



Kristi M.
Howell-Ikeda

President's Message

By the time this reaches you, Governor Christie will have delivered his Budget Address to the Legislature, but before that happened, right around the same time I'm writing this article a lot has been happening in preparation for that address. First, on February 11th, BCCOC Board Chairman, Joe Carita, and I went to Trenton to hear the Governor's address to the Legislature on the FY 2010 Budget. Governor Christie called upon the Legislature to curtail spending in the current budget. He took the lead in doing what so many of our small businesses have done in the last few years; re-examine, re-tool and re-think their spending plans. We all know that waiting until the end of the fiscal year is not prudent or practical whether it's your business or our State.

On February 17th, I appeared before the Assembly Budget & Appropriations Committee, in support of the Governor's call to halt spending this year. I asked them to use the same common business sense you are using and make those necessary adjustments and amendments so that New Jersey can start moving in the right direction today. Rebuilding New Jersey will not be easy. Some will be negatively impacted by those cuts, but our business community has been impacted over the last eight years with

— continued on page 2

Burlington County to Participate in the Resource Directory Database

BY PAUL BOUDREAU, MORRIS COUNTY CHAMBER OF COMMERCE
AND CINDY FULLERTON, OFFICE OF EMERGENCY MANAGEMENT, NEW JERSEY STATE POLICE

The New Jersey State Police is working in conjunction with area chambers of commerce to update their databases on private resources available to them in the event of a major emergency in our community. The Resource Directory Database (RDDDB) is used by the Office of Emergency Management Community - first responders, law enforcement or homeland defense - to identify and catalog all resources available within the State of New Jersey for response to an emergency situation.

The database contains information on equipment, personnel, vehicles, supplies and facilities that can be utilized during an emergency. A variety of resources may be needed during an emergency such as translators, warehouse space to store supplies, trucks to move goods, buses, lodging for citizens, corporate health facilities, aircraft, debris removal, etc. Many things that we might never think of until the time arrives. Often times, private sector resources can lend critical support to the Emergency Management Community.

This program is currently active in Morris County and now the Burlington County Chamber of Commerce is working with the Burlington County Office of Emergency Management (BC OEM) and New Jersey State Police to identify and facilitate the entry of private sector assets in Burlington County into the state's Resource Directory Database (RDDDB). This will enable

us to quickly identify potential resources needed to respond to and mitigate the impact of regional catastrophes.

The Burlington County Chamber of Commerce will lead the effort to recruit organizations, from the Private Sector in Burlington County, who are willing to offer assets determined to be critical to the Public Sector's emergency response capabilities.

The inclusion of a potential Private Sector asset does not commit the asset to Burlington County OEM, rather, it merely indicates a potential resource which, if available, may be negotiated on specific terms (e.g. duration, pro bono or fee basis).

The RDDDB is a web-based tool comprehensive of the resources throughout the entire State of New Jersey. It includes resourced items from Private Sector and Voluntary Organizations (VOADS); has GIS Enabled mapping technology; is searchable by keyword, proximity or category; and is managed locally or in collaborative fashion.

Your company's RDDDB data is confidential and is accessible only by: your company's designers, BC OEM, and NJSP OEM.

To learn how your company can participate, join us on April 15th at the BCCOC offices from 8 am – 9 am for demonstration on overview of the RDDDB. For more information on how to be apart of this program, call Kristi at 856-439-2520 ext. 103 or email her at khowell-ikeda@bccoc.com.

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Burlington County Chamber of Commerce Events



*Robert Hawk, Bandwave Systems, Inc,
Gary Levina, Burlington County Bridge
Commission, & Debbie Callaban,
Lakeside Collision CARSTAR, show off
their door prizes at the November
Breakfast Before Business at Costco.*

**More event photos
on pages 17 & 19**

*(Below) Steve Prokop,
Susquehanna Bank,
and Steven Kravitz,
Unique Perspectives,
take a moment to
connect at the November
Breakfast Before Business
at Costco Wholesale.*



President's Message — *continued from page 1*

new taxes and fees. We need to realize that we all need to make sacrifices to improve job growth and to attract and retain businesses. That is the only way out of our financial crisis.

Several Chamber executives joined me that day in informing the Legislature that we were there that day to represent New Jersey's entrepreneurs, the people whom high personal tax rates and fees on small business stop from not only growing into big businesses, but often stop from being in business at all.

My message that day, was the message that I will continue to tell the Legislature over the next few months, we can no longer solve New Jersey's financial woes through the small business community. As you know, the NJ estate tax and personal income tax rates are driving small business owners out of New Jersey. The higher marginal tax rate imposed by the previous administration didn't solve our problems; it became another small business tax increase. It added yet another burden to those so-called high income earners, who are, in reality, our small business owners. Our Governor and our Legislature need to know that you are struggling to rebound

in this economy; struggling to keep your dedicated employees employed. They need to know that you are making sacrifices to keep your employees employed because to you, they are family. The roots of New Jersey' small business owner run deep and staying in business means something more to you than a paycheck; it's your legacy.

On that day, I asked them to invest in you, our small business community, by lowering taxes and creating jobs by tackling the tough issues of controlling State spending; fixing the State's pension and benefits system that has been broken for far too long and by making our State government smaller and more efficient.

On Thursday, February 18th, a group of BCCOC's small business owners and I participated in Governor Christie's and Lt. Governor Guadagno's Small Business Summit. We shared with them first-hand accounts of how the State's bureaucracy has made doing business in a failing economy even worse. They understand that the system is broken and that our State needs a total overhaul from our municipalities to our State government to improve business retention and recruitment and help success-

ful enterprises grow and prosper.

We have to stop the "brain drain" happening in our State. Our most seasoned business professionals, mostly small business owners, have either sold their "family operated businesses" to bigger corporations or have closed their doors all together. Several of our counties most charitable philanthropists have left our state for lower taxes, taking with them their knowledge of successful business enterprises and economic growth.

