPORTS

“This will be a family-oriented sports experience.”



Alan Nau, CEO Trophy Park

Trophy Park is a planned world-class, multi-purpose indoor and outdoor 200 acre state-of-the-art athletic complex in Jackson, New Jersey, opening in mid-2021. The all-star campus will have the ability to host over 2,000 athletes per week.

Trophy Park expects over one million visitors per year by presenting youth athletic tournaments, events, and sports camps to teams and individual athletes locally, regionally, nationally and internationally. Sports include soccer, lacrosse, field hockey, baseball, softball, basketball, volleyball, wrestling, cheer and more.

The complex features 300 rooms within two Wyndham hotels, an Athlete Village with 124 self-contained Athlete suites to accommodate 2,000 athletes and coaches; 24 fields and diamonds with turf and lights; Full service food court with 800 seats for athletes and families; indoor arena featuring 16 basketball courts and a turf soccer field; two 2,000 seat showcase fields and a health and safety focus with on-site police, fire and EMS.

The Youth Sports Industry will be a 19.2 Billion dollar industry by 2023 according to a study by Statista/Christina Gough (Dec. 2019). The NFL is worth 15 Billion in comparison (Wintergreen Research November 2019). With 45 million children playing organized sports nationally, Trophy Park is designed to capture a percentage of that market bringing young athletes and their families to New Jersey to compete.

Trophy Park will provide hundreds of union jobs to Jackson from the construction stages to permanent jobs on-site once the park is open. Trophy Park will also create

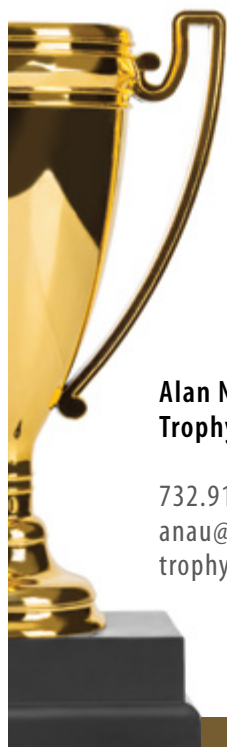
\$2 million per year in tax revenue for Jackson.

This will be a family-oriented sports experience. It will feature Tournament play from teams across the country and internationally. Athletes and their families will spend a week of their lives staying here. This is not a day-to-day transient sports park. It is meant for up to 2,000 athletes a week to compete at Trophy Park and live in team hotel suites on the property. We believe an unparalleled sporting; entertaining and social environment leads to memorable experiences for families and allows athletes to live their dreams.

Our focus is on health and safety. There will be an emergency medical, police station and fire house all on site. Guest experience will come before all else. There will be a Food Court to seat 800 athletes and their families, plus multiple restaurant and concession options.

Trophy Park is centrally located, perfectly situated between NY & Philadelphia. It is accessible to three major airports; I 95, NJ Turnpike and Route 537. What better place to put it, than next to an Amusement Park. Being close to Great Adventure, athletes and families can visit while here.

My dream for Trophy Park came seven years ago. My original plan was to replicate the tournament atmosphere that the baseball tournaments in Cooperstown offered and do it in a better way in New Jersey. What started as a baseball facility soon added lacrosse and grew to soccer, basketball, wrestling and cheer and many others. As I talked to people in the industry I found what was needed on the east coast was a place where the athletes could compete in week-long tournaments to get to the next level. Trophy Park became something that was desperately needed.



Alan Nau
Trophy Park

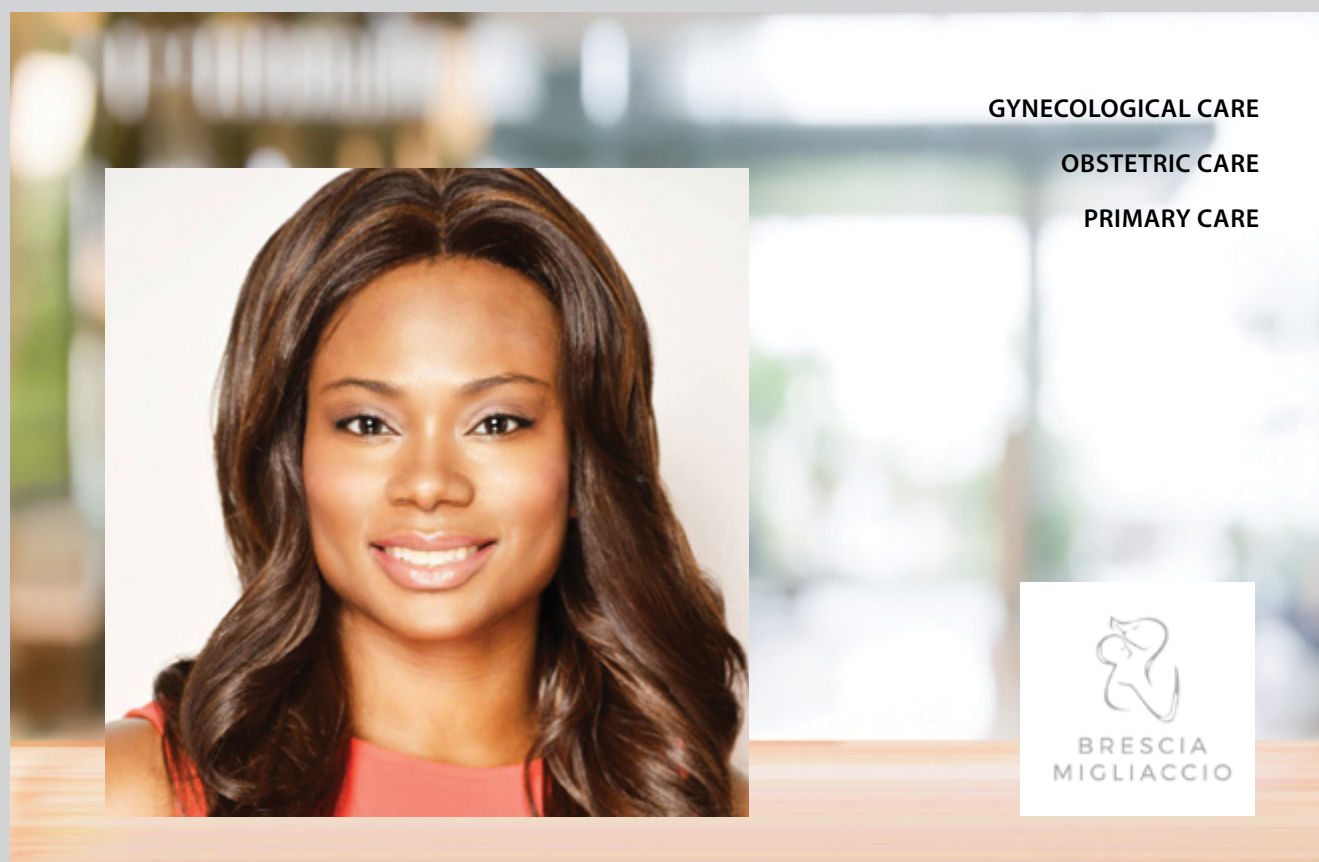
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“*Our distance
now will bring
us closer soon.*”



Dr. Natasha Chinn, MD, FACOG, Partner - Obstetrics and Gynecology Brescia & Migliaccio Women's Health MD, PC

A trailblazer for women's health, Dr. Chinn's approach is to look at the total woman at every stage of her life. She is passionate about treating the entire being which she describes as encompassing spirit, mind, and body. She is a strong proponent of identifying the root cause of her patients' illnesses and not just treating the symptoms. She is a partner with Brescia & Migliaccio Women's Health MD, PC.

