



Kristi M.
 Howell-Ikeda

President's Message

On Wednesday, May 20th, I had the privilege of joining close to 100 employers at Fort Dix to take part in BOSSLift 2009 sponsored by the New Jersey Committee for the Employer Support of the Guard and Reserve.

In our daily lives, we forget that the members of the guard & reserve are our co-workers, beside us at work one day and deployed to serve their country the next. Two days before I wrote this, 2,900 men and women from the New Jersey National Guard have just returned from a year in Iraq. I'm sure someone them will be returning to work, right next to you.

No matter how you feel about the war, the experience I had that day with the real men and women who are serving our country was important to me as an American citizen. This day was designed to give their bosses an opportunity to gain a better understanding of what these men and women may be doing when they are away from their 9 to 5 lives.

Some of the finest training that the military has to offer is right here in our own back yard at Fort Dix, NJ. I was absolutely amazed at the facilities and the training available to our servicemen and women.

The day was long and hot. We selected our helmets and had the opportunity to try on a vest and other gear. As we looked over the static displays, I was surprised that soldiers wanted to share their experiences and show off our military's finest equipment as much

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BURLINGTON ECONOMIC STIMULUS TARGET (B.E.S.T.) PROGRAM:

Private Sector Consortium Developing Plan to Create "New Jobs" Pilot Program in Burlington County

BY MIKE WILLMANN

It's called the Burlington Economic Stimulus Target (B.E.S.T.) Program and it's a totally *private* sector response to the crying need to create "new jobs."

Everybody appreciates that in challenging times such as these, we need to do everything possible to stimulate the marketplaces in which we compete, so that they return to vitality as soon as possible.

One way to revitalize the regional marketplace is to create new jobs.

When they are successful, new ventures spawn new jobs. But, in difficult times, the resources to support new ventures are difficult to obtain. So, an ad hoc consortium of private sector interests is working together to create a mechanism that will support new ventures.

Everyone in Burlington County will benefit if new jobs are created - some directly, some indirectly.

As the arm of the County charged with post-secondary education (degree-based and professional), Burlington County College is uniquely positioned to serve as the catalyst for the creation and management of such a "new jobs" pilot program.

Building on the success of its High-Tech Incubator, the College can leverage both the resources and visibility of the Incubator to attract "successes that are just waiting to happen" to Burlington County...from within

the County, or from the broader regional or even national marketplace.

Local businesses can support the effort. And, in fact, three regional firms providing pivotal professional services (law, accounting, and marketing) are prepared to pledge up to \$10,000 each in in-kind services to jump-start the program.

The plan is still very much a work-in-progress

But here's how it might ultimately shape up. BCC, through its Incubator, would identify and recruit new businesses that meet a set of rigorous criteria. As many as 12 new ventures over the next 12 months.

The recruited firms would reflect a "success profile" developed by the College and Incubator staffs (e.g., "green", life sciences, etc.)

The 12 would be brought into the College's Burlington Economic Stimulus Target (B.E.S.T.) Program, maybe one per month.

The College would solicit a source of venture capital to provide a start-up stipend for each recruited B.E.S.T. enterprise in an amount that would "match" the in-kind services provided by the College, the Incubator, and the business community.

The Incubator would provide free start-up services (including, in some cases, space) for an initial period and similar services for

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President's Message — *continued from page 1*

as I wanted to see it.

Off to board the helicopter where we get lots of safety instructions. I wondered how our servicemen and women remember it all, especially during intense situations. We arrive at the firing range for more safety instructions and need to suit up in a protective vest. I felt so weighed down by the vest, I couldn't imagine firing with that gear on so I opted to observe. Time for the tactical vehicle ride and now I know why they gave us helmets, as a clunk my head getting in and out.

Lunch was an MRE (meals ready to eat). It was funny watching some of my fellow attendees eat their MRE's cold because they couldn't figure out how to heat it up. One attendee asked where the microwave was. We learned that each MRE has over 2,000 calories because if you're carrying 80 lbs of equipment through dessert, you need those calories – and then some. Thanks goodness a fellow attendee shared her peanuts and crackers because the only good thing in my MRE was the Tootsie Rolls.

The second part of the day got even more interesting as we headed to a demonstration of a HumV crash training. We learned that many of the crashes are set up for ambushes and that surviving the crash is the easy part; it's what's lurking after the crash that you have to be aware of. I got chills as part of the demonstration involved the surviving

soldiers dealing with a deceased soldier. I can't even imagine being in their boots.

We move on to the "city" to watch a training exercise. There were Arabic words and symbols around the training center, foreign to me but second nature to some of our men and women in the military. We watch the demonstration, trying to absorb the dangers waiting around every corner.

Finally, we're exhausted, and it's off to dinner. We visit the final destination our men and women live before they deploy, a dessert like setting designed to get them acclimated to their future surroundings. They encourage us to break out of our groups and sit with the soldiers. I joined a group of 3 young men from the Ohio National Guard; they can't be more than 23 years old. All have different reasons for being there, one sticks in my mind, his friend was killed in Iraq and he felt a sense of duty and obligation to join the guard and honor and fight for his friend's memory.