I am pleased to inform you that the Governor and the Lt. Governor get it. They support small businesses because they understand how important you are to the economic viability of our State. This is just the beginning. I am hopeful that we will see bills in the Legislature and programs initiated by the Governor to help businesses grow and prosper.

We cannot let the fight for a business friendly environment up to someone else. Your Chamber will be leading the fight, but we will need your help. I hope you will participate in the opportunities to share your thoughts and ideas and I hope when the occasion presents itself, you will join me in speaking with our Legislators and our Governor.

CHAIRPERSON'S MESSAGE



CHAIRMAN
JOE CARITA

A point I always make when speaking with new and perspective members is the Chamber offers something for every type and size of business. From an individual standpoint, whether you are an introvert, extrovert or some-

where in the middle, the wide variety of events, committees and other functions we offer allows you to tailor your approach to promoting your business.

We have all heard through our new governor that "change has come to Trenton." Early indications are that state government wants to stem the tide of businesses leaving the state and compete with neighboring states for new business. Our Government Affairs Committee meets on the 1st Tuesday of each month at Chamber of-

fices. Now is a unique and exciting time to find out not only what Trenton has in mind for us but an opportunity for us to have our collective voice heard about what is important the businesses in Burlington County. Come out and meet our two new committee chairs Fred Hipp and Jim Wallace. They welcome all members with their ideas and comments. Look for special events to provide you with opportunities to share your ideas and hear from our elected officials at levels of government.

Of course, everyone is always looking to expand their business contacts, so I encourage you to review upcoming Chamber events and try something which may be new or different to you. The months of April, May and June are a prime example of the wide variety of events we offer.

Our annual Voice of Business Dinner is scheduled for Monday, April 19, at the new Aloft Hotel on Fellowship Road, Mt. Laurel. It is a great opportunity to check out the brand new hotel and honor local businesses and community leaders whose hard work has earned the recog-

inition of our business community.

Our always popular and very enjoyable Golf Tournament is scheduled for Monday, May 3, at a new location, Laurel Creek Country Club. Serious golfers have an opportunity to play one of the premier private courses in the area and weekend hackers will enjoy the scramble format. It is a great opportunity to make and renew friendships and contacts in a truly fun atmosphere.

As we do most months, we have a General Membership Luncheons where you can put your lunch hour to good use. May's luncheon is scheduled for Wednesday, May 12, at Braddocks in Medford. Come spend some time networking, enjoy a sit down lunch and hear what always promises to be an interesting or innovative speaker addressing today's business climate, the hottest topics in our region or what the future may hold for your business.

Not only can the Chamber cover your dinner and lunch options we also can help you with your "most important meal of the day"; breakfast. Our May Breakfast Before Business is scheduled for Tuesday, May 18, at Coldwell Banker Elite Realtors in Mt. Laurel. Enjoy a cup of coffee and a bite to eat before hitting the office. Our members offer their locations so you participate in some of the finest networking in the region.

If Breakfast Before Business is too early, then join in June when we expand your opportunities to network beyond the chamber members. Our 2nd Annual Business Association After Hours Bash will provide you with an opportunity to like minded businesspersons who are members of various local business associations and chambers in Burlington County. Over 175 people attended last year's bash.

As you can see, the Chamber has you covered for breakfast, lunch and dinner. We offer informative events, fun events and events to honor those who have earned our recognition. My conversations with new and prospective members always includes an invitation to visit our website, particularly our calendar of events, which showcases the numerous and varied events we offer to businesses of all sizes and types.

Hope to see you at the above events and I thank you for your participation.

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Burlington County College's \$323 million Impact on the County Economy

BY DR. ROBERT C. MESSINA JR.

Burlington County College (BCC), the only institution of higher education in Burlington County, prides itself on its 40 years of unwavering dedication to Burlington County and the local community. With a commitment to academic and career training, BCC offers a wide selection of courses taught by award-winning faculty.

By providing access to state-of-the-art education and training, BCC has helped to elevate the quality of the Burlington County labor force. In addition, Burlington County College has a substantial positive economic impact on both the county and its business community. Thriving campuses located in Pemberton and Mt. Laurel and centers in Mt. Holly, Willingboro and at Joint Base McGuire-Dix—Lakehurst ensure students and business people alike, are afforded unlimited opportunities to take courses and participate in programs close to home and work.

For the past 40 years, BCC has worked to promote learning, research and workforce training, serving as an important engine for economic development within the county. The High Technology Business Incubator and Life Science Incubator provide local start-up companies with the support and resources needed for growth and sustainability.

The Business & Career Development Center in Mt. Holly is a vital component of the area's revitalization efforts. Operated in cooperation with the Mt. Holly Urban Enterprise Zone, the center assists local businesses in the development of business/marketing plans and provides networking opportunities and numerous workshops for the unemployed as well as job search and resume writing support. Ground will be broken this winter signaling the start of construction of the college's new Culinary Arts Institute also located in Mt. Holly.

The Institute for Professional Development provides career training, certification and professional licensing programs and continuing education, adding to vibrant and highly skilled area workforce. BCC's corporate division has

been named New Jersey's lead institution to the Global Corporate College, an entity whose mission is to close the talent gap in America and around the globe by providing high quality, standardized training for employees of companies who have a national or international footprint.

The Enterprise Center at BCC in Mt. Laurel hosts conferences and business meetings, adding an additional boost to area hotels, restaurants and retail establishments.

Every year Burlington County College generates \$323 million in income for Burlington County - \$20 million in college generated local income and \$303 million in student productivity and spending. In addition, BCC provides jobs for 675 full and part time staff (90% are Burlington County residents) resulting in \$25.4 million each year in direct faculty and staff wages, salaries and benefits.

BCC provides financial benefits for students and taxpayers alike. BCC students will enjoy a 19% annual return on their investment of time and money - for every \$1 students invest in the college, they will receive a cumulative \$6 in higher future earnings over the next 30 years. It has been estimated that the accumulated contribution of past and present BCC instruction adds \$173.2 million in annual earnings to the local economy. Taxpayers realize a return of almost 12% on their annual investments in BCC and recover all investments in 11.2 years.