With over 15 years of experience as a physician supporting woman's health, she is commended for her outstanding contributions. An expert in obstetrics and gynecology, **Dr. Chinn** is adept in guiding and treating her patients at every stage of life. In their earlier years Dr. Chinn guides patients through issues such as female health education, menstrual cycle irregularities, sexual health and safer sex practices. She guides women of child bearing ages through family planning, well women's maintenance and all potential problems and illnesses in the scope of this. She practices both obstetrics and gynecology which allows her to provide excellent prenatal care, deliveries, and postpartum care. When common gynecological problems arise such as abnormal uterine bleeding, endometriosis, and menstrual disorders she incorporates an integrated approach and utilizes minimally invasive procedures when necessary. As her patients transition into the perimenopausal and postmenopausal phases, she guides them and incorporates a unique and highly effective combination of conventional and wholistic interventions. Dr. Chinn is a renowned expert within her field and her unique approach to looking at female wellness has brought restoration and improved quality of life to thousands of lives.

Dr. Chinn is a fellow of the American Congress of Obstetricians and Gynecologists. She is also a certified neuro-associative programmer and neurolinguistic practitioner. She is highly sought after by the media to discuss women's health in publications such as SELF Magazine, popsugar.com, romper.com, Divided States of Women and more.

Dr. Chinn was inducted into the Arnold P. Gold Humanism in Medicine Society as a fourth year medical student. In recognition of her humanistic approach to teaching and medicine, Dr. Chinn was the recipient of the Arnold P. Gold Humanism in Medicine Society Excellence in Teaching Award.

Dr. Chinn is also an Adjunct Clinical Assistant Professor at Touro Medical School of Osteopathic medicine and was previously the program director of Palisades Medical Center OB/GYN residency program.

Dr Chinn attained her medical degree at at Rutgers New Jersey medical school. She earned her undergraduate degree at Yale university where she received a Bachelors of Arts degree in Anthropology. She is a partner in Brescia Migliaccio MD PC, a team of OB/GYN physicians, primary care physicians, and a supportive medical staff.

Dr. Chinn applies the skills needed to promote the health and wellness of her patients. Her relationship with her patients is special- so much so that many of them have been coming back year after year. She takes the time to listen to the story behind the symptoms. She is compassionate and caring on a human level. She doesn't just "practice medicine", she forms a lasting connection with those who come to her in need. *The world has lots of doctors- but this one is special.*



**Dr. Natasha Chinn
Brescia and Migliaccio
Women's Health**

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Brescia & Migliaccio Women's Health
warmly congratulates our partner

Dr. Natasha Chinn

We also congratulate all the 2020 Top 25 Force for Change honorees
for thier dedication and hard work throughout the pandemic.



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“All of our employees have done their part to safely and effectively keep the lights on for our customers”



Jim Fakult, President Jersey Central Power & Light

*A special thanks to JCP&L
urgent response members*



Jason Wallace
Manager,
Revenue
Operations



Kim Contos
Manager,
Emergency
Preparedness, NJ

To learn more about JCP&L, FirstEnergy, and the company's coronavirus response, visit:
www.firstenergycorp.com/help/safety/coronavirus.html

Jersey Central Power & Light (JCP&L), a FirstEnergy Corp. utility company, serves more than 1.1 million customers in 13 counties in Northern and Central New Jersey. Its 1,300 employees have remained committed to maintaining reliable electric service and keeping the lights on for customers during the challenges of the coronavirus health emergency. These efforts include working closely with the communities it serves to offer bill assistance and providing significant contributions along with the FirstEnergy Foundation to support those facing hardships during this time. In addition, JCP&L crews adopted new health and safety guidelines while working around the clock to restore power to customers following Tropical Storm Isaias.

“All of our employees have done their part to safely and effectively keep the lights on for our customers,” said **Jim Fakult**, President, JCP&L. “I’m especially grateful for our front-line workers, who have adapted to the new national safety requirements while responding to customer outages during this pandemic, all with minimal impact to operations.”

To help safeguard employees, contractors and customers, the company implemented new precautions, including:

- Alternating shifts and relocating job briefings to be more conducive to social distancing
- Splitting into smaller work units to support distance between employees
- Working from home when possible

JCP&L also knows that customers are relying on electricity in their homes more than ever during the pandemic, with many working from home and students engaged in remote learning. That’s why the company has been committed to helping customers who are facing economic hardships by helping them enroll in manageable payment plans and connecting them with bill assistance programs. In addition, FirstEnergy Foundation donated \$50,000 in March to local food banks and hunger centers in New Jersey communities to help provide essential food and nutrition to those who need it the most during the COVID-19 pandemic.

In early August, Tropical Storm Isaias hit New Jersey, causing extensive damage to JCP&L’s electrical infrastructure. JCP&L – along with a team of more than 8,000 utility crews from 17 states – worked around the clock to safely restore service to 788,000 customers while also adhering to the company’s established COVID-19 safety and health guidelines. Following the storm and recovery efforts, JCP&L donated approximately 83,000 pounds of unused food items to food banks and religious organizations in New Jersey and Pennsylvania. The donation was supplemented by an additional FirstEnergy Foundation contribution of \$50,000 to benefit food banks in the region.

“The goals we set at the beginning of the pandemic could not have been achieved without our employees’ commitment to safety under extremely difficult conditions,” said Fakult. “I’m proud to receive this recognition on their behalf.”

INSURANCE



Paul Collins
HUB International Northeast

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Paul Collins, President & Chief Executive Officer HUB International Northeast

Paul Collins currently serves as the President and Chief Executive Officer of HUB International Northeast. Mr. Collins is responsible for overseeing all retail and wholesale operations for the Northeast region, which includes offices spanning across New York, New Jersey, Connecticut, Pennsylvania and Rhode Island and over 800 employees. He joined HUB in May of 2017 with 20 years of experience as a leader in the insurance brokerage community. Paul currently serves on the Cox School of Business Alumni Association Board of Directors at SMU. He resides in Summit, NJ with his wife and three children.

"HUB's mission is to help you protect what matters most. We are relentless advocates for our clients to ensure that they receive solutions that are tailored to meet their needs. As an employer, I'm proud to be part of an organization that brings our mission to life by empowering our team of associates to continuously learn, grow and make a difference in the communities we serve, while providing and celebrating equal opportunities for all. When our team reflects the diversity of the clients and communities we serve, we are at our very best and capable of doing tremendous things together."



INSURANCE



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Lynn Killeen, Senior Vice President & Family Office Specialist, HUB International Northeast

Lynn Killeen currently serves as Senior Vice President and Family Office Specialist with HUB International Northeast's Personal Insurance Division. Based out of Summit, NJ, Lynn works closely with wealthy families and affluent individuals, multi-generational families and their advisors to custom design personal risk management and commercial insurance programs to protect them, their families and their assets. Over the course of her career, Lynn has contributed to the development of new services and personal insurance solutions that have helped her clients. She is a highly sought after specialist in the high net worth and family office space. Her innovation, creativity, dedication, technical expertise and advocacy for her clients have helped build a strong network of long-standing, elite clientele.

"I'm proud to be part of an organization that promotes making a difference and giving back to the community, as well as celebrating a culture that values diversity and recognizing the importance of women in leadership. As a passionate animal advocate and supporter of philanthropy and women collaboration, I am delighted to be involved with this program as an example of what we as women can accomplish and truly be a 'force for change'."





INVESTORS BANK IS PROUD TO SUPPORT THESE HEROIC ORGANIZATIONS. THESE NON-PROFITS ARE SERVING THE NEEDS OF OTHERS THROUGH THE PANDEMIC.

Victoria Magliacane, Senior Vice President/Retail Market Executive
Investors Bank

Investors Bank remains true to its roots as a community bank and always has had a reputation for giving back, whether through our Foundation, bank sponsorships, or the time and talent of our frontline employees. Caring for the community starts at the top and is engrained in our culture, significantly impacting recruitment. We want employees who have a desire to serve our community, serve our clients with care, and treat their colleagues with respect and understanding. These qualities are more valuable and important to Investors than years of experience. Community commitment is emphasized from the beginning, including during our in-depth onboarding experience when employees work in a local soup kitchen. Our employees live and work in the communities we serve and have a deep-rooted desire and commitment to give back. So, throughout the pandemic, we were able to step-up efforts to help clients, small business owners, and nonprofits such as the Girl Scouts of the Jersey Shore (GSJS), who were unable to sell cookies in the usual way this year. Investors made a \$50,000 donation to “purchase” 10,000 boxes of cookies that the GSJS in turn donated to the six “Community Hero” organizations on these pages.



