



BUILDING BUSINESS FOR A GREATER NEWARK

## Despite Challenging Times, Visibility Remains Important



“Continuity in message, diversity in tools and tactics” is the **EisnerAmper LLP** credo for marketing. The full service advisory and accounting firm’s partner Mike Mattia views marketing as a process, not a series of events. “You need to consistently deliver your message over and over because you never know when people are listening,” he says.

When NRBP asked its members to reflect on their approach to marketing and share the opportunities and challenges they anticipate as 2012 begins, they expressed a “glass half full” attitude.



Some competitive advantages are not easily replicated, such as the spectacular 360 degree views from the windows of **The Newark Club**. General manager Harry Prott explains that the views of Newark and New York City are a “major selling point for the club.” Mr. Prott says, “We have changed our marketing strategy to include more web based advertising. We are doing paid clicks on Google, Yahoo and Bing, in addition to paid ads on Yelp.” Mr. Prott adds that they economize by doing “a lot of social networking in house, such as Facebook, Twitter, LinkedIn and Wedding Wire.”



**Garden Savings Federal Credit Union** has not changed its approach to marketing despite the challenging economy. Michael Powers, chief sales officer says, “There are always challenges, particularly getting people to go through the effort of ‘making the switch’ to a credit union” but he notes that they have been effective in positioning the credit union as a smarter alternative to conventional banking.



Building brand reputation is a successful formula for **Sobel & Co**. The regional public accounting and consulting firm’s chief growth strategist Sally Glick continuously and effectively cultivates a positive brand identity. She comments, “We typically use events and programs as our best marketing tools to demonstrate value. We believe our passion for middle market, family-owned businesses and the non-profit sector sets us apart from competing firms along with our commitment to partner level attention for every client.”

Staying true to the brand is a formula that works for architecture and interior design firm **Mancini-Duffy/TSC**. Steve Bleiweiss, principal, comments,



“Our approach is very focused. We understand our mission, the unique value proposition we bring to our clients, our strengths and weaknesses, and the opportunities and threats we see in the marketplace. We carefully target new clients, continue to hug our existing clients and never forget that our most recent interaction with each client creates a lasting memory for our next interaction!”



Building relationships was another theme cited as a formula for success. John B. Perry, executive director for the **Council for Airport Opportunity (CAO)**, says they rely on relationships “with companies in the aviation industries as well as the businesses that influence our region.” The not-for profit organization focuses on promoting regional growth of the aviation industry and the jobs that go with it. Like so many other groups, CAO, has experienced cutbacks but successfully compensates by “cross utilization of personnel” and reduction of some external activities. Mr. Perry notes that CAO anticipates more exposure in 2012 with the launch of its new website.

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### Inside Connections...

MEMBER CORNER:  
SAINT MICHAEL'S  
MEDICAL CENTER

MEMBER NEWS

UPCOMING NRBP EVENTS

NRBP WELCOMES  
NEW MEMBERS

# Welcome New Members

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## Connections

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Companies, organizations and individuals join NRBP for a host of good reasons – business development, peer-to-peer networking, business information, community interaction and public policy advocacy among them. The following are new members since the last issue. Please give serious consideration to using a member company for products and services that you require.

To see the entire membership directory, please go to [www.newarkrbp.org](http://www.newarkrbp.org).

**Country Club Transportation**  
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SERVICE  
Karen Gadjia  
Newark, NJ  
[www.countryclublimo.com](http://www.countryclublimo.com)

**Culinaire International**  
RESTAURANT  
Michael Lipman  
Newark, NJ  
[www.culinaireintl.com](http://www.culinaireintl.com)

**Digit Payroll Corporation**  
PAYROLL SERVICES  
RJ Davis  
South River, NJ  
[www.digitpay.com](http://www.digitpay.com)

**H & C Metals, Inc.**  
RECYCLING/DOC  
DESTRUCTION  
Kenneth Oettinger  
Newark, NJ  
[www.hcmetals.com](http://www.hcmetals.com)

**Metro Café**  
FOOD SERVICE/CATERER  
Hany Badawy  
Newark, NJ

**Partners for Health, Inc.**  
NON-PROFIT  
Pam Scott  
Montclair, NJ  
[www.partnersfdn.org](http://www.partnersfdn.org)

**Selikoff + Company**  
PUBLIC RELATIONS  
Lauren Selikoff  
Orange, NJ  
[www.selikoffco.com](http://www.selikoffco.com)

**Tempo Networks LLC**  
ENTERTAINMENT  
Jason Harris  
Newark, NJ  
[www.temponetworks.com](http://www.temponetworks.com)

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

## Member Survey Provides Insight

NRBP's Board of Directors commissioned a recent independent survey to measure membership satisfaction and determine ways to improve the value of member activities and events. One hundred and thirty members participated in the anonymous on-line survey and follow up telephone interviews which were conducted by **Third Power Market Development**. At this writing, the survey returns were being analyzed for additional trends and patterns, however, early results were informative.