On this day I witnessed some of the best training our military as to offer, however it's the men and women being trained that made the biggest impact. Their sense of duty and honor to our country is simply overwhelming and their ability to lead under the direst of circumstances astonishing.

This experience has brought the military world which has always felt so far removed from mine, so close to home. •

SBA Launches New 100 Percent Guarantee ARC Loan Program



Now small businesses suffering financial hardship as a result of the slow economy may be eligible to receive temporary relief to keep their doors open and get their cash flow back on track through to a new loan program recently

announced by SBA Administrator Karen G. Mills.

On June 15, the SBA began guaranteeing America's Recovery Capital (ARC) loans. ARC loans are deferred-payment loans of up to \$35,000 available to established, viable, for-profit small businesses that need short-term help to make their principal and interest payments on existing qualifying debt. ARC loans are interest-free to the borrower, 100 percent guaranteed by the SBA, and have no SBA fees associated with them.

"These ARC loans can provide the critical capital and support many small businesses

need to make it through these tough economic times," said Administrator Mills. "Together with other provisions of the Recovery Act, ARC loans will free up capital and put more money in the hands of small business owners when they need it the most. This will help viable small businesses continue to grow and thrive and create new jobs in communities across the country."

As part of the Recovery Act, the ARC program was created as a no-interest, deferred payment loan to help small businesses that have a history of good performance, but as a result of the tough economy, are struggling to make debt payments. The loans allow borrowers to redirect cash flow from making loan payments to investing in their business.

ARC loans will be disbursed within a period of up to six months and will provide funds to be used for payments of principal and interest for existing, qualifying small business debt including mortgages, term and

revolving lines of credit, capital leases, credit card obligations and notes payable to vendors, suppliers and utilities. Repayment will not begin until 12 months after the final disbursement. Borrowers don't have to pay interest on ARC loans. After the 12-month deferral period, borrowers will pay back the loan principal over a period of five years.

To be eligible for loan approval, a small business must be an established business, have financial statements demonstrating it was profitable in one of the past three years, and be able to project sufficient cash flow to meet current and future loan payments over a two-year period. ARC loans will be made by commercial lenders who are SBA members, not the SBA directly. For more information on ARC loans, visit sba.gov.

For more information on the U.S. Small Business Administration email Donald J. Swartz, Director, Economic Development South Jersey: donald.swartz@sba.gov. •



BCCOC MEMBER OF THE MONTH

The Moorestown Theater Company – Where Families Get Into the Act

The non-profit Moorestown Theater Company, Inc. (MTC) is proud to be a member of the Burlington County Chamber of Commerce and the Moorestown Business Association, and is equally proud to be one of the reasons listed by *Money Magazine* in its July 2005 issue as to why the publication selected Moorestown as “The Best Place To Live In America!”

Incorporated in March 2003 by the husband and wife team of Mark Morgan and Carol Ann Murray, MTC prides itself on being an all-inclusive place “where families have fun performing musical theater together”. In fact, according to Morgan, MTC has a rule for its Main Stage summer musical, that if a performer is 12 or younger, he or she must have an adult relative perform in the musical with the child. “When parents and children are in a production together, they are “equals” or “peers,” Morgan said. “With this rule, MTC allows parents and their children to get in costumes and make-up together, sing songs together, perform dances together, and most memorably of all, take bows together.”

MTC invites you to “Be Our Guest” this summer for its seventh Main Stage musical, *Disney’s Beauty and the Beast*. Channel 6

ABC News Anchor (and Moorestonian) Rick Williams will lead the 83-member cast as “Lumiere” (the candle stick). The Academy and Tony Award winning musical will be performed at the William Allen Middle School, which is air-conditioned and handicap-accessible. For the performance schedule, and ticket information, please visit moorestowntheatercompany.org.

Also this Summer, MTC will present three different musicals as part of its fourth Summer Stage Musical Theater Camp, all of which will be Moorestown “Premieres” held at Hope Community Church, 235 W. Main Street, in Moorestown. Musicals include: *Thoroughly Modern Millie, Jr.*, *Seussical, Jr.* and *Disney’s High School Musical 2*. There are still openings in all three Summer Stage sessions. To register, or for more information about schedules and tickets for all shows visit moorestowntheatercompany.org.

Besides its Main Stage (for ages 6 and up) and Summer Stage (6 to 17) programs, MTC also has the following programs each “Season”: Winter Stage (6 to 17) a February children’s musical; Spring Stage (6 to 17) an April Film & TV Camp or Modeling Camp (during Spring Break week); Studio and Private Classes, small group and private

classes in Acting, Dance and Voice that run throughout the fall and winter, which ends with a May Studio Recital, Extrava-Gala MTC’s Black-Tie Dinner-Dance and Auction, held at Laurel Creek Country Club on October 10; Fall Stage (6 to 17) a December



Channel 6 ABC’s Rick Williams plays Lumiere (the candle stick) in the Main Stage musical, Disney’s Beauty and the Beast

children’s musical; and Second Stage (21 and up), a new program that may begin this fall, which would present a November adult musical.

