Reform or Folly, Businesses Brace for Health Care Changes

By Rod Hirsch

Headline writers call it Obamacare. The U.S. Government Printing Office, which produced the 19-pound, 2,000-page document, titled it The Patient Protection and Affordable Care Act.

Supporters who fought long and hard to push the package through the House and Senate – mainly Democrats – label it a monumental piece of legislation, comparing it to Franklin Roosevelt’s New Deal and Lyndon Johnson’s Great Society initiatives.

Opponents – mostly Republicans – tag it as a travesty, a misguided prelude to socialism that will undermine free enterprise, weaken Medicaid and force people to buy insurance or face fines if they choose not to.

Business leaders in Morris County see health care reform as daunting and overwhelming, surrounded by uncertainty, and are suspicious about its real costs. From hospital executives to human resource professionals, they concede it’s too early to pass judgment on what is largely unknown.

But they have very real concerns.

Like a newborn, the law is in its infancy. Like a proud father, President Obama is beaming over his hard-fought legislative victory. But as with any toddler and adolescent, there will be faltering steps and growing pains.

The Patient Protection and Affordable Care Act will revolutionize the delivery of health care in the United States and extend coverage to 32 million Americans previously uninsured. According to the president, the sweeping package will provide more security and stability to those who have health insurance, coverage for those who don’t and will lower the cost of health care for families, businesses and government.

“I certainly believe we will see more insured patients, there’s no doubt about that,” said Leslie Hirsch, president and CEO of Saint Clare’s Health System. “But what I can’t say and what I don’t know is where will that leave us from a financial point of view. I don’t know that anyone knows yet.

“Payment methodology is one of the most complex things with all the rules, nuances, formulas and regulations.”

It is almost a certainty the hospital will be hiring more staff to handle the billing and paperwork that will evolve as health care reform rolls out over the next several years until fully implemented in 2018, according to Hirsch.

Going Green Makes Business Sense – and Dollars

By Karen Miller

When times are hard, survival instincts kick in. As businesses fight to save customers, save jobs and save their companies, saving the planet often loses priority.

Yet many businesses in Morris County have found that going green is, well, green.

The use of energy-efficient products in buildings and new construction or remodeling that follows LEED (Leadership in Energy and Environmental Design) certification guidelines are getting a lot of headlines these days. Yet simple steps such as recycling and reuse of items also are great ways to improve the bottom line, local experts say.

Just ask Martin Brooks, operations manager for Suburban Furniture in Succasunna. His company recycled 100 tons of materials last year.

“It’s hard to estimate the exact cost savings, but just the difference in garbage pick-up fees is significant,” Brooks said. “We used to have a regular pick up every two weeks. Now we have pick up only every eight to 10 weeks. With just the pulling fees of $225, that’s a significant savings.”

Health care reform is expected to increase the number of insured Americans but also administrative requirements and costs for employers and employees, according to local health care and business leaders.
Let’s Do Lunch

By Chip Reichhard

In today’s environment, the cost of acquiring new accounts has skyrocketed. Studies over the years have shown that selling additional products and services to an existing client base can be more cost effective than spending time in new client development.

With existing accounts, we have already absorbed the cost of acquiring the business. Our existing client base would utilize more of our services if only we had the foresight to ask for the business. Yet we seldom ask.

So, how should we bring up the subject? One of the most successful ways to do this is to take your client to lunch. This enables the buyer-seller relationship to change. Inside the office, your client has a role to play and many demands to meet. Inside the restaurant, you can focus on selling the additional business.

These suggestions can lead to a successful business lunch with your client.

Thank your client for the existing business. Tell the client you appreciate them. Let them know they are an important part of your business, and you will strive to maintain the partnership.

Review the history of the account with your client. The Sandler Selling System teaches us to have the client do the review. Ask for input as follows:

• How long have you been doing business together?
• How satisfied is the client with your services?
• How does the client feel you could improve your service, and in what areas?
• How receptive would the client be to giving you a reference letter?