Victoria Magliacane
Investors Bank.
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For 90 years, Disabled American Veterans Department of NJ (DAVNJ) has worked to empower veterans to lead high-quality lives with respect and dignity.

The nonprofit receives no federal funding and is an organization of “veterans helping veterans”. It maintains 45 chapters throughout the state to provide information and support to veterans with disabilities. DAVNJ provides rides to medical appointments, assists with benefits claims, hosts job fairs and provides resources to connect veterans with meaningful employment, and facilitates communication between local chapters and the state. All services are offered at no cost to generations of veterans, their families, and survivors.



Johnnie Walker
Department Adjutant
Disabled American Veterans of New Jersey

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Ocean Mental Health Services has been serving the Ocean County community since 1959. Through its more than 420 staff, the agency offers adults, families and children counseling, group homes, supervised apartments, an integrated Trauma Treatment Center, day treatment services, addiction treatment services for adults and children, outreach/community programs, and a private school for children with emotional and behavioral challenges. OceanMHS is opening a new Depression Treatment Center including TMS treatment for difficult to treat depression. OceanMHS works to explain the importance of coordinating the continuum of behavioral healthcare, substance abuse recovery, and physical healthcare to achieve overall wellness and recovery.



James M. Cooney, LCSW
Chief Executive Officer
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Court Appointed Special Advocates (CASA) of New Jersey ensures a trained, supervised volunteer is available to advocate for the best interests of children removed from their homes because of abuse/neglect and placed in foster care/other out-of-home placements. The nonprofit supports a statewide network of affiliated, community-based CASA programs in all 21 counties with funding, training, PR/marketing, continuous quality review, ongoing education, capacity building and technical assistance. These programs recruit and train volunteers as a “voice in court” and the community to help children get needed services while in foster care, and ensure they find safe, permanent homes as quickly as possible.

April Aaronson, MPA, MSW
Executive Director
CASA of New Jersey

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Lunch Break is a nonprofit working to break the cycle of poverty among financially insecure individuals and families in Monmouth County and beyond by helping them become self-sufficient in leading healthy, more productive lives.

Lunch Break provides food, clothing, mentoring, social service programs and fellowship. It operates with a network of more than 2,000 volunteers and through the support of individual donors, foundations, and corporations and businesses. The organization’s Life Skills Program is a job readiness initiative that helps clients acquire and maintain meaningful employment while gaining additional skills and tools necessary for improving their future career prospects and self-sustainability.

Gwen Love
Executive Director
Lunch Break

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HomeFront’s work is to end homelessness by harnessing the resources and expertise available in the community. It operates in Mercer County to provide emergency shelter, transitional housing and permanent service-enriched housing to more than 450 people a night, two-thirds of whom are children.

Through its staff and 1,200 volunteers, HomeFront offers case management, homelessness prevention services (including back rent & utility assistance), emergency food – including hot meals delivered to families living in motels, free clothing/household goods, affordable housing searches, tutoring, and job placement and readiness skills. Children’s programming includes a pre-school, summer camp, after-school tutoring and other educational and recreational activities.

Connie Mercer, Founder & CEO
HomeFront of New Jersey

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Community Medical Center (CMC), an RWJBarnabas Health facility, is dedicated to advancing the quality of life and health of the greater Ocean County region by providing safe, high quality care. CMC is a fully accredited acute care hospital and maintains national accreditations in multiple specialty areas. Highly sophisticated services, not typically found in a community hospital, include advanced cancer, cardiac, emergency, maternity and neurology care, as well as cutting-edge surgical care.

Jennifer A. Shufan, Vice President,
Community Medical Center Foundation
Community Medical Center

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ACCOUNTING SERVICES



Steven Schinella, Office Managing Partner, Roseland CohnReznick

On March 13, CohnReznick made the decision to stop working from our offices. Within 48 hours, we were all working remotely with minimal disruption to our business and our clients. Our people have been amazingly resilient, resourceful, and committed to our clients. Our clients have had many questions about managing the impact of Coronavirus on their businesses, so staying in close contact with them has been crucial. Using video conferencing technology like Microsoft Teams has allowed us to maintain as much face-to-face interaction as possible and continue providing world-class client service. CohnReznick has assembled a national SBA Task Force to assist our clients with filing for federal disaster loans and providing the required documentation. We are also helping our clients navigate through the loan forgiveness process and calculation of the Paycheck Protection Program. Our advisory teams are also helping businesses with more agile, predictive financial forecasting and modeling; managing liquidity and access to capital; and digital enablement.

Steven Schinella
CohnReznick

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CONGRATULATIONS

to Shavonda Sumter for being recognized as part of
2020 list of Force for Change.

Ms. Sumter truly exemplifies a level of leadership that fully embodies Hackensack Meridian *Health's* mission to transform health care and serve as a leader of positive change.



Shavonda Sumter, MBA
 Vice President of Behavioral Health Services
 Hackensack Meridian Mountainside Medical Center



Hackensack
 Meridian *Health*
KEEP GETTING BETTER



Congratulations to **Ed Zimmerman**, partner and co-founder of Lowenstein's **The Tech Group** and **VentureCrush** and Adjunct Professor of Venture Capital at **Columbia Business School**, for being recognized with the 2020 Force for Change Illuminator Award in Private Equity from Leading Women Entrepreneurs.

We are proud of the significant and positive impact he makes on the lives of others, including in his work with traditionally underrepresented entrepreneurs and investors in the areas of venture capital, growth funds, and private equity.

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COMMUNICATIONS AND PUBLIC RELATIONS



William P. Murray, Executive Vice President,
National Director, MWWPR

William P. Murray is a true pioneer and force for change in the New Jersey business community. Over the course of a distinguished career, Murray has helped hundreds of companies, nonprofits, and public officials identify new and innovative ways to communicate with their stakeholders and creatively shape public opinions. Mr. Murray always has strived for real change – behavioral change – by engaging all audiences and involving all stakeholders. It was an approach that he and MWWPR pioneered decades ago and which since has been mirrored by professionals and advocacy interests throughout the nation. From changing behavioral attitudes toward tobacco use, removing regulatory hurdles to life-saving health care products, and ensuring the safety and resiliency of this nation's energy, water and transportation infrastructure, to helping New Jersey bounce back from the devastation of Superstorm Sandy – Mr. Murray has established a proven track record of success through innovation.

William P. Murray | MWWPR | 201.460.2835 | wmurray@mww.com | mww.com

CONGRATULATIONS TO ALL THE 2020 TOP 25 FORCE FOR CHANGE HONOREES

We recognize these individuals who have made a positive impact on the lives of others during this 2020 global pandemic.

Join us as we celebrate all the force for change honorees.

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NOV 2nd – 6pm**

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To see a list of honorees visit www.forceforchange.nj.com



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WHEN YOU FEEL GOOD,
YOU PERFORM BETTER.

KIM DE RIENZO, owner of Tailored Image, has been outfitting leaders in business, entertainment, finance and sports for over 20 years. Kim provides full service wardrobe consulting and fine custom tailored clothing with an exceptional level of service. Enjoy the luxury of shopping in your home or office with your own personal clothier. Custom-made clothing designed especially for you. Choose from an extensive selection of luxurious Italian and English fabrics.



Kim DeRienzo
Professional Clothier
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WHAT'S NEW FROM KIM IN 2020...

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TOP 25

LEADING WOMEN SPECIAL SECTION



INTRODUCING THE 2020 TOP 25 LEADING WOMEN ENTREPRENEURS AND INTRAPRENEURS

AWARD CRITERIA: Leading Women Entrepreneurs is an organization that has recognized over 500 outstanding women in business from New Jersey over the past decade. We are proud to celebrate the 2020 Top 25 Leading Women Entrepreneurs and Intrapreneurs winners who are either women business owners or corporate leaders who excel in innovation and advocacy for women. This prestigious group of women is selected out of hundreds of impressive nominations based on their strong business acumen and ability to both influence and inspire within their respective industries.