For more information about MTC, please visit moorestowntheatercompany.org or call 856-778-8357.

Helping to Ensure Business Continuity During a Public Health Emergency The Burlington County Fixed Facility Plan

BY MARY ANN FLATLEY

The H1N1 flu outbreak has given cause for many people, especially business owners, to be concerned over how they would keep their businesses running should the outbreak affect their workforce. One resource to consider acquiring for your Workforce Emergency Preparedness plan is Burlington County’s Fixed Facility Planning Template.

Use of the template will allow your business to develop your own Fixed Facility Plan; an emergency medication distribution plan for organizations who want the ability to distribute medications to their employees, volunteers, patients, residents, and/or students in the event of a pandemic, other natural disasters or bioterrorist event.

The Fixed Facility plan facilitates

business continuity; your employees, volunteers, and their immediate families don’t have to miss work to stand on long lines at mass distribution clinics. Instead, employees and volunteers receive their own and their family’s medication on site, with far less interruption to your daily business practices. Another advantage to the plan is a possible reduction in employee and volunteer absenteeism due to the event, since medications will be given in a “Closed POD” (Point of Distribution), in a less crowded setting and with more control over the immediate environment.

A fixed facility can be any organization or group of organizations with 100 or more people who have the personnel, equipment and appropriate accommodations to stand

up and run a medication distribution clinic.

Personnel do not need to be health professionals to distribute the medication. Burlington County Health Department will assist each Fixed Facility with Training and Planning.

The Burlington County Health Department will supply a guidance document and a planning template for each organization who is interested in participating, along with assistance in developing your plan. •

Mary Ann Flatley is an RN, MSN, LINCS Public Health Nurse for the Burlington County Health Department. For more information, email Mary Ann: mflatley@co.burlington.nj.us.

Be Greener If You Want Your Bottom Line Blacker!

How to be a "Greenie" Right Down to Your Payroll Processing...

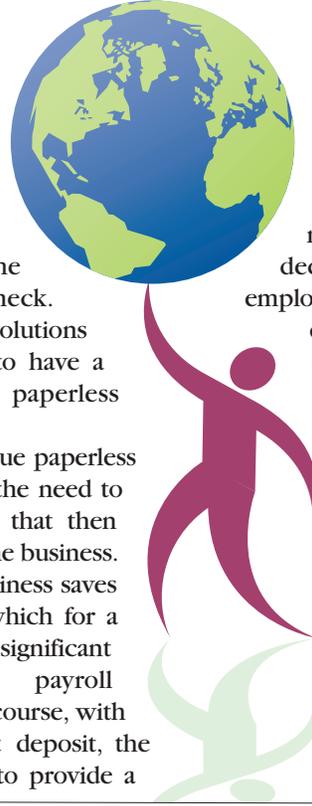
BY VICTOR SCIRE

It's no secret that one of the ways we advance our society is by pursuing methods to be more efficient and profitable. So, the bottom line when it comes to curing our environmental problems is, each company's bottom line. If you find ways to use fewer resources in the running of your business, guess what...your expenses are going to be reduced!

Want a marketing advantage in your market place? Be one of the first in your industry to be the "Greenie." That will mean different things to different companies, but to really make it work you will need to do more than "Think Green" about your products & services and how you market them. To create the complete Green image you'll also need to look at all your business operations. You'll find many opportunities throughout the organization to save resources, but an area that you can act on quickly and easily is payroll processing.

Payroll processing uses resources at many points from the time wage calculations are made, to the trip your employees make to the bank with their check. Technology can provide solutions that enable companies to have a completely "Green" paperless payroll.

What does it save? A true paperless payroll would eliminate the need to print checks or reports that then need to be delivered to the business. So, the first thing the business saves is the delivery charge, which for a small company can be a significant component of the payroll processing expense. Of course, with all employees on direct deposit, the payroll company needs to provide a



service by which the employees can access their pay information electronically. Some payroll companies will offer this service at no charge to their customers that decide to go paperless, and most employees see the electronic access as an extra employee benefit. Already you can see that going green can reduce the company's expenses and provide a new employee benefit, without any additional expense. Therefore, being a Greenie can bring an immediate positive impact to the bottom line.

So what does paperless payroll do to help the environment? To start, a company with about 40 employees (paying bi-weekly) will save about 1,500 sheets of paper per year. A lot of toner and
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We're always quick to respond to emergencies. Like global warming, for instance.

There is no single solution to climate change. Conservation of electricity and natural gas is still the quickest and least expensive way to cut pollution levels. Expanding renewable resources is the next critical step. That's why PSEG has committed \$105 million to a solar energy loan program for homes, businesses and municipal buildings in our service area. We've also begun replacing our automotive fleet with hybrid vehicles. And, for the long term, we all must begin to think about making a commitment to new, low- and zero-carbon electric generation, such as nuclear power. To learn more about PSEG's "Green Initiatives" and things that you can do to save both energy and money, please go to pseg.com/camden/climate.