Most successful salespeople have a book of reference letters. Instead of extending the sales cycle by having a prospect call your existing client, you can pull out your reference book for immediate review. A reference letter enables your client to put their thoughts and feelings into concrete form. If your client has trouble doing that, it’s helpful to go over the letter with them.

Ask what expectations your client has for the coming year. Ask how much business they have given you thus far. Then ask, “Based on where we are in the year and projects that you have going on internally, where do you think we will end up at the end of the year? What additional business would I be involved with?” Get that number and use it to help develop the sales forecast portion of your account plan.

Ask for a list of other upcoming projects or purchasing decisions. This will expand the scope of your business. Often your client does not understand your full line of products and services. By having your clients explain what is going on internally, you can use your product knowledge to decide how to best apply it, and where.

Ask your client for the names of other people working in other departments within his/her company. Ask for the names of those in charge of purchases and projects within the scope of your expertise.

Chip Reichhard is a sales force development expert who builds high performance sales teams through training and coaching. He runs Sandler Training in Boonton Township, NJ. Clients range from small entrepreneurs to large multi-national firms. Reichhard can be reached at chipr@sandler.com or 973-334-6190, or by visiting www.apex.sandler.com. To get a free copy of “Why salespeople fail and what to do about it,” call, email or visit the website.
Going Green Makes Business Sense – and Dollars

(Continued from page 1)

One area where Suburban Furniture has reduced waste is in plastic bag use.

“All of our bags are used four times, then recycled,” Brooks said.

The Morris County Municipal Utilities Authority works to promote and increase recycling. The authority provides water to several municipalities and oversees programs for solid and hazardous waste disposal and recycling.

“All businesses in the state are required to keep certain materials out of the trash and separate them at the source,” said Penny Jones of the authority. “Source separation means that even if your trash hauler tells you it’s fine to put everything together, (that) he separates it, it is not okay.”

There are fines for businesses that do not comply. All plastics, metals, glass, paper and hazardous materials must be separated from the rest of the trash. Most of the items that are separated can be recycled, according to Jones. The authority will send a consultant to assist a business in beginning or increasing its recycling.

Bruce Gerritsen of Hishi Plastics, USA in Lincoln Park did just that last December.

“We’d never really had a recycling program before,” he said. “They showed us how to do the basics and we decided to take it up another level.”

The company now recycles wood, glass, plastic bottles and plastic bags, among other things. Hishi already has reduced its garbage pick-up from two to three loads a month to one and plans to step down to every other month, according to Gerritsen.

While any new program often takes time to catch on with all employees, Gerritsen is pleased with the results he is seeing.

“Nothing comes easy but we are starting to see the change in attitude,” he said. “My hope is that the employees will take what they see here and bring it back to their homes.”

Two companies that have made green their business are NCS and Applied Energy Solutions.

“In 2009, 900 million pounds of imaging waste from toner cartridges was put into landfills,” said Robert Barbiere of NCS. His company collects used toner and ink cartridges from businesses and sends them for reuse or recycling. Toner cartridges can be refilled and reused one time, he explained. After that the metal and plastic are separated and recycled.

While there are many programs advertised for recycling cartridges, Barbiere cautions that some make more efficient use of the product than others. He suggests checking into exactly what is done with the materials before choosing a program.

“I’m not selling the $19.95 recycled cartridge you see on the internet,” he said. “Not only is the quality of my cartridges excellent and less expensive than the manufacturer’s cartridges, you also know that they will be recycled following EPA guidelines.”

Applied Energy Solutions (AES) is another Morris County business helping other companies become green. The company is a full-service building science business that assesses buildings and makes recommendations on ways to improve energy use.

There is no one way to improve a building’s efficiency, according to David MacKay of AES.

“You could have two identical buildings, but because of difference in location, in use, etc., you might come up with very different needs and solutions,” he said.

The process can be time-consuming and requires up-front expenses to make a building energy efficient, but over time the savings justify the investment, according to MacKay.

One Morris County company recently received recognition for that investment into energy efficient construction, Wyndham Worldwide, which received LEED Silver certification for the company’s headquarters in Parsippany.
Businesses Brace for Health Care Changes

(Continued from page 1)

“Yes, it’s possible some elements of the reform package may be changed depending on politics,” said Joe Glinbizzi, senior consultant with Towers Watson, an employee benefits consulting firm in Parsippany.