Burlington County College will continue to seek out new programs and partnerships that contribute to the health of the Burlington County economy, while remaining focused on its mission to provide all individuals with access to an affordable and quality education.

Dr. Robert C. Messina Jr. is the President of Burlington County College.



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In Memoriam - Mildred R. Gama

BY KRISTI M. HOWELL-IKEDA



Millie Gama at the 2007 Installation Dinner where she installed Mike Gerber as BCCOC Chair of the Board

On January 23, 2010, the Burlington County Chamber of Commerce lost its “founding mother”. Millie Gama served as Executive Director of the Burlington County Chamber of Commerce for 27 years. For those who knew her, her undeniable dedication and enthusiasm for building a strong business community in Burlington County was evident.

Millie retired from BCCOC in 2003 and was named a Lifetime Director in 2004. Upon her retirement, the Chamber Board established a scholarship in honor of her and her husband, Dave, through the Burlington County College Foundation to assist a worthy BCC student in business studies.

Millie’s spirit and her determination to see a thriving business community in Burlington County will live on through the many businesses she helped start; through the many business leaders she counseled; and through the students who have been and will be helped by the scholarship in her name.

I will remember talking to her about the changes taking place at BCCOC and getting her encouragement to move forward for the betterment of our organization. “Don’t let them tell you no”, she’d say, “I never did.” Despite her failing health she was able to join us for a few installation dinners where she met a few recipients of her scholarship fund personally. I know that meant a lot her. As did her advice and her ability to help me put things in perspective, did for me.

While I could fill pages with her accomplishments, I would rather share some memories from her friends and colleagues with you.

Bob Schattner,

Lifetime Member writes:

It has been more than 25 years since I met Millie Gama, but the closeness came in 1990. It was my year as President (as we were titled then) and her first bout with health issues. Although weakened, she was very involved in Chamber issues and taught me the nuances of volunteer obligations. We were very open and honest in our relationship with total respect for each other even when we had divergent views. As we both wound down our involvement in Chamber and career activities, we kept in close contact and served together on several other civic boards. I learned a lot from her.

In recent years, we had dinner together with her husband David at local restaurants and I enjoyed home cooked meals with them. Our closeness grew to a level that she would call me the friend like a brother she didn’t have (she lost hers), and I responded with she- the sister I never had.

While I know how brave, gallant, and courageous Millie was with her ailment, I also knew she took complete control of how she should or should not be treated. Her strength is truly inspiring.

She and her family will always be in my thoughts.

Dick Isackson,

Lifetime Member shares:

I remember Millie as a friend who would give you the blouse off her back if she felt you needed it. From our first meeting some 35 years ago, we started a long and exciting friendship. We often disagreed with each other, but always remained friends.

Millie was a great social organizer. Our daughters decided to throw a surprise 25th anniversary affair for Lee and me. They went to their second Mom for help and between them pulled off a great event, even getting our minister, Rev. Dr. Bob Smyth there to officiate at renewing our vows.

A three day road trip to the Brotherhood Winery in New York State for several couples set the stage for future events. No, Millie did not get tipsy.

One person in her life was always there, a person she depended upon and who supported her during 58 years of marriage - Dave

Another Lifetime Member,

Bill Kearns,

shared his memory of Millie being inducted into the Willingboro Rotary Club, as one of five women at the time, the first women in the club. No doubt she went on to provide leadership to that organization.

No matter how you remember her, one thing will remain constant, her fiery spirit and dedication to her Chamber, to the business community and persons she mentored and to her family.



Chamber Announces New Affinity Partnership with FM Digital

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BURLINGTON COUNTY Chamber of Commerce
The Voice of Business

Government Affairs Committee Sets Ambitious Goals

How do governments – local, county, state and federal – affect your business? Your ability to be profitable? Your capacity to create jobs? How can governments foster a favorable business climate?

You know how government actions – from red tape to taxes – impact your ability to run a successful business, and the Burlington County Chamber of Commerce wants to help. True to the Chamber's strategic plan to meet member needs, its Government Affairs Committee is planning an ambitious agenda in the advocacy area. As the strategic plan says, the advocacy goal is to "educate, inform or support members regarding issues that are important and relevant to the business community."

Co-chaired by Fred Hipp, Jr., Vice President, Government Relations for Virtua, and James Wallace, Vice President, Government Affairs for Catholic Health East-NJ, the Chamber's Government Affairs Committee has developed, and the Board has approved, a set of goals for 2010 – 2011 to help foster a more favorable business climate at every governmental level. See these goals in the adjacent column.

At the same time, we can only truly be successful with your involvement and support. As our programs develop, we look forward to your participation. Take advantage of opportunities to interact with public officials who represent you. Together, our voices can be heard. If you are interested in joining the Government Affairs Committee, please contact Chamber President & CEO Kristi Howell-Ikeda.

Government Affairs Committee Goals for 2010 - 2011

In accordance with the Burlington County Chamber of Commerce's Strategic Plan adopted on April 9, 2008, and on an ongoing basis, identify issues and pending legislation that are important and relevant to the business community.

Work for a more favorable business climate at the municipal, county and state levels, specifically:

- Work with the Chamber's municipal members and their affiliated entities to help support the Chamber goals and needs of the membership.
- Work to reduce government red tape to foster a more favorable business climate and promote business expansion and development.
- Work to reduce targeted business and individual taxes in a socially and fiscally responsible manner.
- Monitor the state budget and recommend to the Chamber Board positions relative to provisions that may be favorable or unfavorable to Chamber members.

Help members to enhance their lines of communication with the Christie administration while increasing members' understanding of the administration's priorities and key initiatives, and the impact of those initiatives on businesses in the short and long term.

Promote civic engagement of Chamber members.

Help members understand the impact on their businesses and organizations of major national issues such as health care reform.