Based upon all of their reasons for joining NRBP, the survey indicated that 55% of respondents were extremely satisfied with their membership, 41% somewhat satisfied with 4% dissatisfied or undecided. The survey reported overall satisfaction with NRBP's events but revealed that there is room for improvement especially with respect to making networking events more effective.

When it comes time to purchase a product or service, only a disappointing 35% of members reported that they utilize the on-line membership directory or call NRBP for a referral to a member. Using additional information gleaned from the telephone interviews and input from other members, NRBP will make a concerted effort to drive members to do more business with one another.

If you are reading this article, you are among the 73% of respondents who said that they read *Connections* on a regular basis while 87% read the electronic Member Updates. NRBP's social media effectiveness is still in its fledgling stage with less than 30% of respondents connecting to the organization using Linked, Facebook or Twitter. The utilization of social media presents a messaging opportunity for NRBP but, given the seasoned nature of our members, it appears that the more conventional tools will continue to be most important.

Membership growth for NRBP can also get a boost from existing members according to the survey. Ninety eight percent of survey participants said that they would recommend membership to a business colleague who was interested in NRBP's value proposition. Further discussion will revolve around taking advantage of that enthusiasm to gain referrals and strong introductions to prospective members.

"That so many members took time to participate in the survey is very much appreciated," said Fred Gruel, newly elected chairman of NRBP. "As your representatives, the Board is pleased that members are enthusiastic about our organization, however we always seek ways to enhance the member experience. Together with NRBP staff, the Board looks forward to devising new and improved ways to deliver greater membership value, strengthen the organization and excite people about the prospects for success in Newark."



“My Horizon Case Manager, Alex, was wonderful.”

**Diana Combs, Member  
New Brunswick, NJ**

When Diana was diagnosed with cancer she said she never felt fearful. Her Nurse Case Manager, Alex, answered her many questions and concerns so she could concentrate fully on getting better.

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## Visibility *(continued from page 1)*



Jeff Plamondon, general manager of the Renaissance Newark Airport Hotel says, "We are optimistic that 2012 will be very successful. Our owners spent several million dollars enhancing the hotel and we are seeing the benefit already. Our expectations are to hire more associates and our brand new product gives us a competitive edge. We continue to seek out new accounts that may not have met in the (Newark Liberty International) airport area in the past and we have had success doing so."

To deal with budget cutbacks, Mr. Bleiweiss says that the firm's strategy is "to carefully prioritize our spending, being brutally honest about the 'must haves' and 'nice to haves', making hard and painful decisions, and thinking about how each dollar we spend supports both our short term sales goals and our long term business development strategy."

Mr. Mattia concurs that in the current business climate, it is harder to stay the course. "Many organizations don't have the courage to believe that what they are doing is working. They eliminate effective long term marketing programs for what they hope will be short term sales success. We haven't done this. We will of course look at every program we run and the money and time we spend, but our philosophies and strategies will remain basically the same."

Did we miss including your comments? If so, please contact Barbara E. Kauffman at [bkauffman@newarkrbp.org](mailto:bkauffman@newarkrbp.org) or 973-242-4219 to join NRBP's LinkedIn group and share your strategies.

## NRBP Leadership



Fred Gruel (l), newly-elected chairman of NRBP's Board of Directors presents Art Guida (r), outgoing chairman, with a token of appreciation for this leadership during the past two years. Mr. Gruel, president, AAA New Jersey Automobile Club, is joined in NRBP volunteer leadership by Ciro Scalera, Verizon NJ, as vice chairman; Frank Ferruggia, McCarter & English LLP, as treasurer; Emma Massey, Massey Insurance Agency, as secretary and Elvin Esteves, Gibbons PC, as counsel. Mr. Guida, who represents PSE&G, will remain on NRBP's Executive Committee together with William Best, PNC Bank; Robert Marino, Horizon Blue Cross Blue Shield of NJ; Sharon Taylor, Prudential Financial and Avis Yates-Rivers, Technology Concepts Group International.

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# Member NEWS

Michael Fanelli has been elected chief executive officer and treasurer of **Atlantic Federal Credit Union**, headquartered in Kenilworth. He has been with the credit union for 12 years.

Five **Barnabas Health** medical centers were named among only 12 New Jersey hospitals throughout the US as 'Top Performers on Key Quality Measures' by the prestigious Joint Commission, the leading accreditor of health care organizations. The medical centers – Clara Maass Medical Center, Community Medical Center, Monmouth Medical Center, Newark Beth Israel Medical Center, and Saint Barnabas Medical Center were recognized based on data reported about evidence-based clinical processes that are shown to improve care for certain conditions, including heart attack, heart failure, pneumonia, surgical care and children's asthma.

**Budweiser** and the National Basketball Association (NBA) announced a multiyear expansion of their marketing partnership that will continue the brand's position as the official beer partner of the NBA. This extends Budweiser's long-standing relationship with the NBA which dates back to 1998.