“What’s so complicated right now is that a lot of the regulations will be forthcoming and we don’t know what they are going to look like.

“We’re telling employers the first thing to do is understand what’s in the law to the best of their ability and to track the emerging regulations starting today and over the next several years as all the provisions roll out.”

As written, the law will phase in changes to the health care system through 2018.

“Employers have to start thinking now about cost, that is clearly an issue,” Glinbizzi said. “It’s hard for us to understand how it will decrease costs. The law doesn’t do anything to sustain or reduce costs. It’s giving access to those who previously didn’t have health insurance, so now millions of people can buy insurance at affordable costs and get meaningful benefits.”

Someone will have to pay for the increased number of people who will now enjoy the benefits of health care insurance, according to Smith.

“What to expect in the very near future is that the cost of insurance will increase,” she said. “I mean, after all, the insurance company will be asked to provide more benefits and it will be harder to control those benefits.”

Smith cited one of the provisions of the law that will enable families to extend coverage to children up to the age of 25.

An even bigger drain on insurance companies and employers who contribute to their employees’ health care costs is the law’s guarantee that those with pre-existing health conditions be covered, business professionals say.

“What remains to be seen is what the impact will be on employers,” Glinbizzi said. “Do they reduce their costs by shifting costs to their employees? Will they be able to share more costs with employees?

“I don’t see how employers can continue to absorb increases. There was an average increase of 7-8 percent in health care programs in 2010 and that will remain a significant burden from year to year. How much more can they do?”

The state budget situation in New Jersey and in other states also is causing angst for employers, according to Glinbizzi.

“More mandates, more costs,” he said. “It’s a very tough environment for employers. There’s a lot of confusion. A lot of people haven’t paid attention to the details of what is required and what it means longer term.”

The passage of the controversial health reform package has polarized the nation. The vote to approve the package was split along party lines, with Republicans vehemently opposed. Results from non-partisan news organization opinion polls taken in the days and weeks following passage of the law showed a majority of Americans as opposed:

• Bloomberg News Service (3/19-3/22) – 38 percent in favor/50 percent opposed
• Associated Press (3/19-4/12) – 40.2 percent in favor/52.5 percent opposed
• CBS News (3/29-4/1) – 32 percent in favor/53 percent opposed
• CNN/Opinion Research (3/19-3/21) – 39 percent in favor/59 percent opposed
• FOX News (3/29-4/1) – 39 percent in favor/54 percent opposed
• USA Today/Gallup (3/26-3/28) – 47 percent in favor/50 percent opposed

Pfizer, the world’s largest research-based pharmaceutical company with world headquarters in Morris Plains, is a staunch supporter of the health reform package.

“A significant step toward providing health care coverage to tens of millions of Americans, this historic legislation, if implemented effectively, will foster an environment that promotes patient-focused healthcare and continues to encourage medical innovation,” said Wendy Lazarus, director of government relations and public affairs for Pfizer.

“Pfizer and the pharmaceutical industry actively engaged in health care reform with the objective of preserving the framework for medical innovation and doing so at a manageable cost. We are satisfied that the goals we set out were achieved in the bill and the accompanying reconciliation package that Congress has passed.”

Glinbizzi senses most of the uncertainty will ebb by the end of the year when the agencies responsible for implementing the various elements of the plan finalize those requirements and guidelines.

“That will be when the real information surfaces,” he said.
Novartis Pharmaceuticals Corporation

Fostering Healthy Learning through Safety

The school bully is no longer a would-be tough guy stealing lunch money in the playground. The realities of 21st century crime have found their way into the classrooms and hallways of today’s schools, at times providing students with very hard – and scary – lessons.

To help students remain safe and play a role in keeping their schools free of crime, the public safety and crime tip program CrimeStoppers has been introduced throughout Morris County schools. Seven-foot high banners encouraging students to “Help Stop Crime” and providing them with the CrimeStoppers hotline number were placed in the county’s 25 public high schools in December.