Members in the News

Taylor Wiseman & Taylor Hosts Survey Merit Badge Day for Scouts

On Saturday, May 30th, Taylor Wiseman & Taylor (TWT) hosted troops from Haddonfield, Marlton, Vineland, Cherry Hill, Medford, Medford Lakes, Indian Mills, Winslow, NJ and Nazareth, PA at the



inaugural TWT Survey Merit Badge Day. In order to receive their Survey Merit Badge, the Boy Scouts had to complete 8 required tasks. The scouts surveyed a 5-sided lot, measured its elevation, and they drew and wrote a metes and bounds description for the lot they just surveyed. As part of their requirements, the scouts also had an opportunity to discuss the use of technology in the surveying field, education requirements and career opportunities with a professional land surveyor and other members of TWT staff. TWT instructors provided the scouts with a comprehensive overview of the surveying profession and the services a land surveyor provides.

School-Based Mentoring Programs are Bridging the Summer Gap

Big Brothers Big Sisters of Burlington, Camden, and Gloucester counties is offering school-based mentoring programs to children in 19 schools. While mentoring programs consistently achieve significant results, matches sometimes suffer with the lengthy summer gap. This year, BBBSBCG is trying something they have never done before: planning summer activities for children involved in all school-based mentoring programs. Thanks to a grant and the support of generous donors, hundreds of children will attend a Camden Riversharks game, visit the shore, and learn about animals at the Cedar Run Wildlife Refuge. These activities are expected to keep the bond between "Big" and "Little" strong, and to impact the children they work with in healthy, positive ways.

RWJ and Chamber Foundations Launch \$22 Million Initiative Aimed at Reversing NJ's Nurse Faculty Shortage, Averting Health Care Crisis

To avert a severe nursing shortage that could cause great harm to patient care in the state, the Robert Wood Johnson Foundation and the New Jersey Chamber of Commerce Foundation

announced a major new initiative designed to ensure New Jersey will have the nursing workforce it needs to meet future health care demands.

The \$22 million, five-year New Jersey Nursing Initiative will increase the number of nurse faculty in the state, so there will be enough faculty to educate the next generation of nurses. Its central component is a Faculty Preparation Program that includes grants to schools of nursing around the state, and support for 46 Robert Wood Johnson Foundation New Jersey Nursing Scholars who study to become faculty and commit to teach in the state for three years after they complete their studies.

Legal Writing Award from Capehart Scatchard Law Firm

Shawn M. LaTourette was the recipient of the Blaine E. Capehart Legal Writing Award. The Mt. Laurel-based firm presented Shawn with a \$2500 award in recognition of his exemplary legal writing and research abilities. The award honors Blaine E. Capehart, the firm's distinguished 100-year-old senior shareholder and board chair who in 2005 celebrated 75 years as a member of the New Jersey Bar.

The Firm offers this award to a graduating Rutgers-Camden law student on an annual basis. "Legal research and writing is a primary skill of a successful lawyer, and Rutgers-Camden endeavors to provide the best and most comprehensive training possible," notes Rayman Solomon, Dean of the Rutgers University School of Law at Camden. "Capehart Scatchard is a preeminent firm in our community and we appreciate their commitment to the recognition of excellence among our students."

SJFCU Names Branch Manager and Assistant Branch Manager for their Moorestown Location

South Jersey Federal Credit Union (SJFCU) has recently named their new branch manager, Jason D. Henckel, and assistant branch manager, Sandra LaCourse, for its new Moorestown branch located at the intersection of North Church Street and New Albany Road.



Henckel

Henckel is responsible for business development in the Moorestown region and for overseeing the

daily operations and staff of the Moorestown office. Prior to being named to his post at Moorestown, Henckel worked for more than two years as an account development representative in SJFCU's business development department where he successfully managed a territory of



LaCourse

more than 100 select employee groups. Henckel earned his bachelor's degree in business, with a specialization in management and entrepreneurship, from Rowan University in 2006.

LaCourse will assist in overseeing the daily operations and staff of the new Moorestown branch. Prior to joining SJFCU, she worked for more than seven years at Citizens-Union Savings Bank in Massachusetts, focusing on operational efficiency and staff development. She began work at SJFCU in early 2007 as a part-time member service representative at the Voorhees branch. In 2008, LaCourse received a bachelor of science degree from Drexel University in business administration, with a focus in entrepreneurship.

Innovative Benefit Planning Welcomes New Employees

Innovative Benefit Planning, LLC, a privately held employee benefit and financial planning firm, is pleased to announce and welcome two new members to their team.

Jerry C. Hampton has joined the firm as a senior benefit consultant. Jerry helps companies and their employees take advantage of the available benefit-plan alternatives. During his 28-year career in benefits, Jerry has worked with companies ranging from startups to the Fortune 50, most recently at NutriSystem, Inc., where he led their corporate wellness division. Jerry strongly believes personal responsibility drives results, for the company and the employee.

Naida Chipego will serve as Account Manager responsible for the technical maintenance and relationship management of her dedicated accounts. Naida spent the last 26 years working in various Human Resources capacities. She comes to Innovative Benefit Planning from State Street Corporation, where she was an Assistant

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July 14th Breakfast Before Business

SPONSOR



Build connections and develop leads at our monthly free networking event.