As appropriate, join in local, county, state and federal initiatives to support the Joint Base McGuire-Dix-Lakehurst and its future.

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July 30Sept. 17	1/3 \$200	1/3 \$195	1/3 \$190	1/3 \$180
Oct. 29Dec. 17	1/2 \$320	1/2 \$310	1/3 \$190	1/2 \$280
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The Importance of Just Showing Up

BY CHRISTINE BIZARRO

If I had a dollar for every time a manager told me, “He’s a really great employee when he’s here,” I could retire to a golf course in the Carolinas. Managing attendance has become more and more challenging as legislation has evolved to protect employees from discrimination on the basis of declared or perceived disabilities, as well as to provide protected leaves for their own illnesses as well as those of family members. Recent changes in New Jersey have even allowed employees to collect pay while using family leave to care for qualified family members.

Is it any surprise that, as leaders, we have found it particularly challenging to simply manage our own expectations about when and if an employee should be expected to report to work?

It is impossible in a 300 word article to provide sufficient information to help navigate all of the various legal rules surrounding leave protection. Intermittent leave can cover ab-

sences as short as fifteen minutes or less (in the extreme), so I won’t attempt to tackle that in this forum. Holding people accountable, using negative consequences, for their attendance is a slippery slope. Using positive reinforcement, though, can be a much more gratifying experience for both the leader and the employee, and it’s not nearly as fraught with legal consequences.

Aubrey Daniels, one of the leading consultants in positive reinforcement, says “people do what they do because of what happens to them when they do it.” Intuitively, we all know this is true when using negative consequences – someone does something wrong and they are punished for it, so (theoretically) they don’t do it again – but it is also true for positive consequences.

As a leader, do you walk through the work area first thing in the morning, when most people are expected to arrive for work, and say “good morning?” Do you thank them for coming in? Do you show special appreciation when someone arrives on time after a light dusting of snow has hit the ground? These are all strategies for employing positive reinforcement to improve attendance and punctuality. There is no law to force you to provide a warm greeting to people, even when they are late. During performance feedback discussions, you can make note of someone’s perfect attendance, or their consistent punctuality, or their attention to timely breaks or lunches. The simplest gestures are often

the most meaningful. Standing near the door to say goodnight as people leave, at the time they are expected to leave, will do more to encourage your employees to remain working until the end of their shifts than disciplining the one employee who does not.



At an upcoming roundtable, the Employment Practices Committee will be talking about the different leave policies that employers should have in place to manage the negative and legal sides of these discussions. Consider this to be a plea for the simplest of positive reinforcers: “Thanks for being here. I really appreciate your contribution.” It may do a lot more for your productivity than you know, and you won’t need an HR professional or an attorney to script it for you.

Christine Bizarro is the Director of Human Resources for Medco Health Solutions of Willingboro, LLC and is the Chair of the BCCOC Employment Practices Committee. She can be reached at christine_bizarro@medco.com.

BCCOC MEMBER SPOTLIGHT:

Sterling Bank

Welcome to Sterling Bank – “The Best Bank in Town”!

We're very excited about the future of “The Best Bank in Town”, but we would like to share with you some history of Sterling Bank and our commitment to the communities we serve.

Sterling Bank was started in December 1990 right here in Burlington County, and specifically in Mount Laurel. The Bank's mission, according to President and CEO, Robert H. King, has been to “provide businesses and residents with a locally owned and managed, community-focused bank”. The progress of Sterling Bank is the direct result of the effective and dedicated efforts of its people and the positive acceptance received from the community. Now in 2010, we are proud to be an integral part of our local communities in both Burlington and Camden Counties. Currently, we have a total of 10 conveniently located banking offices in Mt. Laurel, Cherry Hill, Maple Shade, Vincentown, Bordentown, Florence, Voorhees, Delran, Marlton and Medford.

Community commitment and focus guide daily business activities and provide the structure for competitive products and services. Being a full-service community bank, we can effectively take care of any of your personal and or business banking needs. With Sterling Bank, you can bank in a way that is most convenient for you. For instance, Sterling Online is available from your desktop, laptop or PDA 24 hours a day, 7 days a week. We now offer eStatements to our Online Banking customers, a secured online version of your account statements that you can view, search, save and print.

Sterling Bank is firmly rooted in the markets we serve and employees are encouraged to take active roles in helping to support our communities. Each neighborhood banking office assists local campaigns, initiatives and organizations that are important in their specific area. In addition, Sterling Bank and its employees also champion regional efforts of many national charitable organizations, including the United Way, American Cancer Society, American Heart Association, Toys for Tots and Boy and Girl Scouts of America.

As we move into the future, we will continue to align the benefits of our products and services with the needs of our customers – individuals and businesses alike.



The Best Bank In TownSM

NEW MEMBERS

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NEW MEMBERS

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Mount Laurel, NJ 08054
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Sunray Scientific

Medical Research
100 Technology Way, Lab 106
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www.sunrayscientific.com
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Camden, NJ 08103
www.surebiochem.com
856-617-0470

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Mount Laurel, NJ 08054
856-778-9511

BCCOC MEMBER SPOTLIGHT:

Capehart Scatchard

In 1876, the law firm today known as Capehart Scatchard was founded in Camden, New Jersey by Thomas French, a self-educated lawyer. More than a hundred thirty years later, we have maintained our superb reputation by providing our clients with quality legal services.

Capehart Scatchard is a diversified general practice law firm of 58 attorneys in more than a dozen major areas of law. We serve large and small businesses, public entities, non-profit organizations and academic institutions, governments and individuals.

Our primary areas of practice are:

- Banking and Financial Services
- Business and Tax
- Construction
- Franchising
- Labor and Employment
- Public Finance
- Regulatory and Governmental Affairs
- Transportation
- Workers' Compensation
- Bankruptcy/Creditors' Rights
- Commercial
- Environmental
- Insurance
- Litigation
- Real Estate and Land Use
- School Law (including special education)
- Wills, Estates & Trusts

Capehart Scatchard recognizes one of its greatest assets: its people. Our lawyers bring impressive credentials from other firms or positions in government or business to join with Capehart lawyers who have established outstanding track records during their long careers with us. Our attorneys are supported by trained paralegals, secretaries, and administrative personnel working in a modern facility with state-of-the-art technology.