CrimeStoppers is a national program that encourages members of the public to anonymously report information about suspected criminal activity to police. Information that results in indictments results in rewards of up to $1,000 in cash.

The county school program is a joint effort of the Morris County Sheriff’s CrimeStoppers, Inc., the county office of the New Jersey Department of Education and Novartis Pharmaceuticals Corporation, which funded the banners.

“Nationally, 85 percent of high schools recorded at least one violent crime, theft or other crime in the 2007-2008 school year,” said Robert Ackerman, vice president, business and administrative services at Novartis. “In addition, statistics show that a student is more likely to be affected by crime or a violent act while at school rather than away from it.”

The December closing of Bridgewater-Raritan High School due to a bomb scare and subsequent arrest of two students is perhaps the most extreme example of the changing face of crime threatening today’s schools but underscores the importance of students playing a role in keeping their environment safe, according to the county sheriff’s office. Fighting crime and remaining diligent is no longer the sole responsibility of administrators and teachers, the department states.

Through the CrimeStoppers program, students can anonymously provide information about crimes, suspected criminal activity or wanted persons by phone or email. Information is taken by a CrimeStoppers operator and forwarded to the appropriate law enforcement agency.

The program and banners are working, with several tips coming in since their introduction, according to Sheriff Edward Rochford.

“Students can easily share information they may have without fear of reprisal,” he said. “A confidential code is used so the student will never have to reveal their identity.”

CrimeStoppers has proven to be a very effective program throughout the United States. The conviction rate of cases reported through the program is 97 percent, according to the sheriff’s office. Closer to home, the program’s sponsors hope it will increase the safety of students throughout Morris County.

“Our hope is that through the CrimeStoppers program, students will feel free to concentrate on their studies and not be distracted by the fear of school violence or crime,” Ackerman said.

Novartis provides healthcare solutions that address the evolving needs of patients and societies. Visit them at www.novartis.com.
Budget season is in full swing in Trenton and the depth of the pain and sacrifice is beginning to come into full view for a variety of constituencies that normally sit at the state’s table to quench their appetite with taxpayer dollars.

I am not going to wade into the pool with all the commentators on teacher salaries and local school budgets. I’ll leave that to the thousands of New Jerseyans who are engaged in that debate across the state. It’s a conversation that is overdue and is healthy for our democracy.

However, I am concerned about the possibility of a June train wreck with the budget as some legislators push for reinstatement of the Corzine tax hike. This tax increase in 2009 brought our top state income tax rate to 10.75 percent. It raised close to $1 billion for the state budget before its statutory sunset date of December 31, 2009.

Gov. Christie campaigned on the need for smaller government, less taxes and a number of critical other changes to make New Jersey competitive for the creation of new jobs and capital investment. Most would agree that his actions in the first 100 days of his administration are consistent with what he preached before the November election.

Despite the challenges faced by the state, reinstatement of the Corzine tax is the wrong road for us to take if we are serious about moving away from the tax-and-spend binge we have been on for two decades.

First, even without the additional tax New Jersey still has one of the highest state income tax burdens in the country at 9 percent. I support a fair and progressive income tax. It’s not like we’re letting rich people off the hook.

And remember, small businesses such as LLCs and S Corporations pay taxes through the business owner’s income. We hear every day about how these small business entrepreneurs are responsible for the bulk of job creation in our country. Jobs have to be our number one priority going forward and high marginal tax rates negatively impact job formation.

Second, let’s be leery of the battle cry of those who suggest that the Corzine tax can and must be dedicated to offset the budget cuts in education. There always will be need for a billion dollars for something in Trenton.

We have a smorgasbord of critical needs that include higher education, transportation and pensions, to name just a few. The constituencies for these programs could make a solid case for additional taxes to fund their wants and needs. The reality is that government will find a home for additional tax dollars that come through the door.

Third, we will suffer a huge setback in our effort to stop the flow of talent and dollars from our state if we increase taxes again. I’m amazed every time I meet someone who once called New Jersey home and now is a resident of another state.