**Garden Savings Federal Credit Union** announced that Rose Mathisen has joined their team as assistant vice president of lending. Ms. Mathisen has been employed in the credit union industry for over twenty years.

**Gibbons P.C.** announced that Edwin H. Stern has joined the firm as counsel in the business and commercial litigation department.

**Panasonic Corporation** promoted Jeff Howell to president of the company's advanced industrial components and electronic device sales division.

Jarrod Jordan joined the **Prudential Center** as director of premium seating sales. He will be part of the Rock's business development and sales team for the arena's premium collection, which includes suites, club seats and multiple premium clubs highlighted by the Acela Club, Platinum Lounge, Fire Lounge, Ice Lounge and Bud Light Goal Bar.

**Saiber LLC** welcomes four new associates, Lorraine C. Thoms, Kiran K. Nagulapalli, John A. Sarto and Gregory S. Tabakman.

**Sills Cummis & Gross** hired Anthony Scialabba and Ivan Mendez Jr. as counsel.

**TD Bank** has named David E. Meyer as vice president, relationship manager in commercial lending in Nutley, N.J.

**VHB**, a planning, design, transportation, land development and environmental firm with five offices in New York and New Jersey, announced it has relocated staff from its Edison office to Newark and now provides land development and traffic engineering services from one location.

Customers of large banks participating in the American Customer Satisfaction Index independent survey ranked **Wells Fargo's** retail bank number one in customer satisfaction. Wells Fargo's customer satisfaction score of 73 (out of 100) remained unchanged for the third successive year.

## MEMBER CORNER

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

### Saint Michael's Medical Center: Innovative Technology, Gifted Surgeons

Anyone who has had joint replacement surgery knows that it can be life-changing — by eliminating chronic pain and restoring mobility, orthopedic procedures can restore normal lives for patients who in many cases have been debilitated for years. Newark's Saint Michael's Medical Center offers more advanced technology in the field of joint replacement than any other hospital in New Jersey. Dr. Richard Boiardo, chief of orthopedics, was the first surgeon in New Jersey to perform robot-assisted partial knee replacement, robot-assisted total knee replacement and, most recently, robot-assisted hip replacement.

Dr. Boiardo combines his talents as a surgeon with the benefits offered by the latest technology, affording patients access to less invasive procedures, greater precision, and faster recovery times. He has completed more than 150 robotic joint replacements, making him among the most experienced robot-assisted joint replacement surgeons in the nation.

Dr. Boiardo lectures around the country on the benefits of MAKOplasty, a technological leap that spares healthy tissue and requires a smaller incision than traditional procedures. The robotic system is used for both hip replacement and partial knee replacement. The partial knee replacement for early to mid-stage osteoarthritis allows patients to get relief without having to undergo a full knee replacement. MAKOplasty can target the damaged portion of the knee and preserve healthy ligaments for a more natural feel to the knee. For patients who do require a full knee replacement, Dr. Boiardo uses the iBlock cutting guide, part of the Praxim robotic system. Dr. Boiardo uses computer-assisted technology that positions a bone-cutting device in the exact spot necessary, creating optimal alignment between the knee implant and surrounding bones. When a joint is replaced, even a small misalignment between the implant and the bones can harm joint performance and longevity. Robotic systems enable superior surgical accuracy and alignment.

Another innovation is Saint Michael's Medical Center new bariatric and metabolic center — the first of its kind in the state — which specializes in managing obesity and weight loss. Dr. Saniea Majid, a bariatric surgeon, was recently recruited to lead this initiative. Patients involved in this program have access to a wide range of resources and treatment options related to nutrition, exercise, medically supervised weight loss, and state-of-the-art surgery. All patients are evaluated by a comprehensive team that includes a surgeon, obesity medicine specialist, nutritionist, social worker, and exercise psychologist — all in one convenient location.

These innovations are part of a long history of "firsts" at Saint Michael's, which was home to the first open-heart procedure in the 1950s. Today, the hospital is undergoing a \$30 million campus renovation that includes an expansion to its Emergency Department. For more information, please visit [www.smmcnj.org](http://www.smmcnj.org).





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# CALENDAR OF EVENTS

## FEBRUARY — MARCH

- February 10 Business for Breakfast: Employee or Contractor: Why Does It Matter?
- February 15 Let's Do Lunch at NRBP
- February 29 Leap Day Meet & Greet
- March 2 Real Estate Market Forecast
- March 9 Business for Lunch: Non-Profit Governance
- March 17 NJ Devils vs. Pittsburgh Penguins Ticket Offer
- March 20 Annual Museum Reception & Dinner
- March 28 Let's Do Lunch

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

**\*\*Event Date and Topic Subject to Change\*\***

If you are interested in sponsoring an event, please call Barbara E. Kauffman at (973) 242-4219



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