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LEADING WOMEN VIRTUAL
RECOGNITION EVENT
OCTOBER 8th at 6pm**

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Helen Archontou, MSW, LSW –
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Kiira Benzing – *Double Eye Studios*

Diana Blankman Roberts – *Sanofi US*

Caroline Blazovsky – *My Healthy Home*

Ginni Conquest – *Wilhelmina Models Inc/
Independent Romance Writer*

Marcia Dukes – *Prudential*

Melissa Eichholz – *Prospect Transportation, Inc.*

Avigail Eisenstadt – *AE Design Group*

Kym Frank – *Geopath*

Judith Friedland – *American Heart Association*

Tanya Helfand – *Helfand & Associates*

Natasha Hemmings – *Girl Scouts Heart of New Jersey*

Kelly Hwang – *Lerner David Littenberg Krumholz &
Mentlik LLP*

Kelly Ingram – *Newark Beth Israel Medical Center*

Cristy Kaur – *Merrill Lynch*

Nicola Kayel – *Salix Pharmaceuticals*

Celia King – *Leadership Newark, Inc.*

Marta Lefsky-Darden – *Woodbridge Township*

Kim Luthy – *Synthesis Wealth Planning*

Suzanne McAdams – *GlaxoSmithKline*

Elyse Mendell – *Sage Healthcare Partners / Allegria
Senior Living*

Brenda Ross-Dulan – *The Ross Dulan Group*

Lauren Siclare – *BuckleBath*

Dr. Vanna Stone – *Gentle Caring Dentistry*

Kristi Telschow – *Jersey Staffing Solutions, LLC*

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Melissa Eichholz, President
Prospect Transportation, Inc., Alternative Fuels Transportation Inc.



It is an understatement to say that company dynamics worldwide were unexpectedly upended by this year's pandemic.

But in a fourth-generation family business working in a 24/7, 365-day industry entirely dependent on safety and reliability, adapting – and the successful integration of work and life – has always come with the territory.

“As a mother of two boys, it was quite common for our children to come into the office with us prior to COVID-19, and now, it is just as common to see our kids and our employees' children on Zoom calls,” said **Melissa Eichholz**. “We are a family business not only in the sense that we are generational, but also because when we're on the phone at 2 a.m., which can happen quite often in this industry, that means everybody's family is at some point involved.”

Prospect Transportation in Carlstadt has been transporting petroleum-based products to airports, gas stations, bus terminals, ferry docks, fleets, and other refueling stations since 1947.

Today, it is a more than \$50 million business responsible for delivering nearly half of the petroleum consumed in the tri-state area to customers such as BP, Shell Oil, Phillips 66, World Fuel Services, Wawa, and Marathon Petroleum and more.

“This business is a team effort – everyone needs to pull together to make it work,” Eichholz, president of Prospect Transportation, said. “That mentality started with my great-grandfather and grandfather and is what I ultimately learned from my dad.”

Having worked in the family business throughout high school and college, Eichholz has been with the company for 23 years.

“It was the way my dad interacted with and treated our employees that was most impactful for me,” she said.

Prospect Transportation employs more than 250 today, including many who have worked decades for the family-oriented company.

“Our busiest times are often holidays and weekends, so we need to take extra care of each other and value our employees as much as our customers to make sure they have the quality of life they deserve,” Eichholz said.

The key, she added, is maintaining unique relationships and keeping lines of communication open with each individual employee.

“It's not always easy to be a leader, but we have a responsibility to let our people know that we understand what's going on in the world and that we are here to take care of them as much as they are here to support us,” Eichholz said.

Melissa Eichholz
Prospect Transportation, Inc,
Alternative Fuels Transportation Inc.
201.933.9999
melissa@prospect-trans.com
prospect-trans.com

Prior to the pandemic, Prospect Transportation had been experiencing continued and consistent growth, having expanded business into the Connecticut and Florida markets and creating powerful technologies that added value with inventory management, compliance assistance, tank monitoring, and more.

But when COVID-19 halted work commutes and cancelled family vacations worldwide, business was understandably impacted.

“We also needed to learn fast not only what to do to protect our employees but also how we were going to continue to effectively communicate as a team, especially with our drivers,” Eichholz said.

With a fleet of more than 250 tanker trucks delivering product as far west as Ohio, as far north as Maine, and as far south as Virginia, it was important to keep in close contact to ensure everyone’s safety – a pillar of Prospect Transportation’s business in that it deals with products such as gasoline, jet fuel, heating oil, ethanol, and liquid asphalt.

“Safety is a huge piece of everything we do,” Eichholz said. “It begins and ends with each employee, from our drivers to our dispatchers to our executives.

“We not only have to think about how our employees are impacted, but also the members of the general public traveling millions of miles each year.”

While strict adherence to and knowledge of safety standards had often made Prospect Transportation the transporter of choice for many major oil company suppliers and a key partner in training local police and fire departments, COVID-19 precautions looked much different.



Personal protective equipment was both provided and required on the job; personal contact was severely limited; drivers were consistently assigned the same trucks; and those who could telecommute were quickly outfitted with remote capabilities.

“I was really proud of our group for figuring out new ways to exchange information as quickly as we would have back in the office,” Eichholz said. “And those not on the road were receptive to helping each other out when it came to restructuring and accommodating telecommuting schedules that now depended on kids and spouses, too.”

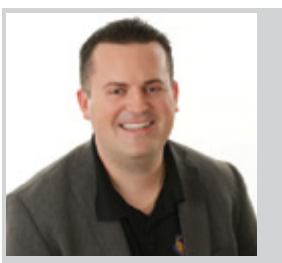
Eichholz said that because Prospect Transportation’s business has since come back fairly strong and continues to trend upwards, she is hiring in areas of potential expansion – and actively working to include more women.

“There are currently six women in our organization,” she said. “This industry is in fact dominated by men.” Eichholz said in recent years she purposefully introduced three women into the dispatch department.

“I felt these women had the compassion and the ability to interact in different ways with our drivers and customers, especially when there are concerns due to delayed deliveries or other issues,” she said. “The entire department has since benefitted from them being there, with the culture certainly changing for the better.”

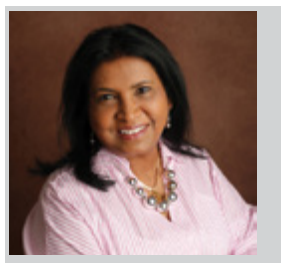
Eichholz said while it’s important that women continue to support each other in their endeavors and industries while continuing to build as a group, women should also learn to trust their own instincts.

“Go with what you know to be true,” she said. “Don’t let anybody have any influence over what you feel is best for you and your company.”



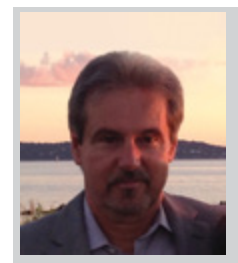
Bob McCloughy,
Chief Financial Officer

Our partnerships and loyalty have given us a good reputation. We remember where we have come from and the people and companies who have assisted us over the years.”



Vilma Ramsaran,
Accounting Associate/
Human Resources

Working for Prospect Transportation and the Eichholz family for the past 20 years has simply been wonderful. The care, respect, and trust that they have for their employees can’t be matched.



Jack McNamara,
Vice President of Marketing
and Business Development

Ibelieve the way Prospect Transportation truly values family and its employees as much as it does its customers has been passed down from generation to generation. The care and dedication to this operation and its people is simply part of the Eichholz genetic makeup.”



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Dr. Vanna Stone Gentle Caring Dentistry



Dr. Vanna Stone loves to show people that going to the dentist can be an enjoyable experience. You might think this sounds like an impossible task but Dr. Vanna uses everyday as a chance to prove otherwise.

Inspired by her mother at an early age, dentistry quickly became a passion, a perfect mix of art and science where her creativity and perfectionism could shine. Her philosophy is simple, treat people the way you want to be treated. This golden rule is the anchor of her practice, Gentle Caring Dentistry, where she and her mother, Dr. Linda Stone are an unstoppable team. For them, no detail is too small, believing that those small details add up to make an experience memorable.

The second you step into the office, you realize it's unique, warm rich tones and vibrant art greet you.