They still spend a good amount of time here but don’t contribute a nickel to the income tax coffers of the state. The state historically received tens of thousands of tax dollars from these folks but now gets nothing. How did we let this happen?

At the end of the day taxpayers want to be treated fairly and they will vote with their feet when taxes become confiscatory.

A Boston College study released a few months ago found that 302,000 households left New Jersey between 2004 and 2008, taking $70 billion of wealth with them. The average net worth of households moving out was 70 percent higher than those moving into our state. How can we address our major problems if we have less wealth in the future?

Let’s build a stronger economy that will generate additional tax receipts so we won’t have to have this conversation every year.

Paul Boudreau - President Morris County Chamber of Commerce

The Cutting Edge ... The Wealth Well is Running Dry

Government Affairs... Our Friend, Congressman Bob Franks

By Alan Zakin

The Morris County Chamber of Commerce lost a good friend when former Congressman Bob Franks passed away recently. As a congressman, I remember him for not being ideological or partisan, but focusing on advancing positive issues – in a folksy, commonsense, conservative kind of way. He was really all about people – meeting people, helping people and connecting with them.

Over nearly 30 years, Bob spoke to our chamber many times in his various leadership capacities in the business and government sectors. He addressed our organization most recently as president of the Healthcare Institute of New Jersey.

Bob was recognized for his enthusiasm and energy as much as his political acumen. He was one of a great team of leaders who emerged from the Gov. Thomas Kean era. Once Kean retired and Democrat Jim Florio was our state’s governor, it was Bob who inspired deflated Republicans to pursue a grassroots, pro-business message – and gave hope that they would prevail once again.

Bob was well known for training political operatives in the science of campaigning – in doing so, he was responsible for the success of many of today’s leaders.

I was inspired by Bob early on, when I met him as a young political operative working for Congressman Dean Gallo, for whom he was campaign manager in 1986.

I remember how when Bob was running for Senate, after a full day of events at the Republican National Convention in Philadelphia he would speak to everyone in the room late into the night, just to thank them and to let them know how much he appreciated their support.

Even with his boundless enthusiasm for his political, professional and government pursuits, family always came first. There was never a more ebullient gleam in his eye than when he was talking about his daughters…or asking about my son.

Alan J. Zakin, Esq. is chairman of the Morris County Chamber of Commerce Affairs Committee. He is principal of Alan Zakin Associates, marketing, community relations and government affairs, Florham Park, N.J., and can be reached at 973-966-5544 or azaconslt@msn.com.
In the Trenches

Adubato Makes Audience Shut Up and Listen

Speak from the heart and make connections. This sound and simple advice also serves as the titles of the first two books written by Steve Adubato, noted New Jersey broadcaster, journalist and author.

So why was Adubato standing in front of more than 150 Morris County business professionals who had come to a monthly networking breakfast? Certainly their presence at the breakfast showed they understood the importance of connecting.

Perhaps the answer lies in the title of Adubato’s third book, What Were They Thinking?

“I’m obsessed with the idea of how we connect with people,” Adubato said. “I’m also fascinated by people who don’t connect with people, people who don’t get it.”

Adubato’s ability to help business people get it – to understand the importance of connecting and strengthen how they do that – recently filled a room at the Park Avenue Club in Florham Park for the Morris County Chamber of Commerce’s quarterly signature event, Good Morning, Morris. Some of the county’s most accomplished business and government professionals sat rapt as Adubato explained how connecting with other people is the key to success.

Adubato anchors two Channel 13/WNJET broadcasts – “Caucus New Jersey,” a public affairs program, and “New Jersey Capital Report,” which covers state politics. He also regularly appears on regional network news shows and is a contributor to “Sunday Morning” on CBS 2. New Jersey Monthly magazine recently named him one of the five most powerful media figures in the state.

The founder of professional development firm Stand & Deliver, Adubato is a trainer, coach and motivational speaker. As such, he warned the Good Morning, Morris audience not to take for granted the art of connecting.