Location:

700 Broad Street, Riverton

Time:

8:00 – 9:30 am

Cost:

FREE to BCCOC Members • \$10 Prospective Members and Guests*

Deadline to Register:

July 7th

July 15th General Membership Luncheon

SPONSOR



Interested in the status of New Jersey's economy? Come hear Chief Jerold L. Zaro speak about our state's economic goals and objectives, incentives that are offered to businesses, and their outreach efforts to attract businesses.

Speaker:

Jerold Zaro, Chief of the Governor's Office of Economic Growth

Location:

DoubleTree

515 Fellowship Road, Mount Laurel

Time:

11:45 am – 12:15 pm Registration and Networking

12:15 pm – 1:30 pm Lunch and Program

Cost:

\$30 Members • \$40 Prospective Members & Guests*

Deadline to Register:

July 8th

July 22nd Fiscal Year 2010 Budget Overview Meeting with Assemblyman Lou Greenwald

Assembly Budget Committee Chairman, Lou Greenwald, will give an overview on the FY 2010 budget - what's in it; what's out & what does that mean to you as a business person & resident.

Location:

Virtua Memorial, Conference Center

175 Madison Avenue, Mount Holly

Time:

4:00 – 5:00 pm

— continued on next column

Cost:

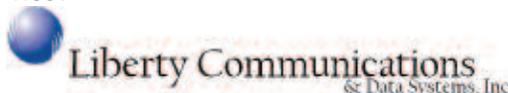
FREE to BCCOC Members (Members Only Event)

Deadline to Register:

July 15th (Limited seating available, pre-registration required)

August 11th Breakfast Before Business

HOST



Build connections and develop leads at our monthly free networking event.

Location:

1503 Glen Avenue, Suite 130, Moorestown

Time:

8:00 – 9:30 am

Cost:

FREE to BCCOC Members • \$10 Prospective Members and Guests*

Deadline to Register:

August 4th

August 26th General Membership Luncheon

SPONSOR



2009 Gubernatorial Election: learn the significance of the NJ's election as one of only 2 Gubernatorial Elections this year. Will the Economy play a part on the outcome? What other factors will determine who our next governor is?

Speaker:

The Honorable Christine Todd Whitman

Location:

Braddocks

39 South Main Street, Medford

Time:

11:45 am – 12:15 pm Registration & Networking

12:15 – 1:30 pm Lunch and Program

Cost:

\$30 Members • \$40 Prospective Members & Guests*

Deadline to Register:

August 19th

** Prospective members and guests must be pre-registered; we are unable to accommodate non-member walk-ins at events.*

bccoc.com

Register for BCCOC events using the form on page 12, or [CLICK HERE TO BE DIRECTED](#) to the calendar of events at bccoc.com

EMPLOYER'S CORNER Don't Drink the Kool-Aid®

BY NANCY TVAROK

I have decided to get off the media bandwagon. Today I counted how many forms of media bombarded me in one day. No wonder I feel depressed and hopeless. Where's my cup of Kool-Aid®? I might as well end it all now.

To begin with, I woke up to the NPR radio broadcast, from London no less. Evidently we have fallen from grace with the European Nations. They feel their entire financial problems stem directly from the USA...sorry our bad.

Next is the national morning news shows. No need to go to work today. According to Good Morning America there are no more good jobs. If you do find a job it will be minimum wage and no health insurance benefits.

I'll try the morning paper with a cup of coffee. Perusing through the business section I see no help there. More businesses are closing and more people are being laid

off. Our state deficit is rising. And I'm not getting my homeowners rebate...I feel really motivated to go to work.

As I drive to work the car radio plays a jaunty little tune. I think I'm getting happy then a commercial. I listen to a creative way in which I can consolidate my bills. Emphasis on creative...I think I'll pass.

Finally I get to work. At my desk my email awaits. I read through all of my online subscriptions I get everyday to keep me informed. I'll give you just the headlines:

"Sad for Grads" No jobs, fewer recruiters on campus.

"National Unemployment rate hits 9%. How secure is your job?"

"Bills, Job Loss, Credit Problems? You're not Alone, Millions of..."

"Latest job seeker trend" Live Strong Bracelets are yesterday's news. Bright yellow "I need a job Bracelet" are now all the rage. (I'm gonna get one of them just in case.)

Well it's 9am. I'm afraid to answer the phone - it may be more bad news.

I can't imagine how anyone would feel positive or motivated after hearing, seeing and reading all of this doom and gloom before 9am.

I refuse to allow the media to dictate to me how I should perceive my world. Certainly there are difficult situations we face each day. But where's the good news, the triumphs and the stories about everyday people making a difference? I need to be inspired.

So I have decided to become my own personal media czar. I read the quote on my desk "Don't drink the Kool-Aid®." That's the best news I've heard all day. •

Nancy Tvarok is the Director of Training and Development for Protocol Staffing and is on the BCCOC Employment Practices Committee. Email Nancy: nancy@protocolstaffing.com



WELCOME NEW MEMBERS

This month we welcome members who joined us in May

Ameriprise Financial Services, Inc.