Our professionals understand clients' needs for effective and efficient service, and we strive to exceed their expectations. We value clear, open communication in order to help our clients understand their legal matters and the services we are providing.

- ◆ **Location.** Capehart Scatchard is headquartered in the Laurel Corporate Center located at the intersection of Routes 295 and 38 at 8000 Midlantic Drive, Suite 300 S. In addition, the firm also maintains an office in Trenton directly across from the State Capitol.
- ◆ **Technology.** Lead by our seasoned staff of information technology specialists, Capehart Scatchard delivers the best of breed technology to provide superior quality of service to our clients. Our primary goal is to respond to our clients' needs with the highest quality work product, created in the most efficient way possible, as quickly as possible.
- ◆ **Library Capabilities.** With more than 8,000 volumes, Capehart Scatchard boasts one of the largest private law libraries collections in New Jersey.

For more information, please visit our website at www.capehart.com or call us at 856.234.6800.



CAPEHART SCATCHARD

ATTORNEYS AT LAW



Members in the News



Kate Shomo Joins Bandwave Systems as Voice and Data Consultant

Kate Shomo has joined Bandwave Systems focusing on providing voice and data services for small-to-mid-size businesses.

"Kate has the drive, enthusiasm and knowledge that will help guide our clients in their broadband-based business strategies", said George Allgair, Bandwave's Managing Partner, adding "Kate is a great addition to our team."

Bandwave Systems is a leading single-source provider of broadband-based voice and data solutions. The company is focused on ingenuity, client service and providing coast-to-coast broadband access for business.



Ellen Guarnieri Appointed to The Drenk Foundation's Board of Trustees

Ellen Guarnieri, President and CEO of Comprehensive Healthcare

Strategies, LLC, has been appointed to The Drenk Foundation's Board of Trustees.

The Drenk Foundation raises awareness and support for The Drenk Center, a private, non-profit organization headquartered in Hainesport. The Drenk Center offers a full continuum of behavioral health services to more than 7,000 children and adults annually.

As President and CEO of Comprehensive Healthcare Strategies, Guarnieri assists healthcare organizations to achieve optimal results through expert strategy planning, culture assessment, business development, quality and operations improvement. Guarnieri previously served as President and CEO of Robert Wood Johnson Health System in Hamilton, NJ.



Sir Speedy Salesperson Named to Local Board of Directors

Sir Speedy in Maple Shade announces Holly Sanborn, salesperson and business

growth strategist, elected to the Moorestown Business Association Board of Directors.

The MBA runs several popular town wide events throughout the year, supports community wide business growth and highly encourages business to business networking.

"I am honored to have been elected for this two-year term and I'm really looking forward to serving this community, encouraging business growth and expansion," said Sanborn. She added, "My goal during my tenure is to talk with every MBA member to get their input on how our organization might best benefit their particular needs."



Alexander Nemiroff Named to Leadership Post of Online Business Development Service

Attorney Alexander Nemiroff, a Partner with Archer & Greiner, P.C., has been named Chair of the Advisory Council of South Jersey Biz Buzz.

SJBB provides a vehicle for businesses to market themselves and promote events. The Advisory Council works along with SJBB staff, members and the community to advance the group's mission of helping companies and individuals conduct business and gain exposure. Mr. Nemiroff and Archer & Greiner are charter members of SJBB.

Additionally, Mr. Nemiroff is Chair of SJBB's Business Development and Growth Committee which serves as a resource on small business and economic and workforce development issues. Mr. Nemiroff concentrates his practice in employment law and commercial litigation



Parker McCay Employees Contribute \$14,500 to Haiti Earthquake Relief

Employees of the New Jersey-based law firm Parker McCay joined Haiti earthquake relief efforts by donating \$14,500 to several charitable organizations.

In their desire to raise funds for this worthwhile cause, the firm's employees held a nine-day charitable competition amongst each of the floors in the firm's Marlton headquarters and their Atlantic City and Lawrenceville locations. The total amount raised by employees was then matched by the firm, as well as by Managing Shareholder and CEO, Philip Norcross and his wife Carole.

All contributions were donated to the humanitarian organizations CARE, Save the Children and U.S. Fund for UNICEF, all of which currently have staff on the ground in Haiti providing supplies, shelter and medical treatment to those in need.

Andrews Federal Credit Union Opens 2010 Scholarship Program

Andrews Federal Credit Union announced its 2010 Scholarship Program. Eight non-renewable college scholarships are available to eligible members. Eligibility is open to students who are Andrews Federal members or dependents of members in good standing as of January 1, 2010.

Applicants must be at least 16 years of age and be accepted to or enrolled in an accredited college or university. The deadline for receipt of applications is April 16, 2010.

"With college costs continuing to rise, students are more in need of scholarship funds than ever before," said Chris McDonald, Andrews Federal President & CEO. "We hope that we can assist students in reaching their higher education goals."

Scholarship applications and instructions are available in Andrews Federal branches or can be downloaded at www.andrewsfcu.org/scholarship2010.

continued next page

Members in the News



Samaritan Hospice Dove Award Presented to Clare Nolan

Samaritan Hospice administrative assistant Clare Nolan received the not-for-profit organization's quarterly employee Dove Award for service excellence.

Nolan has been with Samaritan for eight years and works in the Quality and Education department. She received the award in recognition of her outstanding responsiveness. All with whom she interacts can rest assured that no matter the request, she will come through quickly and completely.

According to her supervisor, Director of Quality and Compliance Barbara Sheppard, "Clare is extremely reliable and willing to accept new responsibilities. She steps in whenever necessary to help everything in our department, and the agency, run smoothly."