He recounted a story of a client who was pitching a $54 million capital campaign to his board of directors, planning to do so with a 111-slide Power Point presentation. The client assured Adubato that he connected with people, that “people love me.” The board rejected the request.

“When you’re selling, you have to connect,” Adubato said. “You have to get the other person interested in you.”

He offered six basic tenets to being more successful at connecting:

It’s all about them, not you. In other words, 111 slides is all about the presenter, not the audience.

Be less me-centered and more they-centered.

“When you begin to be other-centric in your communication, you will be amused at the connections you will make,” he said.

Adubato advised the audience to ask others three questions about themselves to get them talking and to learn what they need — and how the audience can fill those needs.

“Stop with the canned presentations, stop with the sales pitches,” he said. “Shut up and start listening.”

All customers are selfish — and are supposed to be.

“If people think you need to close because it’s the end of the quarter, that’s your problem, not theirs,” he said.

Attitude is everything.

“If you bring your crap into the business you’re in, it’s a crappy experience,” he said.

The customer is king. Adubato advised the audience to write five emails to people in their databases to whom they have not spoken in some time. He also counseled to be proactive with technology.

Admit your mistakes very quickly, as in immediately.

“When something gets screwed up, own it quickly,” he said. “The faster you own it, the faster you fix it, the better off you’ll be.”

Member Perspective... Preventative Screenings: More than Just the Bottom Line

By Robert Ackerman

Have you ever considered how employee absences affect your bottom line?

According to a survey of 455 organizations conducted by consulting firm Mercer, employee absences impact the bottom line in three areas — direct costs, such as benefits and wages; indirect costs, such as replacement worker expense to cover absences and lost productivity; and administrative expenses — for a total average of 36 percent of base payroll. These costs range from 25 percent for exempt employees, to 39 percent for nonexempt salaried and nonunion hourly employees and 49 percent for union hourly employees.

While the total costs for planned absences, such as vacations and holidays, average 26.6 percent of base payroll, incidental unplanned absences result in the highest net loss of productivity per day (i.e., work that is missed or postponed by not being covered by others) — 21 percent, versus 15 percent for planned absences and 17 percent for extended absences.

If a company were to look at only the direct cost of absence, there may not be much cause for alarm. But calculating in the indirect costs tells a much different story.

For example, while the direct costs of incidental unplanned absences equaled 2.0 percent of base payroll, the total costs (including the indirect costs of replacement labor) were three times higher, 6.0 percent of payroll. The costs of both incidental and extended absences (short-term disabilities and unpaid Family and Medical Leave Act leaves) amounted to 2.6 percent of base payroll in direct costs but 9.2 percent in total costs.

To help Morris County Chamber of Commerce members manage some of these costs and based on the chamber’s own membership survey, which showed members having many concerns about health issues, the chamber created the Health & Wellness Committee.

The newly formed committee comprises chamber members from a broad array of Morris County health providers and organizations. The mission of the Health & Wellness Committee is to promote a “healthy way of living” to the community through the combined efforts of a comprehensive panel of health and wellness professionals.

One of the first initiatives of the committee is the preventative screenings team. The objective of the team is to promote the availability of low- or no-cost preventative screening programs from the county’s largest health providers – Atlantic Health, Saint Clare’s Health System and Chilton Memorial Hospital – in an effort to catch disease before it becomes a serious health issue. This benefits our members and their employees and may reduce the cost and loss of productivity related to extended leave to treat preventable illness.

The team has created a directory that will be published monthly on the chamber’s website, which can be easily accessed by visiting HealthyMorris.org. You can also connect with the team on FaceBook at the HealthyMorris.org fan page. At these sites you can view, download and print information about screenings recommended for an individual based on age, gender and risk factors, plus information on screenings available in Morris County at little or no cost.

The committee chose preventative screenings as a starting point because there is no easier or more effective way to make an immediate impact on one’s health. I personally came across a story recently that defined to me the importance of preventative screenings.

An acquaintance of mine recently underwent his first colonoscopy at the age of 60. Having put off any preventative health measures his entire life, he decided to follow his doctor’s recommendations for this routine test after his father fell ill.