1000 Atrium Way, Suite 401,
Mount Laurel
856-359-9810
The personal advisors of Ameriprise help people achieve their financial objectives through long-term financial planning.
ameriprise.com

Sponsored by Ruth Pincus, Haines & Haines TC-Irons Insurance Agency

Arbor Group

1016 Laurel Oak Road, Suite 5,
Voorhees
856-770-8400
Arbor Group is a boutique firm that works closely with their clients to meet insurance needs and employee benefits objectives.
arborbenefits.net

Sponsored by Lori Kossow, The Intelligence Office

Omnimed Inc.

800 Glen Avenue, Moorestown
800-257-2326
Omnimed serves the healthcare community with premium products to improve operational efficiency and productivity.
omnimedbeam.com

Vandergrift Floral Company

2401 Broad Street, Suite B,
Cinnaminson
609-332-6672
Vandergrift Floral Company is a full-service florist whose services include bridal, social, and corporate event design as well as interior landscape installation and maintenance.

Westampton Township

710 Rancocas Road,
Westampton
609-267-1891
Provides a variety of services and resources for residents and businesses within Westampton Township.
westampton.com

REFERRAL PROGRAM

BCCOC members who refer a new member receive a complimentary gift card to a member restaurant!

Turn Your Roof into a Profit Center

New Federal & State rebates & subsidies help pay for your entire system, giving you a positive cash flow beginning year one!



Cut your energy bill & be more Profitable

It Pays to GO SOLAR!

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Authorized Manufacturer's Representative for BP SOLAR

June 3rd, 2009



Workshop speaker, Valerie K. Ginyard, VKG Associates, Inc. addresses the crowd.



(l to r) Sandy Spadaro, SS Marketing Solutions and Chair-elect of NAWBO-SJ, Keynote Speaker Mindy Holman and Vikki Monaghan, Burlington County College, an event partner.



(l to r) Paula Fett, Director, Small Business Development and Isabel Thompson, both with the Burlington County College's High Technology & Life Science Incubators with Debbie Finley, West Point Thorough Breds, a women-owned company located in the Incubator.



Betsy Ramos, Jim Igo, and Marybeth Caracci take the opportunity to network after the May Membership Luncheon on online networking for your organization at Braddock's in Medford.



Jeff Lincoln and Deborah Nelson enjoy networking before the May Membership Luncheon at Braddock's.

ATTENTION: SMALL BUSINESS OWNERS

Invest 30 minutes
and see
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PREMIUMS!**

- Your quote in
30 minutes or less:
- Business Owner Policies
 - Worker's Compensation
 - Business Auto

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Tim Irons | 609-387-0606, ext. 17
Brian Monaghan | 609-953-2282



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BURLINGTON • MEDFORD • FLORENCE



How to be a "Greenie"

— continued from page 4

electricity will be saved by not having to print all that paper. Plus, many gallons of gasoline are saved by the fact that there isn't any paper payroll package to be delivered, and employees will not be driving to the bank with their paychecks. The savings of resources doubles with a company that pays employees weekly. Granted, one company going paperless with their payroll is not going to eliminate our environmental issues, but this is a simple change for any company. And there would be a major impact if even 25% of companies made the switch.

Individuals who run companies should understand that the United States is going Green. Looking for ways in your organization's daily operations to save resources is going to "play well" at every level. Your employees, investors, local media, and most important, your customers will appreciate your Greenie efforts. The Green will trickle down, and the result will be a bigger, blacker bottom line. •

Victor Scire is VP of Marketing at Primepoint, LLC, a payroll and HR technology company. Primpoint is an Affinity Partner of the BCCOC. Email Victor: vscire@primepoint.com.



Members in the News

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Vice President, HR Generalist for the past eight years. Naida attended Pace University and Mercer County Community College.

Archer & Greiner Attorney Installed as VP of Professional Organization

Attorney Anthony R. La Ratta of Archer & Greiner, P.C., has been installed as 2nd Vice President of the Estate and Financial Planning Council of Southern New Jersey (EFPCSNJ).



La Ratta

La Ratta, a Partner in the firm's Haddonfield, N.J., office, was installed at the Council's annual installation dinner on May 28 at Ventura's restaurant in Voorhees. He previously served as the organizations Treasurer over the past year.

La Ratta concentrates his practice in the area of commercial litigation with an emphasis on litigation involving probate matters, estates, trusts, guardianships and fiduciaries. He has represented institutions and individuals in a variety of contexts and has handled cases involving will contests, undue influence, diminished capacity and accountings of estates and trusts. He is a court-approved mediator for New Jersey probate cases.

Trenton Thunder Extends Their Radio Coverage

The Trenton Thunder, the Double-A Affiliate of the New York Yankees, have announced an agreement with 1460 AM WIFI to broadcast 20 regular season Thunder games, and all Trenton Thunder post-season game during the 2009 season.

"We are very excited to extend our broadcast coverage deeper into Burlington County," Thunder General Manager/ C.O.O. Will Smith said.