Samaritan Hospice created the Dove Award in 2009 to recognize employees who exemplify at least one of the organization's five pillars of excellence - people, service, quality, finance and growth.



Michael Guarnieri Joins Roma Bank as Community and Business Development Officer

Maurice T. Perilli, chairman of the board of Roma Bank, and Peter Inverso, President and CEO, recently announced the appointment of Michael Guarnieri as the bank's new community and business development officer.

Guarnieri's position will enhance the work of an experienced commercial lending department. Despite the current challenges presented by the economy, Roma's commercial staff has been touted for deploying the bank's strength and stability to help businesses throughout the region achieve their goals.

Inverso said, "Michael Guarnieri has almost a decade of experience in finance, and is eager to reach out to our expanding geographic base in Burlington County."



World Wide Web Hires Director for Busienss Development & Expanding Capabilities

World Wide Web Communications announced that Lance Roman has joined World Wide Web's executive team.

"We look forward to building momentum with Lance's career experience of developing customized technology-driven solutions for Fortune 500 companies," said Robert Savar, President of World Wide Web. Roman has an outstanding record of achievement having specialized in the challenges of developing successful ROI Internet business blueprints.

He will provide firsthand experience in helping clients fast track and increase Internet business with integration solutions. In the past five years, he has lead business development of start to finish e-commerce solutions for clients such as *The New York Times*, *LG Electronics*, *Subaru*, *Verizon*, *BP Castrol*, *Novo Nordisk*, and *Conde Nast Publications*.



Mario Turco Named President of Verizon Wireless' Philadelphia Tri-State Region

Verizon Wireless has named Mario Turco president of the company's Philadelphia Tri-State Region. As regional president, Turco will set the company's strategic direction and direct its wireless network expansion and sales efforts for a \$2-billion-a-year operation with more than 2,000 employees serving central and eastern Pennsylvania, southern New Jersey and Delaware.

"Mario brings a wealth of experience and success in several of our sales channels to his new position," said David Small, Northeast Area president for Verizon Wireless, "His track record of driving results in a wide range of positions, including our retail, indirect, and business sales organizations and his strong background in customer service will be a great asset in helping us achieve our goals for 2009 and beyond."

Panera Bread: Making Dough for Virtua

Representatives from Panera Bread presented Virtua president and CEO Richard Miller with a check for more than \$16,000 to support the John M. Tedeschi Pediatric Institute at Virtua. Panera Bread collected the funds throughout 2009 using collection containers displayed at six South Jersey Panera Bread bakery-cafés.

"We are tremendously grateful for this special support from Panera Bread and their generous customers," said Miller. "The partnership Bread has built with Virtua is more than in-store collection tins. We sincerely appreciate everything they do in the community to support us."

Tammy Dwyer, Regional Marketing Director for Panera Bread, said, "We are honored to have this opportunity for Panera Bread to support Virtua and the worthy initiatives of their John M. Tedeschi Pediatric Institute."



Panera Bread Coordinator Melinda Scott presents a check to Virtua executives (left to right) Richard Miller, president and CEO; Adrienne Kirby, VP & COO for Programs of Excellence; Stephanie Fendrick, assistant VP for Women's & Children's Program of Excellence; and Dr. Jim Dwyer, chief medical officer.

Barron & Posternock Announces Merger

Barron & Posternock LLP is pleased to announce that The Law Office of Angela B. Kosar has merged with the firm. Ms. Kosar will continue to focus on Estate Planning, Wills, Trusts and Probate. Additional practice areas include representing those

seriously injured by the negligence of others, Employment Discrimination/Civil Rights Violations and Real Estate.

continued next page

Members in the News

Capehart Scatchard Elevates Four Attorneys to Shareholders

Capehart Scatchard is pleased to announce that four attorneys have been elected Shareholders in the Firm, effective January 1, 2010. The new Shareholders include Stephen J. Alexander, Michelle L. Corea, Anne M. Hammill-Pasqua and Armando V. Riccio.

Mr. Alexander, a member of Capehart Scatchard's Litigation Department, focuses his practice in employment law, personal injury and products liability defense, construction litigation and contracts.

Ms. Corea, a member of Capehart Scatchard's Litigation Department, focuses her practice in the areas of insurance defense litigation, specifically municipal liability under Title 59. Prior to her entry into private practice, Ms. Corea served as a law clerk to the Honorable E. Stevenson Fluharty and Camden County Prosecutor.

Ms. Hammill-Pasqua, a member of Capehart Scatchard's Workers' Compensation Department, concentrates her practice in the representation of employers, self-insured companies, and insurance carriers in workers' compensation defense matters.

Mr. Riccio, a member of Capehart Scatchard's Labor and Employment Group, concentrates his practice in representing management in the public and private sectors in various employment matters such as discrimination, harassment, retaliation, and wrongful termination claims.

Capehart Scatchard is a diversified law firm of approximately 57 attorneys with offices in Mt. Laurel and Trenton, New Jersey and Elmira, New York.



BCIT Awarded Safety Grant

The New Jersey School Boards Association Insurance Group (NJSBAIG) recently awarded the Burlington

County Institute of Technology a safety grant in the amount of \$17,284. The grant rewards the district for its commitment to risk man-

agement and was used to invest in further safety and security-related improvements within the district. The Burlington County Institute of Technology Board of Education was one of 34 districts presented with a grant check.

Dr. Dolores Szymanski, Superintendent of Schools and Mr. Paul Whitman, Board Secretary/School Business Administrator, accepted the grant check on behalf of the board. It was announced that the grant money has been used to construct a safe and attractive student waiting area while students prepare to load their school buses.

Burlington County Chamber of Commerce 2010 Golf Invitational

Monday, May 3

Laurel Creek Country Club

701 Centerton Road | Mount Laurel, New Jersey

11:00 am Registration & Range Opens

11:30 am Lunch

12:30 pm Shotgun Start

Scramble Format

\$195 Per Golfer

\$750 Corporate Foursome

Lunch, dinner, prizes and more included!