Anxious about sitting in the dental chair? Complimentary nitrous oxide is provided. Need to be distracted? Movie glasses that make you feel like you are sitting in a cinema stream your choice on Netflix. Afraid of dental needles? They have a computerized anesthesia system that replaces the dreaded syringe with a 'wand'. Although it may seem like magic, it is just the manifestation of loving what you do and striving to do it better each day. When talking about what she finds so rewarding about her profession, Dr. Vanna explained that “every day I get to make an improvement in a patient's life. It can be as simple as restoring their ability to chew comfortably or something as life changing as getting your self confidence back with a new smile. Each day is a new set of problems I can make better. Just think about that feeling you get when someone smiles at you and then imagine getting to be the person who created it.”

Vanna Stone
Gentle Caring Dentistry

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Congratulations Vanna



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STAFFING AND RECRUITING

“*Little girls with dreams become women with vision.*”



Kristi Telschow, CEO Jersey Staffing Solutions, LLC



Kristi Telschow is Founder & CEO of Jersey Staffing. Having celebrated 10 years in business as of this past May 10th, 2020, Jersey Staffing is a nationally recognized WBENC certified brand that provides nationwide Recruitment, RPO and HR consulting services. She has been featured in Forbes and NJ Monthly Magazine as a Leading Women Entrepreneur for her unique approach to recruiting and received the prestigious 40 under 40 award from NJBIZ at the age of 30! Under her management, Jersey Staffing has ranked as a Top 20 Staffing Firm in NJ year over year by NJBIZ Magazine. Kristi recognized that there was something missing in the way her competitors represent customers and candidates, so the tag-line “Beyond the Resume” was born. With a desire to succeed and an unstoppable work ethic, Kristi started developing her clients the old-fashioned way, cold-calling and door-to-door sales, to build lasting relationships. Through Jersey Staffing, Kristi, and her team partner with customers not only to provide the best possible candidates for their organization but collaborate with customers to understand individual needs and expectations. Her concept, “Beyond the resume” is more than just a tag line, it is a rule Kristi and her team live by when developing relationships with each client and candidate, determining their short term and long-term goals. Jersey Staffing develops a client and candidate roadmap to success that creates the ultimate match and fosters long term relationships, loyal clients, and candidates.

In January 2014, Kristi Co-founded Morris Technology Partners (MTP), “a data management and protection firm leader,” with Lou D’Angeli. MTP offers companies the following “As-a-Service” IT solutions: Backup-as-a-Service (BaaS); Cybersecurity-as-a-Service (CSaaS); Disaster-Recovery-as-a-Service (DRaaS); and Storage-as-a-Service (STaaS). All with easy, simple to understand pricing, and one simple location. As the CEO of Morris Technology, she uses the same philosophy that was used to grow Jersey Staffing. Subsequently, Kristi and Lou received a joint award for Best Management Team and Innovators of the Year, 2018 by NJ Tech Council.

Jersey Staffing Solutions and Morris Technology Partners can provide any company with seamless solutions, from upgrading their talent to improving their infrastructure and culture. Both organizations are led with an innovative approach to the business model of the future: combining the human element of HR Staffing with cutting edge technology, that provides effective data management and peace of mind.

Kristi is also a philanthropist. She serves as the Immediate Past President and VP of Marketing & Communications for Morris County Society for Human Resource Management and volunteers on the Board Funds Committee for Dress for Success of Northern NJ. She is an advocate for the advancement of women, and strongly believes in working hard to give back to the community around us.

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AUTHOR, FAMILY LAW ATTORNEY

“I want to help people make better, calmer, and more positive decisions during the divorce process.”



Tanya Helfand, Esq.



What does it take for two people to make a marriage work? Effort from each partner. Most individuals recognize the benefits of an intact family or marriage.

A functional marriage is a wonderful part of life. However, no marriage is without conflict. Conflict is part of being human. The key issue is: can the parties manage the conflict effectively and maintain healthy communication and boundaries? If they can, they should put in the work or even ask for help to improve their marriage.

People rarely get divorced because they “just grow apart”. The most typical reasons are verbal or physical abuse, drugs and/or alcohol use impacting you or the kids, extreme financial irresponsibility, mental illness, or infidelity. In most of these very difficult circumstances, divorce makes sense and is inevitable. If that is the case, then it is recommended to read **20 GREAT TIPS FOR A SUCCESSFUL DIVORCE**, by Tanya Helfand, Esq. It was written to help the reader manage his/her divorce process as efficiently and effectively as possible. Some of the topics addressed in the book are: What are Good Reasons for Divorce, Counseling and Therapy, Preparing Yourself Emotionally and Financially, Hiring the Right Lawyer, and Life After Divorce.

The premise of the book is to give the reader truthful and practical information to resolve the conflict of divorce fairly and efficiently. The divorce process can be overwhelming. People sometimes get stuck and cannot move forward with a divorce because they face

tremendous fears and misconceptions. However, divorce, when handled properly, can bring you and your children to a much better, healthier place. People are concerned that they will “lose their kids or their money”, and the truth is the legal system seeks to protect the relationship between parents and children, and to fairly divide assets and income based on the law. People also often listen to friends who have different lives and different facts and think their story applies. It usually does not. There are stereotypes about dads not seeing their kids or women always getting alimony. These stereotypes often do not apply. It is very important that you educate yourself about the law as it applies to your specific situation. Each state has its own laws to help people and families in divorce. It is important to consult with a competent attorney that specializes in the family law field to understand your rights and how they apply to your specific case.

Tanya Helfand is a certified matrimonial lawyer in New Jersey and is also licensed in New York for over 28 years. She is a divorced mom. She has negotiated and litigated thousands of cases through resolution.

Tanya wrote **20 GREAT TIPS FOR A SUCCESSFUL DIVORCE** to give readers a real inside view of the process and to help the reader make better, calmer, and more positive decisions during the divorce process. **100% of the proceeds from the book are currently going to charity.**

www.amazon.com/20-Great-Tips-Successful-Divorce/dp/1794382755

Tanya Helfand, Esq.
Author

20 TIPS FOR A
SUCCESSFUL DIVORCE



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– Justice Ruth Bader Ginsberg



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Marcia Dukes, Director, Diversity & Inclusion Prudential



Marcia Dukes has been an outstanding contributor and leader with Prudential for 14 years. She is currently a Director, Diversity & Inclusion. Recently, Marcia expanded her role to also include D&I business execution for ISG (Annuities, Individual Life and Prudential Advisors). This focus has a three-pillar focus of Culture, Talent and Business Impact. She manages this body of work for three business lines for over 7,000 employees. Her efforts continue to be a best in class practice across the firm.

She also manages the Conference of African American Financial Professionals (CAAFFP) event for Prudential along with the American College and other financial industry leaders.

Marcia is an active member of the Black Leadership Forum, one of Prudential's Business Resource Groups. She has served as a Mentor with the 'Learn Do Earn' mentoring program at the Link Community School in Newark, New Jersey. Additionally, she collaborated with associates from Chubb Insurance to create the first International Insurance Business Analysis chapter in New Jersey to support career development for Business Analysis. Actively engaged in her community, she has a passion for ensuring equitable education for all children. Marcia has led multiple campaigns to help ensure diverse board members were elected to the West Orange Board of Education.

In March 2014, Marcia was selected to participate in the Life Insurance Development Program (LIDP)

rotation program. Her first assignment focused on Prudential Advisors social media expansion. This included enhancing and streamlining their current LinkedIn process. Additionally, Marcia managed the implementation of their digital media strategy; specifically focusing on rolling out a new third-party platform 'Hearsay Social' and a pilot program for Facebook. During Marcia's last rotation she elected to remain in Prudential Advisors Human Resource department in a Diversity & Inclusion role.

Throughout Marcia's tenure at Prudential, she has held various roles across multiple businesses in Prudential. Utilizing her T-Shape skill set has given her the opportunity to serve as Project Manager of Business Development in Prudential's Individual Life Insurance division. Marcia also served as a Systems Analyst role within Group Insurance.

Prior to joining Prudential, Marcia held many key roles in the healthcare industry. Marcia also obtained her green belt in Six Sigma certification.