"Establishing a radio network will give more fans in the region the opportunity to follow the Thunder on their quest for a third consecutive championship."

WIFI will also carry the Eastern League All-Star Game from Waterfront Park on July 15th. All broadcasts will be streamed live on wifi1460am.com.

Birdsall Services Group Announces Addition of Hanifa Johnson, EIT



Johnson

eight years of experience from her previous position as Senior Staff Designer with a NJ based municipal engineering firm. Her areas of expertise include municipal and site design, urban redevelopment, civil engineering, and construction inspection.

Birdsall Services Group (BSG), a regional engineering and environmental consulting firm, is pleased to announce the addition of Hanifa Z. Johnson, EIT, as Project Engineer, based out of the company's Newark office. Ms. Johnson brings to BSG

Dr. Dolores Szymanski Elected as Chairperson of Annual United Way Campaign



Dr. Szymanski

Institute of Technology for the past four years, actively supports United Way's campaigns both as a volunteer on the Campaign Cabinet and as a board member. With a reputation as a leader of extraordinary vision and energy, Szymanski takes on the challenging role of Campaign Chair for the 2009 campaign. Szymanski will lead the hundreds of community volunteers, representing local businesses, government and non-profit agencies, as they work to raise money for our community.

The United Way of Burlington County recently announced the election of Dr. Dolores Szymanski as chair of their 2009 fund raising campaign.

Dr. Szymanski, Superintendent of the Burlington County

"I am deeply honored to step in as Campaign Chair for the United Way of Burlington County. I look forward to working with the dedicated group of volunteers who work with both the public and private sectors to make the theme 'Live United' become a reality for our community," stated Szymanski.

Flaster/Greenberg's Lizanne Hackett Appointed to the Board of Historic Ritz Theatre Company



Hackett

award-winning productions ranging from comedy to the classics, as well as offering a full slate of children's programming, special events and community charitable performances.

Lizanne V. Hackett, an attorney at Flaster/Greenberg, P.C., was appointed to the Board of Directors of The Ritz Theatre Company, in Oaklyn, New Jersey. The Ritz was built in 1927 as a Vaudeville theatre, but since 1986, it has been preserved as a venue for

Ms. Hackett represents clients in business disputes in the federal and state courts of New Jersey and Pennsylvania. She is a member of Flaster/Greenberg's litigation, labor and employment, and intellectual property practice groups, and serves on the firm's technology committee. She is a member of the Women Advocate Committee of the American Bar Association, and was one of four lawyers in the country selected to the ABA's Section of Litigation's Young Lawyer Leadership Program. In 2009, she was named a New Jersey "Rising Star" by Law & Politics Media, publishers of "New Jersey Super Lawyers." •

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The Impact Caregiving has on Women

BY AMY WEBB

A woman's financial security may be severely curtailed when she has dual roles of employee and caregiver. In the past, a woman's role was that of caregiver.

Today, due to socio-economic changes, a large majority of women work and are the primary caregivers for their children. Daycare centers and before-and-after school programs have helped alleviate the childcare dilemma.

It's not only children that women care for; a large percentage of working women also care for a spouse or aging parent(s). People are living longer, but not necessarily independently.

According to the National Alliance of Caregivers, more than 64% of individuals who are the primary caregiver for a member of their family are employed. In 2000, approximately \$28 billion of lost

productivity was due to family caregiving.

Today, many families consist of three or four generations, and over 63% of seniors are living with family members. This arrangement is not always easy, even if the senior is healthy and independent. It becomes even harder if the senior becomes ill or needs assistance during the day.

In 1999, MetLife conducted the Juggling Act Study. It focused on the results on job performance when a woman was both a caregiver and an employee. The survey found that many problems, for both the employee and employer, are created when someone becomes a working caregiver.

When employees are at work, their concentration is not always on the task at hand. Many respondents stated that they made several telephone calls each day related to their caregiving obligations. The

In 2007, the average cost of a home health aide was about \$35 an hour. A companion provider was slightly less. The average day for caregivers was 10 hours. Adult care centers are for someone who is healthy but who needs some supervision. The average cost is \$60 a day.

At one time, skilled nursing facilities were a place for people who were desperately ill. Now they are also used as an extended rehabilitation care facility. In 2007, the average yearly cost of a skilled nursing facility was \$76,322.

While all these systems are in place, they are quite expensive. Long term care insurance, can help pay the cost of these programs. Employers can offer this insurance as a benefit. The insurance can be bought at a discounted rate for employees. Spouses, parents or in-laws can purchase the insurance with the same discount even if they are not dependents of the employee.

There are substantial tax breaks. The premiums are deductible, and the benefits received are usually tax-free.

Long term care insurance creates a win-win solution for the employee and the employer. The option to buy long term care is a benefit for employers, and it allows employees who would have been caregivers the chance to work a full day. It also gives them peace of mind. •

Amy Webb is the owner of Saratoga Benefit Services, LLC. For more information email Amy: awebb@saratogabenefits.com.