More than a day on the golf course...

- Great day for team building
- Thank your clients and staff
- Promote your business

Can't join us? Be a sponsor!

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State of New Jersey

OFFICE OF THE GOVERNOR
125 WEST STATE STREET
P.O. BOX 001
TRENTON, NJ 08625

CHRIS CHRISTIE
Governor

February 10, 2010

Dear New Jersey Business Leader,

Tomorrow I will present to the Legislature and people of New Jersey detailed solutions to address our current fiscal-year deficit of more than \$2 billion and set the stage for overcoming a gap of more than \$11 billion for the fiscal year that begins on July 1. The actions we will take are designed – finally – to reform our spending habits, lower taxes and encourage job growth, reduce the size and scope of government and fund our obligations responsibly. There can be no more deficit-expanding gimmicks that have propped up previous budgets and gotten us into the situation we confront today.

I encourage your participation in the public discussion of why these strong fiscal actions are so important if we are to succeed in eliminating crippling budget deficits and high taxes that stymie growth and job creation.

We know that you will hear from opponents of reform who are more concerned with maintaining the status quo than with growing and attracting business to New Jersey and creating jobs. Some will argue that not extending the prior administration's high marginal income tax on those earning more than \$400,000 benefits only high-income earners. What they are overlooking is that many of those individuals are small business owners, struggling to expand payrolls to pre-recession levels and return to growth.

Consider these facts:

- The higher marginal tax rate imposed by the prior administration impacts small business owners in addition to individual taxpayers because many small businesses, such as S Corporations, LLCs or partnerships, pay taxes through the owner's income. That made the higher tax rate a small business tax increase – bad for job creators and bad for New Jersey during a recession.

- Higher income residents (many of them small business owners) are key contributors to a healthy, growing economy through higher levels of consumer spending and resulting tax revenue, business investment, real estate transactions – and job creation.

- Higher income taxpayers are leaving New Jersey: a Boston College study¹ released last week found that approximately 302,780 households left New Jersey between 2004 and 2008 and took \$70 billion in wealth with them. The average net worth of those departing households was about 70 percent higher – at \$618,330 – than households moving into the state.

- In response to those findings, James Hughes, dean of the Edward J. Bloustein School of Planning and Public Policy at Rutgers University, said, "That's probably why we have these massive income shortfalls in the state budget, especially this year." Without change in the tax structure, he said, "We'll probably see a continuation of the trend, until there are no more high-wealth individuals left."²

- New Jersey's top marginal income tax rate – 10.75 percent in 2009 – was among the highest in the nation. Neighboring states, including New York and Pennsylvania, had top marginal rates lower than New Jersey's, with Pennsylvania's at only 3.07 percent.

- Just more than 1 percent of New Jersey income tax filers earned more than \$500,000 in 2007, yet paid approximately 46 percent – \$4.6 billion of a total \$10 billion – of the total in collected income tax. Add the now-expired higher marginal tax rate, and it's no wonder higher earners and small business owners have left New Jersey – and would continue to do so with new taxes.

I encourage you to lend support this week to our goals to lower taxes, create jobs and make New Jersey a home for growth. Thank you for your support, and we look forward to working with you in the years ahead.

Very Truly Yours,

Chris Christie
Governor

¹ Boston College's Center on Wealth and Philanthropy; by John Havens, Associate Director

² Star-Edger, Feb. 4, 2010, by Leslie Kwok

BCCOC Would Like to Thank Our **Renewing Members**

AFLAC
Marlton
Member Since 2008

Alpha Card Services
Huntington Valley, PA
Member Since 2009

**Always There in Home Health
Care, LLC**
Mount Laurel
Member Since 2006

**Alzheimer's Association –
Delaware Valley Chapter**
Marlton
Member Since 2007

Archer & Greiner, PC
Haddonfield
Member Since 1996

Avalon Carpet Tile & Flooring
Burlington
Member Since 2004

Bandwave Systems, Inc
Burlington
Member Since 2006

Barron & Posternock, LLP
Moorestown
Member Since 2009

Bayada Nurses
Moorestown
Member Since 2000

Beneficial Bank
Multiple Locations
Member Since 1974

Big Brothers Big Sisters
Cherry Hill
Member Since 1997

**Bordentown Waterfront
Community**
Haddonfield
Member Since 2007

Boyd's Pharmacy
Florence
Member Since 2006

**Burlington County Bridge
Commission**
Palmyra
Member Since 1994

**Burlington County
Institute of Technology**
Westampton
Member Since 1997

**Burlington County
Special Services School**
Mount Holly
Member Since 1988

Burlington County Times
Willingboro
Member Since 1972

Café Madison
Riverside
Member Since 2004

Cipriani Builders
Woodbury
Member Since 2009

**Coldwell Banker Elite/
Corporate Relocation**
West Deptford
Member Since 2002

Comp-U-Tech.Net, LLC
Mount Laurel
Member Since 2009

Costco Wholesale
Mount Laurel
Member Since 2005

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Beverly
Member Since 1975

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Moorestown
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continued next page

Renewing Members *continued from page 16*

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Maple Shade
Member Since 1997

Grist Mill Antiques Center
Pemberton
Member Since 2006

Lamiase, CPA
Moorestown
Member Since 1995

EJA & Associates, Inc.
Bordentown
Member Since 2007

HAKS Engineers P.C.
Medford
Member Since 1991

Lester A. Drenk Behavioral Health Center
Hainesport
Member Since 1995

Experience Works
Delanco
Member Since 2008

HowardYermish.com, LLC
Mount Laurel
Member Since 2009

Liberty Bell Bank
Multiple Locations
Member Since 2003

Fairways Insurance Services, Inc.
Cinnaminson
Member Since 2002

IKEA Wholesale, Inc.
Westampton
Member Since 2006

Merrill Lynch – Banks Ziegler Group
Mount Laurel
Member Since 2005

Fentell Remodeling, LLC
Voorhees
Member Since 2008

The Intelligent Office
Marlton
Member Since 2003

MetaSense, Inc.
Mount Laurel
Member Since 2009

Flaster/Greenberg, P.C.
Cherry Hill
Member Since 2000

Jos A. Bank Clothier
Mount Laurel
Member Since 2007

continued next page

Burlington County Chamber of Commerce Events



Dr. Richard M. McCormick, President, Rutgers, The State University of New Jersey speaks to the membership at the December General Membership Luncheon at Braddock's Tavern in Medford.