The test revealed a malignant tumor in the sigmoid section of his colon, a potentially fatal finding. He was lucky; the tumor was treatable through surgery and three months of chemotherapy. He has recovered well and returned to his job.

This story might have been very different if he had followed the guidelines for preventative screenings and performed the colonoscopy at age 50. It is fully reasonable to believe that the surgery and chemotherapy would have been avoided.

Robert Ackerman is vice president, business and administrative services at Novartis Pharmaceuticals Corporation, a member of the Morris County Chamber of Commerce board of directors and lead of the preventative screenings team.
Attorney Deirdre Wheatley-Liss of the law firm Fein, Such, Kahn & Shepard, P.C. has been selected as a 2010 New Jersey Super Lawyers® Rising Star. The Super Lawyers Rising Stars list recognizes rising attorneys statewide and no more than 2.5 percent of lawyers in the state are selected. Wheatley-Liss was listed in the areas of business and corporate law, estate planning and probate and elder law. She holds a master of laws degree in taxation from New York University School of Law and earned her Juris Doctor from Boston College School of Law.

Lakeland Bank recently announced that employees donated more than 15,000 hours of their time to community service in 2009 – the equivalent of 1.7 years of nonstop work, 24 hours a day, seven days a week. Lakeland employees at all levels are encouraged to contribute time and funds to charitable endeavors in a continuing commitment to invest in the communities the bank serves. The bank also announced the results of other community support efforts, including grants, fundraisers and scholarships that totaled more than $200,000.

Nukk-Freeman & Cerra, P.C. was recognized as a 2010 Enterprising Women of the Year firm, joining 12 nationwide winners in the $1-5 million revenue category. The awards recognize women entrepreneurs who demonstrate they have fast-growth businesses, who mentor and support other women and girls in entrepreneurship and who stand out as leaders in their communities. Katherin Nukk-Freeman and Suzanne Cerra are the firm’s founding partners.

William Paterson University has named Kathleen Waldron president, effective August 2. Waldron most recently was president of Baruch College of the City University of New York. She also served as dean of the School of Business, Public Administration and Information Sciences at Long Island University’s Brooklyn campus and held numerous senior management positions at Citibank. Waldron holds a doctorate degree in Latin American history from Indiana University.

Dover Business College instructor Carlos Sanchez recently helped bring medical supplies to those affected by the January earthquake in Haiti. The supplies, which included splints, bandages, surgical gowns and other medical equipment, are surplus from Palisades Medical Center in North Bergen. Sanchez works as a senior surgical technologist. The donations were sent to Haiti through medical missions orchestrated by the Guardians of Healing and Haitian-American Charitable Alliance organizations.

Berkeley College was recently named one of the Best Places to Work in New Jersey for 2010 by NJBIZ. It is the fifth year the college has received the honor. The award identifies, recognizes and honors the best places of employment in the state, those benefiting the state’s economy, its workforce and businesses. The Best Places to Work in New Jersey (Continued on page 9)
program recognizes 55 companies in two groups, depending on number of employees.

Montgomery Academy has launched The First Tee National School Program, which trains physical educators to introduce children to the game of golf and The First Tee nine core values of judgment, courtesy, perseverance, responsibility, confidence, respect, sportsmanship, honesty and integrity. The academy is the first school in New Jersey to participate on behalf of students with disabilities.

Northeastern Economic Developers Association has named Maggie Peters, executive director of Morris County Economic Development, an Economic Development Professional (EDP). The EDP designation is awarded to professionals working in economic development, including the areas of business retention and expansion, business finance, marketing and business attraction, real estate, and community and neighborhood development. Peters was one of only two New Jersey economic development professionals to receive the award.

Steve Miller, president of Business Strategies Group and member of the Morris County Chamber of Commerce, donates blood at a recent blood drive sponsored by Novartis Pharmaceuticals Corporation, Morristown Memorial Hospital and the chamber. The event drew 144 donors who contributed 118 units of blood.