Marcia earned a B.A. in Communication of Arts from Caldwell College and a M.B.A. in Organizational Leadership from Excelsior College. She is a recent graduate of the Women Unlimited TEAM & LEAD Programs, a nationally acclaimed management and leadership development program for high potential women. More recently, Marcia was recognized by Leading Women Entrepreneurs as the 2020 Top 25 Leading Women Corporate Leader.

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INNOVATIVE MOBILE SERVICE FOR CLEANING KIDS GEAR

I started BuckleBath to solve a common Mom problem that many other parents had as well – dirty car seats and strollers without the time or a mobile service to clean them. Parents trust BuckleBath because we understand convenience and provide a high quality service.



Lauren Siclare, Founder and CEO BuckleBath

Lauren Siclare, a Google alum and proud Mommy of two, founded BuckleBath out of necessity. As a busy mom who likes to keep her kids clean, an embarrassing crumbly mess made her rethink car seat hygiene. Lauren scoured the internet for a speedy solution, but couldn't find a cleaning service to come to her driveway. What she did see were shocking studies comparing the number of germs in children's car seats to the amount on toilet seats! Concerned about her kids' health, Lauren made it her mission to create a mobile car seat cleaning and sanitizing company of her own — BuckleBath.

A dream team of professionals helped bring the brilliant idea to life by taking the hassle out of stroller and car seat cleaning. Instead of stressing over messes, parents can stay on schedule while the crew does the dirty work for them. From spills to accidents, there's no stain that a visit from BuckleBath can't fix. With all-natural products, online booking and affordable prices, BuckleBath offers a safe and convenient solution for busy families.

BuckleBath's concept is parent-endorsed and pediatrician-approved. A fleet of mobile vans makes cleaning a cinch for the cootie-conscious.

Whether booking a basic disinfecting treatment or a deep clean, customers trust BuckleBath to eliminate stains and banish bacteria in their driveway or with a 24 hour turnaround time. With consistent glowing reviews, they know spotless cleaning & white glove customer service is always the top priority. Lauren says, "As a Mom I need convenience and a brand I can trust with my kids gear. We have created just that-focused on a service that simply solves the time consuming dirty problem of cleaning bulky car seats and strollers."

The white-glove service doesn't stop at home. BuckleBath travels to the most essential destinations. Daycare and preschool partnerships help multitasking moms sanitize their seats while littles learn. For the shopping addicts, BuckleBath's upcoming collaboration with a major retailer will let parents drop off their gear for cleanings while they browse the store.

While BuckleBath currently caters to New York and New Jersey families, future franchising plans will enable Moms across America to outsource one of the ickiest items on their to-do lists. In a world where Moms are always moving, there's no greater gift than time. And in a world where kids are always messing, there's nothing worse than grime.

Lauren Siclare
BuckleBath

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Clifton: 973.472.5500
999 Rt. 46 E.

Livingston: 973.992.9100
606 Route 10W.

Boonton: 973.334.2000
650 Myrtle Ave.

Judith Schumacher-Tilton is a resident of Montclair, New Jersey and president of Schumacher Chevrolet Auto Group, New Jersey's largest volume Chevy dealer with five Chevrolet dealerships and one Buick dealership, all located in northern New Jersey. (in Little Falls, Denville, Clifton, Livingston and Boonton).

She is the past chairman of the General Motors Women's Dealer Advisory Council, has served on the Tri-State Chevrolet LMA Board for over 15 years and is a former director for Oritani Bank. Locally, she serves on the Montclair State University Foundation Board, the Boys and Girls Club of Clifton, the Passaic County 200 Club Trustee Board, and is the vice-chairman of WASCO.

Judith was recognized as an Ally Dealer Hero by Ally Financial and was featured in an advertising campaign, highlighting automotive dealers who make a difference in their communities. She was selected because of her extensive charitable work, specifically her family's non-profit organization, Give the Kids Hope Foundation, Inc, a 501(c)3 organization which contributes to supporting recreational and educational opportunities for underprivileged children in New Jersey. "We have always been committed to making a difference through our dealerships, and there is nothing more rewarding

than giving back to the communities we serve" stated Judith Schumacher-Tilton. "There is a hero inside all of us, we just need to let that hero out".

Among her many accomplishments, she was nominated as 2012 TIME Dealer of the Year—becoming New Jersey's first-ever female to compete for this very prestigious award. In recognition of her dealerships' performance and her extensive community service, she went on to win the title of Northeast Regional TIME Dealer of the Year and was among the four finalists for the national title which was published in TIME Magazine.

She was also honored by NJ Monthly as one of the 2013 Top 25 Leading Women Entrepreneurs, the New York Business Journal as a recipient of the 2015 Women of Influence award and the Honor Legion of the Police Departments of the State of New Jersey (NJHL) for her community outreach and her dealerships' support of local law enforcement, the "Best 50 Women in Business" by NJ BIZ, The Distinguished Women Award from Northwood University in Michigan and she was also recipient of the Mary Mochary and Michael Kasser award for Philanthropic Leadership by Montclair State University. She currently serves as vice-chairman for the New Jersey Coalition of Automotive Retailers (NJCar.org).



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YOURSELF OR YOUR CHILD

DISTRIBUTION OF ASSETS

EXECUTIVE COMPENSATION
AND BENEFITS



Fox Rothschild LLP
ATTORNEYS AT LAW



Divorce Can Be Better ~
When You Can See What's Coming.

The decision to divorce is never easy. But before you hire a family law attorney, you need to educate yourself because there is a lot you need to know. That's why it is essential to be represented by a legal professional who has not only knows the law but also looks at the big picture for you and your family's needs and goals.

After nearly two decades handling some of the most complex family law cases in New Jersey, Sandra Fava has built a stellar reputation as a legal advocate who is zealous, yet compassionate; unflinching, yet empathetic; and most importantly unwavering in her determination to do what is right for her clients and their families.

Whether it is a...

- Prenuptial agreement for yourself or your child
- Divorce
- Mediation
- Post-divorce issue such as changes to support or custody
- Contribution to college expenses
- Domestic violence
- Distribution of assets
- Executive compensation and benefits
- Grandparent visitation
- Palimony
- Appeals



2019 TOP 25 HONOREE

Sandra Fava
Fox Rothschild LLP

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sfava@foxrothschild.com
foxrothschild.com/sandra-c-fava/

Sandra Fava, Partner, Family Law **Fox Rothschild LLP**

Sandra guides you through what may be a one of the most personally challenging times in your life.

Working closely together, Sandra crafts a strategic plan that will ensure the most positive outcome for you and your family. A certified mediator and a compassionate and creative attorney, Sandra takes a solution-oriented approach, working closely with clients to identify their goals and develop a strategy that effectively and efficiently meets your needs.

Sandra's clients are as diverse as the issues they face. She provides representation at every level, including complex and sophisticated family law matters, often representing: High net worth individuals, Entrepreneurs, Corporate executives, Professionals, Business owners and Spouses. Sandra has dedicated her legal career to the thoughtful and diligent representation of clients in divorce and family law matters.

When you are ready, reach out to Sandra to discuss your situation. She will make a plan to get you to a happier and healthier place, so that you can embrace the next chapter in your life.

Sandra Fava ~ Bringing You Effective Strategies, Innovative Solutions and Compassionate Counsel.

Sandra can be reached at:
www.asksandrafava.com or call: 973-994-7564



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Maria T. Rollins, CPA, MST, Managing Partner KRS CPAS, LLC



Maria Rollins CPA MST serves as Managing Partner of Paramus based KRS CPAs.

KRS CPAs prides itself as a firm that works closely with their clients to provide ongoing consulting and compliance. When talk of Covid-19 was circulating in early March, firm management closely monitored the rapidly changing situation. Since our office was smack in the middle of the first state “hot spot” of Bergen County, we were faced with an imminent office closing and staff quarantine. Luckily, the firm moved all applications to a cloud-based solution in November of 2019. The shift to a full-remote work environment was practically seamless. Within a day, all firm members were working from home. We immediately instituted weekly Zoom meetings with managers and then all firm staff. These meetings not only allowed us to communicate firm workflow, we also discussed our clients’ needs and brainstormed solutions that could be quickly communicated to clients in need.