The term "sandwich generation" has been coined for the group of people that are the middle generation.

fact that they had to work shorter hours also created a problem. Sixty-nine percent answered that they had to take unpaid leave, use vacation time or sick days.

When caring for an aging parent or other family member, there are para-professionals who will come into the home and provide hands-on assistance.

(B.E.S.T.) Burlington County Program

— continued from page 1

follow-up period at discounted rates. The three professional services firms (and, hopefully, others as well) would do the same.

The Chamber of Commerce would provide free membership to the B.E.S.T. enterprises for two years and discounted services for 12 months. And Chamber members would be solicited to offer their products and services to the B.E.S.T. enterprises on a cost basis for a start-up period and on a discounted basis thereafter.

The venture capital firm would be asked to provide the start-up matches (micro-investments) and would commit to additional funding predicated on a B.E.S.T. enterprise meeting predetermined success milestones.

In return for this support, the B.E.S.T. enterprises would agree to:

- Consult with a professional Advisory Committee recruited by the College for the duration of their participation in the program, and
- Reward the College for its support by transferring a modest ownership percentage in their enterprises to the College or its Foundation.

The proceeds from this ownership transfer would be invested by the College in a revolving fund that would be used to extend the B.E.S.T. program or successor programs.

An innovative approach to job creation at the local level will demonstrate *leadership*

where it's needed...in meeting the most compelling challenge confronting the county, the state, the nation, and the world.

And the result can be not only substantive success, but also well-earned *visibility* for the key players in the effort.

Perhaps, most important, a successful B.E.S.T. program - developed by the private sector, not the government - will help tell the story of why and how Burlington County is a truly great place to do business. •

Mike Willmann is Chairman and CEO of WMSH Marketing Communications, and chairs the BCCOC Economic Development Committee. For more information email Mike: michaelwillmann@wmsm.com.

BCCOC Announces New Affinity Partnership with the YMCA of Burlington County

In the spring of 2009, a rewarding partnership developed between the YMCA of Burlington County and the Burlington County Chamber of Commerce. In joining the BCCOC "Affinity Program", the YMCA created a Corporate Wellness Partnership with all the members of the Burlington County Chamber of Commerce.

The YMCA of Burlington County is offering each BCCOC member company and its employees a membership discount with a savings of up to 48%! To get you started an exclusive 15-day trial of the YMCA facilities is offered. Forms are available at each chamber event or by contacting the YMCA of Burlington County for more details.

The YMCA is America's oldest and largest non-profit with its mission to build strong kids, families and communities. A YMCA membership is an opportunity to achieve a healthier you. Through the YMCA corporate membership, a member is privileged to a host of fitness and recreational activities. The YMCA of Burlington County membership



offers the Chamber members access to basketball courts, indoor pools, an indoor track, fitness equipment, personal training sessions and group training sessions - plus much more.

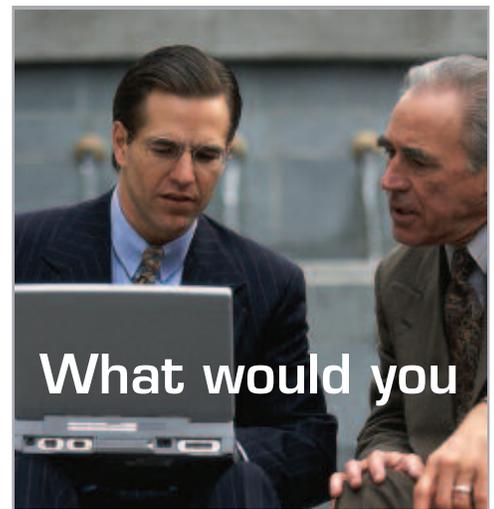
In addition to the facilities, the YMCA offers over 75 group exercise classes both on land and in the pool, wellness orientations to offer tips and how-to's on fitness, community education in life skills and technology, and lastly, the Y offers a unique Active Older Adults programs for senior citizen wellness.

A membership with the YMCA Burlington County offers access at two great locations:

YMCA of Burlington County Mt. Laurel
59 Centerton Road
Mt. Laurel, NJ 08054

YMCA of Burlington County Riverfront
302 Commerce Square Blvd
Burlington, NJ 08016
609-543-6200 •

CLICK HERE for more information, schedules and program details.



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JULY + AUGUST

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JULY 14 Breakfast Before Business BCCOC MEMBER **FREE** PROSPECTIVE MEMBER \$10.00

ATTENDEE 1) _____ 2) _____ 3) _____

JULY 15 General Membership Luncheon BCCOC MEMBER \$30.00 PROSPECTIVE MEMBER \$40.00

ATTENDEE 1) _____ 2) _____ 3) _____

JULY 22 Meeting with the Assemblyman BCCOC MEMBER **FREE**

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AUGUST 11 Breakfast Before Business BCCOC MEMBER **FREE** PROSPECTIVE MEMBER \$10.00

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AUGUST 26 General Membership Luncheon BCCOC MEMBER \$30.00 PROSPECTIVE MEMBER \$40.00

ATTENDEE 1) _____ 2) _____ 3) _____

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