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**Calendar of Events**

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<tr>
<td>May 5</td>
<td>Building Bridges Evening Networking Event</td>
<td>Wyndham Worldwide, Parsippany</td>
<td>6:00 p.m. - 9:00 p.m.</td>
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<td>May 12</td>
<td>Women in Business</td>
<td>Bretton Woods Inn, Morris Plains</td>
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<td>What is Emotional Intelligence and What Does it Have to Do</td>
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<td>May 18</td>
<td>Education Committee Seminar</td>
<td>Morris County Chamber of Commerce, Florham</td>
<td>11:15 a.m. - 2:00 p.m.</td>
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<td></td>
<td>Terrific Tips to Protect Your Hard-Earned Assets</td>
<td>Park</td>
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<td>$25 Member – $40 Non-Member</td>
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<td>May 21</td>
<td>Business Connections Networking Breakfast</td>
<td>Skylands at Randolph, Randolph</td>
<td>7:15 a.m. - 9:30 a.m.</td>
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<td>$0 Pre-Register – $10 At the Door</td>
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**Committee Meeting Schedule**

- Young Professionals .............................. May 5 ........................ 8:00 a.m. – 9:00 a.m.
- Business Development .......................... May 6 ........................ 8:00 a.m. – 9:00 a.m.
- Business Technology ............................ May 18 ........................ 7:45 a.m. – 9:00 a.m.
- Not-for-Profit .................................. May 20 ........................ 8:30 a.m. – 9:30 a.m.

All committee meetings are held at the chamber office.

Our committees are led by dedicated and experienced businesspeople, representing the entire spectrum of our membership, providing direction and setting the tone for our business, legislative and community initiatives. To register to attend a committee meeting, simply visit our website, www.morrischamber.com.

If you have any questions about committee involvement, please call Angela Kubisky at 973-270-2950.
Morris County “Business Connection” Directory

Accounting

PricewaterhouseCoopers LLP
PO Box 988, 400 Campus Drive, Florham Park, NJ 07932-0988
Phone: B.J. Agugliaro, 973-236-4000  www.pwc.com
PricewaterhouseCoopers LLP provides industry-focused assurance, tax and advisory services to build public trust and enhance value for its clients and their stakeholders.

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InSitech, Inc. is a professional services firm which provides commercialization, business and strategic planning assistance to the Military, other Government Agencies and private sector clients.

Attorneys

Schenck, Price, Smith & King, LLP
PO Box 905, 10 Washington Street, Morristown, NJ 07963
Phone: Edward W. Ahart Esq., 973-539-1000  Fax: 973-540-7300
www.spsk.com
Schenck, Price, Smith & King, LLP is a full-service law firm located in northern New Jersey, whose attorneys serve businesses and individual clients throughout the state and region.

Business Process Outsourcing

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www.baskingridgecc.com
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www.BroadReachBenefits.com
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State Farm Insurance insures more cars and homes than any other insurer in the United States. State Farm is ranked No. 31 on the Fortune 500 list of largest companies.

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One Health Plaza, East Hanover, NJ 07936  www.novartis.com
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CSI is a woman-owned, integrated marketing firm specializing in brand strategy and positioning, media relations, coalition building and advocacy development, event management, crisis management and public education campaigns.

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www.mww.com

Burns & Schaffer
Florham Park, NJ 07932

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www.thehuntergroup.com

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Fluorotherm Polymers, Inc.
Parsippany, NJ 07054
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LearningRx
Chester, NJ 07930
www.learningrx.com/chester

Curtiss Wright Corporation
Parsippany, NJ 07054
www.curtisswright.com

70 Plus, LLC
Chester, NJ 07930
www.70plus2.com

Speedwell Design
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www.speedwelldesign.com

The Angeletti Group, LLC
New Vernon, NJ 07976
www.theangelettigroup.com

Hooper Holmes Inc.
Basking Ridge, NJ 07920
www.hooperholmes.com

Comfort Specialists
Succasunna, NJ 07876
www.comfortspecialistsllc.com

MSCP Certified Public Accountants and Advisors
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For more information about joining the Morris County Chamber of Commerce, please contact Angela Kubisky at 973.270.2950 or email angela@morrischamber.org.

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