(right) David A. Rapuano, Partner, Archer & Greiner, PC presents at the November Employment Practices Forum "Sexual Harassment Training: Preventing, Recognizing & Investigating Workplace Sexual Harassment"

(left) Mark Shourds, Taylor Wiseman & Taylor, and John Atkinson, Rapid Refill, spend their morning networking at the December Breakfast Before Business at Sam's Club



(left) Stephen D. Leightman, Leightman Evans Group of RBC Wealth Management, spoke at the December 4th program "Solving The Puzzle: Helping to Put The Pieces Together For Your Business Team"



Ann Kravitz, Unique Perspectives, and Bill Stewart, H&R Block, enjoy networking at the December Breakfast Before Business at Sam's Club



Sandy Spadaro, SS Marketing Solutions, presented the "Communicating With Confidence" workshop at the Women In Business Committee's Kick Off Event in November.



Renewing Members *continued from page 17*

Occupational Training Center

Mount Holly
Member Since 1985

Page Funeral Home

Burlington
Member Since 2006

Public Service Electric & Gas Company

Moorestown
Member Since 1974

Rapid Refill

Voorhees
Member Since 2009

Re/Max Connection Realtors

Marlton
Member Since 2009

Reflections Video Services

Mount Laurel
Member Since 2009

RJP Consulting

Marlton
Member Since 2009

RYEBREAD Architects

Mount Holly
Member Since 1991

SMH International, LLC

Mount Laurel
Member Since 2009

Sovereign Bank

Multiple Locations
Member Since 1987

Taylor Design Group, Inc.

Mount Laurel
Member Since 2009

Tent-Tations

Beverly
Member Since 2005

The Bank

Multiple Locations
Member Since 2004

The O'Donnell Group

Moorestown
Member Since 2008

TranSEND IT, Inc.

Mount Laurel
Member Since 2009

Transtar Moving Systems

Moorestown
Member Since 1995

Trenton Thunder Baseball Club

Trenton
Member Since 2000

Ulticom, Inc

Mount Laurel
Member Since 1990

U.S. Department of Commerce – U.S. Commercial Service

Mount Laurel
Member Since 2009

United Communities

McGuire Air Force Base
Member Since 2008

Virtua Memorial

Mount Holly
Member Since 1979

Weidel Realtors

Bordentown
Member since 1991

Wired 2 Save, LLC

Mount Laurel
Member Since 2009

Woolston Company

Bordentown
Member Since 2004

www.TheBestBusinessPlan.com

Hainesport
Member Since 2008

941 Payroll

Cherry Hill
Member Since 2008

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joins the Chamber
within 120 days you will
receive recognition in
The Communicator and at a
Chamber lunch where you
will be presented with a gift
card to a member restaurant
as our thank you!

BCCOC Annual Installation & Recognition Dinner



Kristi Howell-Ikeda, Chamber President & CEO, presents the 2010 Chairperson of the Board of Directors, Joe Carita, with his gavel.



The 2010 Burlington County Chamber of Commerce Board of Directors



Past Board Chair Renee Vidal, Flaster/Greenberg PC, and 2010 BCCOC Board Chair Joe Carita, Buchanan Ingersoll & Rooney P.C., present the 2010 Mildred & David Gama Scholarship to BCC student Brandon Gamelli.

January 13, 2010 Deerwood Country Club

Michael Wietrzychowski, Schnader Harrison Segal & Lewis LLP, Robert Senski, South Jersey Energy Service Plus, and David Drubin, Best Western Burlington, enjoy networking during the Welcome Reception.



Howard Yermish, HowardYermish.com, LLC, and Jim Harte, 601 Information Systems, LLC.

Make a note and save the date!

At the **Fifth Annual Women's Business Forum**, rejuvenate your career, set new goals and build a network of contacts who will help you through today's rapidly changing economy. Network with your peers and learn from powerful women like you.

Thursday, June 3, 2010

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UPCOMING EVENTS & PROGRAMS

- March 31** **General Membership Breakfast**
Riverton Country Club,
1416 Highland Avenue, Cinnaminson
- April 19** **Voice of Business Awards Dinner**
Aloft, 558 Fellowship Road, Mt. Laurel
- April 20** **Breakfast Before Business**
DoubleTree Guest Suites,
515 Fellowship Road, Mt. Laurel
- April 28** **Lunch & Learn**
*"Guerilla" Marketing 101: How to Achieve the Success You
Want through Faster, Cheaper and Smarter Marketing!*
BCCOC Training Room, 100 Technology Way, Mt. Laurel
- May 3** **Golf Invitational**
Laurel Creek Country Club,
701 Centerton Road, Mt. Laurel
- May 12** **General Membership Lunch**
Braddock's, 39 South Main Street, Medford

- May 18** **Breakfast Before Business**
Coldwell Banker Elite Realtors,
125 6th Avenue, Mt. Laurel
- May 25** **Burlington County Today: An Economic Outlook**
Burlington County College, Laurel Hall, Room 320,
Route 38 & Hartford Road, Mt. Laurel
- May 26** **Lunch & Learn**
Handbooks: Hiring, Firing & Discipline
BCCOC Training Room, 100 Technology Way, Mt. Laurel
- June 3** **Women's Business Forum**
The Mansion, 3000 Main Street, Voorhees
- June 9** **General Membership Luncheon**
The Merion, 1901 US Route 130 South, Cinnaminson

**For a complete event listing or more
information visit www.bccoc.com**

Communicator
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