Staff rallied around our clients and assisted with cash flow analysis, PPP loan consulting, extended tax filings and CARES Act analysis. Our daily firm communications and E-Blasts kept our clients updated and advised. We are extremely proud of our staff and communications during those early weeks and throughout the pandemic. Our clients were updated and advised as rapidly as guidance was issued.

What was amazing in those early days, and still today, was how many of our clients were able to adapt to the changing economic environment and modify their business operations to reduce the negative impacts of Covid-19. We worked alongside many clients who altered their business models, reduced overhead and developed cash flow models to weather the Covid storm.

Our expertise with e-commerce businesses was thrust to the forefront as many businesses scaled up e-commerce sales. We were called upon to assist with multistate sales tax reporting, inventory management and back office support for our clients in this sector.

“I have always worked closely with clients and understanding their business model and operations is an important part of full client service. My daily briefings with clients in industries most impacted became the norm. Some even joked that our daily briefings were just like the Governor’s”, explains Maria.

As we settle into the new normal (at least for the time being), we are working with more clients in support of their back office functions. Monthly financial reporting, cash flow and budgeting are the norm. On-boarding new technology to automate recurring accounting transactions and financial reporting is now a must for those business that did not implement these processes pre-Covid. As we look towards the fourth quarter maximizing PPP loan forgiveness and tax planning will coincide with 2021 business planning.

Maria T. Rollins
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Above photo – KRS Partners: Center-Maria Rollins, CPA MST, Left-Simon Filip, CPA, MST and Right-Gerald A. Shanker, CPA/ABV, MST



NON-PROFIT ORGANIZATION



Helen Archontou

YWCA Northern New Jersey

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[ywcannj.org](https://www.ywcannj.org)

Helen Archontou, CEO YWCA Northern New Jersey

As Chief Executive Officer since 2011, **Helen Archontou** is focused on guiding YWCA Northern New Jersey into its next century of living its mission to eliminate racism, empower women, and strengthen communities. Helen has overseen the development of a continuum of programs to support women and families in every stage of life as well as to raise awareness and take action to end racial and social injustice. In 2019, the organization expanded its service area to Essex, Hudson, Morris, and Passaic in addition to Bergen County and changed its name to YWCA Northern New Jersey. Helen served as a state appointed member of the NJ State Task Force on Campus Sexual Assault and is a Co-Chairperson of the NJ Coalition Against Human Trafficking’s Legislative Committee, and a member of the Non-profit Steering Committee of Commerce and Industry Association of NJ. In 2019, Helen received the Crime Victim’s Rights Award from the NJ Office of the Attorney General and the Excellence Award of Victim’s Justice. She was also named among The Powerful Women of NJ in Senator Loretta Weinberg’s 2019 Women Power List. In 2020 Helen received the Top 50 Women in Business from NJBIZ and the Top 25 Women in NJ Award from Leading Women Entrepreneurs. Helen is an adjunct professor at Montclair State University since 2005 in the School of Social Work. Her love for her work in social justice is only topped by her love for her husband and seven-year old twins.

We congratulate Cristy Kaur & her fellow recipients on this honor.



The Heim Group

Merrill Lynch Wealth Management

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SENIOR LIVING MANAGEMENT



Elyse Mendell
Sage Healthcare Partners

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Elyse Mendell, COO Sage Healthcare Partners

Previously a NYS Administrator, **Elyse Mendell** joined Sage Healthcare Partners in 2017, as Chief Operating Officer of Sage and the Allegria Senior Living Communities. Sage created Allegria with the intent to provide seniors with beautiful, luxury housing and excellent supportive services to ensure a quality living experience for each of their residents. Allegria offers a range of programs to meet the diverse array of needs of their population, including Independent Living, Assisted Living, Memory Care, and Skilled Nursing. While essential to provide comfort, support, and safety to their residents, it's equally important to Mrs. Mendell to focus on the social aspect of community living. At Allegria they have created an environment that encourages social interaction, new relationships, and physical and emotional wellness.

Allegria utilizes social media platforms to help their residents stay connected to their families, to help their buildings stay connected to the local community, and to help them connect with like-minded vendors and business professionals that they can collaborate with to bring all of the best amenities, products, and services to their residents. Mrs. Mendell has developed an elite local and regional team to ensure the best quality of life for their residents and a desirable workplace environment for their employees. Allegria currently operates in New Jersey and Pennsylvania and is in the process of expanding.

INTERIOR DESIGN



Avigail Eisenstadt
AE Design Group Inc.

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Avigail Eisenstadt, CEO, Founder & Principal Designer AE Design Group Inc.

A graduate of New York School of Interior Design, Avigail is now a mother of 5 running a company in high demand in NYC and nationwide. In 2010 Avigail founded her firm after working as an in house designer for a New York based operator of high end assisted living and skilled nursing facilities as well as a lead designer for a healthcare specialty construction company specializing in skilled nursing renovation. Over the past 10 years, Avigail has built an unparalleled reputation for skillful design and discerning accommodations in the healthcare, commercial, corporate, hospitality, and residential sectors. Healthcare Design is Avigail's niche specialty due to the profound and direct impact it has on the lives of residents, families and staff of the nursing homes, assisted living facilities and environments for aging. Avigail blends her own unique style of hospitality design with her healthcare projects. Avigail has a powerful voice on LinkedIn amongst her network and beyond. She has quickly grown her LinkedIn connections to over thirty five thousand followers. Her style is approachable and firm which is valued by all who engage with her.



HEALTH AND WELLNESS



Caroline Blazovsky, CEO & Founder My Healthy Home

Caroline Blazovsky, CEO of **My Healthy Home**, works to improve wellness. She is evaluating homes for allergens and contaminants that might be making you sick. Modern homes are filled with a plethora of problems. Radon, Mold, Formaldehyde and VOCs' can be potential carcinogens, but also cause inflammation in the body. Caroline's company is helping to bridge the gap between medicine and our environments. Her company has invented testing methods and analysis tools to evaluate the health of our living spaces. The analysis can be given to you and your physician to help provide a better picture of your exposures and ways to remove toxins to help you feel better. The company offers "state of the art" ultraviolet light technology, dehumidifiers and filtration services to help reduce mold, virus and contaminants at home. This new way of thinking improves health and is designed to prevent and protect us from environmental illness.

Caroline Blazovsky | My Healthy Home | 908.806.3532 | caroline@healthyhomeexpert.com | healthyhomeexpert.com

PHARMACEUTICAL

TOP 25 WINNER



Diana Blankman Roberts, Head of U.S. Corporate Social Responsibility Sanofi

As Head of U.S. Corporate Social Responsibility, **Diana Blankman Roberts** oversees the development and implementation of Sanofi's CSR strategy, community relations, and employee and community engagement programs in the U.S. Through Diana's leadership, Sanofi is fostering a community of purpose-driven employees who understand our responsibility goes beyond driving innovation to improve health – we have a responsibility to assure all people have access to quality healthcare. Sanofi's programs, partnerships and investments support society's fundamental right to health by contributing to healthcare access for the underserved, addressing environmental challenges, and upholding our code of ethics, so everyone has an equal opportunity to thrive. Diana also serves as President of Sanofi Cares North America, which strives to reduce inequalities in access to medicine through strategic product donations for patients facing barriers related to insurance coverage or who have been impacted by natural disasters.

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NEW JERSEY PROFESSIONAL PLANNER

TOP 25 WINNER



Marta Lefsky Darden, Director of Planning & Development Woodbridge Township

Marta Lefsky Darden is a licensed Professional Planner in the State of New Jersey, engaged in the practice of Land Use Planning, Economic Development, and Redevelopment for more than thirty (30) years. As the Director of Planning and Development for the Township of Woodbridge, she has provided assistance in design and studies of over 1000 sites, authored numerous planning studies, reports, redevelopment plans, visioning, and Master plans, and penned grant applications resulting in the award of millions of dollars in grant monies to the Town. She has expedited the location and opening of many projects within the Township during her tenure. She is a graduate of the University of Pennsylvania with a Masters Degree in City and Regional Planning. While her work is always exhilarating, and extremely plentiful, she endeavors to continue her joyful practice for decades to come.

Marta Lefsky Darden | Woodbridge Township | 732.602.6029 | marta.darden@twp.woodbridge.nj.us | twp.woodbridge.nj.us

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Dr. Rachana Kulkarni,
Cardiologist & Managing
Partner
Medicor Cardiology

Rachana is a Cardiologist and managing partner for Medicor Cardiology- a premier cardiology practice in NJ. She was recognized by the AMA as an Inspirational Physician & a role model for women. Also honored as a 'Public Health Hero' for promoting heart health in NJ while serving as the President of the American Heart Association-NJ.

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Bhavna Taylor,
Vice President of Operations
Eastwick College

Bhavna Taylor brings more than 25 years of experience in education, business, and government relations to her current role as VP of Operations at Eastwick College. She also sits on a number of boards including The New Jersey Sharing Network Foundation Board of Trustees, Essex & Newark Workforce Investment Board, and the Board of Directors at Career Education Colleges and Universities

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Sharon Mahn,
Chief Executive Officer
Mahn Consulting

Mahn Consulting is a prominent global executive and legal consulting and search company based in Manhattan. Mahn Consulting includes top Fortune 500 businesses, law firms, emerging growth ventures and thought leaders as clients. Sharon Mahn, Founder and CEO, is an entrepreneur, lawyer, author, news media commentator, philanthropist and business mentor.

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Mary Dougherty CRP, SRES
Real Estate Agent
Team Dougherty
RE/MAX SELECT

Mary is a Top #1 Marketing and Selling Agent. She holds Certified Relocation Professional and Senior Real Estate Specialist Certifications and brings over 20 years of industry experience to her role. Mary has served as Vice President of Sales for a Relocation Management Company for the North East Region where she succeeded in designing appropriate policies and services for medium to large sized organizations.

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Lisa E. Chowansky,
Owner
HC Constructors, Inc.

Lisa Chowansky is Owner of H.C. Constructors, Inc. a commercial General Contractor specializing in Sitework, Underground Utilities and Concrete. For over 20 years Lisa has been leading the growth and development of H.C. Constructors as President of the organization. The company is based in Whitehouse Station, NJ. Professional Women in Construction-NJ Chapter -President. Board Member: NJ Supplier Diversity Development Council & NJ COC.

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Julie Ambrose,
CEO and founder
Product Central

Julie Ambrose, is a talented and dynamic entrepreneur with a unique skill set. And more than 20 years of experience in electronic retailing, branding, marketing, and film production. Over the past 5 years, Julie grew her QVC clients' sales volume to more than \$100 million of on-air sales collectively. Her experience expanded globally. Julie possesses the range of knowledge to provide clients with a high level of professional service.

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Visit periwinkleinn.com | 609.884.9200

A LUXURY CAPE MAY BEACHFRONT HOTEL

Jennifer Rose who along with her family, runs the Periwinkle Inn of Cape May. "I am so fortunate to have a family business in America's First Seashore Resort," Jennifer said.

For nearly 48 years, through storms, hurricanes and this year a pandemic, the Periwinkle Inn on the oceanfront in this seaside resort has been a home away from home for families who return year after year to enjoy the magic of Cape May.

It's second nature to us anymore. I find myself helping anyone I can. Cape May, and all of Cape May County, is so special.

"It's important to support each other as best we can and there is no room for anger or abuse in this world. We need to be kind to one another and that's always been our motto at the Periwinkle Inn," Jennifer concluded. Our staff and our guests are treated like family. Our family holds the key to hospitality.

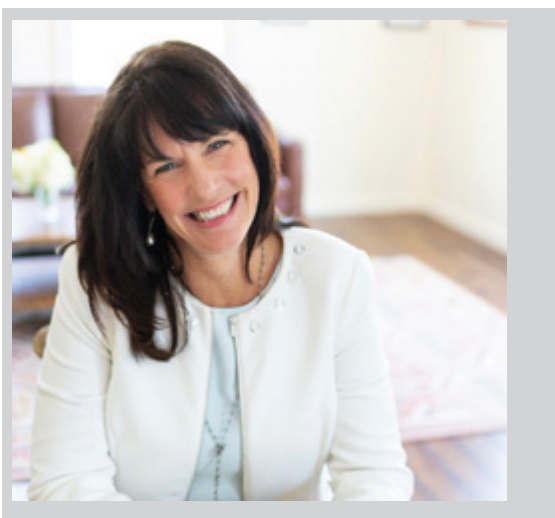
The Periwinkle Inn

1039 Beach Ave Cape May, NJ 08204



WOMEN OWNED BUSINESSES

A WOMEN EMPOWERMENT ORGANIZATION, PROUDLY SHOWCASES THESE AMAZING MEMBERS!



Tara Gilvar, Founder and CEO Believe Inspire Grow

Tara Gilvar has spent more than a decade inspiring women entrepreneurs to launch and grow their businesses, while enhancing the quality of their lives. A 2017 LWE Top 25 Brand Builder, she is an enthusiastic public speaker and experienced marketing professional.

As founder of the popular women's empowerment organization B.I.G. (Believe Inspire Grow), Tara has built a vibrant global platform to help women realize their purpose and passion. B.I.G. members leverage the expertise of hundreds of entrepreneurial women from around the world to grow and nurture their professional and personal lives.

B.I.G. members build authentic relationships by gathering together in online communities to champion each other's goals. They have unlimited access to more than 30+ interactive monthly meetings, workshops and networking events, giving them the tools and resources they need to succeed.

Tara believes women, when united as a collaborative collective, can make a limitless impact upon their businesses and their lives.

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2017 WINNER



Jacquelyn Wieland , Chief Leadership Strategist & Founder Solutions Provided, LLC

Elevating self-awareness and understanding how mindset influences behavior & results are critical to effectively leading in a diverse, agile & inclusive marketplace. Jacquelyn brings time tested leadership & communication solutions so that business owners establish a strategy, connection, and performance outcomes.

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Babita Spinelli, CEO Babita Spinelli Group

Babita Spinelli, LP JD is the CEO of Babita Spinelli Group and Opening the Doors Psychotherapy. She is a psychotherapist, motivational speaker, author and certified relationship coach working with individuals and corporations globally. Babita is frequently featured as an expert in prominent media outlets. She was the recipient of the 2019 New York Psychotherapy award.

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Betty Galvan, Digital Marketing & Social Media Management MFBS Digital Marketing Studio

Betty Galvan is the Founder of MFBS Digital Marketing Studio. Her team of content creators currently manage social media platforms for over 40 entrepreneurs, including health care providers, realtors, attorneys, boutique hotels, personal trainers, and business coaches. She also trains teams of executives in various industries on social media strategies.

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Elyse Weber-Sacks MSW LSW CMC, President Connie Rosenberg & Associates Care Management, Inc.

Elyse Weber-Sacks is the President of Connie Rosenberg & Associates Care Management (CRCM) which is a leader in the field of Aging Life Care® Management and has been serving seniors and the disabled in northern NJ since 1987. CRCM provides professional guidance, support, strategies and planning for adults/families dealing with chronic illness, dementia, and other age-related challenges.

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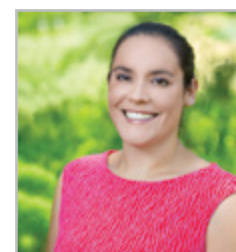
Caroline Gosselin, CEO The Gosselin Group at Sotheby's International Realty

As CEO of The Gosselin Group at Sotheby's International Realty, Caroline leads of a team of 9 in serving clients throughout Northern NJ and the Jersey Shore.

Featured in Forbes as an industry leader, she consistently ranks in the top 1% in NJ. She is a mother to 13-yr old Lucas, has lived internationally and speaks fluent French.

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Malena Farrell President, COO Cedar Risk Management

Malena fell in love with insurance at the young age of 16 and never looked back. She often says "insurance is the least boring industry ever."

She worked her way up from file clerk to President of the organization and loves to mentor young women in doing the same. She also loves all things Disney & running.

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