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# THE REVIEW

A DIGITAL NEWSLETTER | July 5, 2011



## FEATURED EVENT

Get the edge on your competition  
Get Your Green Back

# EXPO



Market Your Company at  
Business Expo 2011  
October 6, 10:00 a.m.-4:00 p.m.  
at the Crowne Plaza, Cherry Hill

Chamber of Commerce  
Southern New Jersey  
**BUSINESS  
EXPO 2011**

Why should your company exhibit in Business Expo 2011? Be part of the Chamber's efforts to "go green" at Business Expo 2011. This year, our theme is "Get Your Green Back" at the region's largest business to business trade show. Energy used at the day-long show will be matched by 100% wind RECS courtesy of Constellation Energy. This show offers the opportunity to highlight your company's sustainability programs, and efforts to reduce waste or use more green energy; or how your company can help others do so!

Business Expo also offers you an excellent marketing tool to expand and generate sales leads, promote your goods and services, develop vendor contacts and strengthen existing business relationships. For 24 years this show has been a huge success. More than 3,500 attendees are expected to walk through the show between 10:00 a.m. and 4:00 p.m. on Tuesday, October 6, 2011 at the Crowne Plaza. Get the edge on your competition and exhibit at Business Expo 2011!

[www.exposj.com](http://www.exposj.com)

## Business After Business

### AT THE WATER CLUB

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Thursday, July 14, 2011

6:00-8:00 p.m.

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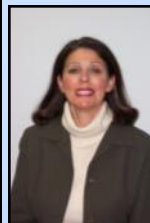


South Jersey Energy Solutions



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## Dilorenzo Appointment to CRDA Approved



On June 29, the New Jersey Senate confirmed Debra P. DiLorenzo, President & CEO of the Chamber, to serve on the Casino Reinvestment Development Authority (CRDA). The nomination was unanimously confirmed by the Senate. Earlier in the day, the Senate Judiciary Committee also voted unanimously to confirm DiLorenzo's appointment to the CRDA.

CRDA is responsible for directing gaming revenue from casinos in Atlantic City to redevelopment projects in Atlantic City and the State of New Jersey. Ms. DiLorenzo joins a 17 member board that will implement the Atlantic City Tourism District that was created by legislative statute. The CDRA will facilitate development by assuming planning, zoning and developing a Tourism District Master Plan.

Ms. DiLorenzo had previously served on the Transition Team for Governor Chris Christie, Chairing the Subcommittee on Labor & Workforce Development, and continues to serve on the Governor's Advisory Commission on New Jersey Gaming, Sports and Entertainment.

## THIS MONTH'S ADVERTISERS//



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# GOVERNMENT ACTION

## Meet the policymakers

Tuesday, July 26, 2011 • 11:30 a.m.-1:30 p.m.  
The Mansion on Main Street



featuring  
**Charles McKenna**  
Director, Office of Homeland  
Security & Preparedness

Join us to hear from Director McKenna the steps being taken to ensure our state remains safe against the threats and hazards to our state, including terrorists and natural disasters.

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## State Affairs Committee

With State Treasurer Andrew Sidamon-Eristoff



State Treasurer Andrew Sidamon-Eristoff addressed members of the State Affairs Committee on June 22. The Treasurer discussed the public employee benefits reform legislation, the status of the State budget, including May's revenue projections, and efforts to impose a surcharge on millionaires to fund popular programs.

*"I want to thank the CCSNJ for its steadfast support for employee benefits reforms, not just recently, but over the years as they helped to frame the debate over this issue."*

*-Andrew Sidamon-Eristoff, NJ State Treasurer*



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Real Estate  
Real Estate Tax Appeal



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# LEGISLATIVE UPDATE

## GOVERNOR SIGNS PENSION AND HEALTH BENEFITS REFORM INTO LAW

On Wednesday, June 29 Governor Chris Christie signed into law legislation that will make much needed changes to the pension and health benefits of all public employees in the state, including State and local workers, as well as teachers and members of State authorities. The reform legislation was passed by the New Jersey Senate on June 20 and the General Assembly on June 23. The Chamber has been a longtime supporter of pension and benefits reform. In testimony to the Assembly Budget Committee on June 20, Executive Vice President and COO Kathleen Davis stated, "Our Chamber has been in the forefront calling for public employee benefits reforms since 2003 when we first sounded the alarm to members of both the Senate and Assembly Budget Committees over the fast growing cost of these benefits. In 2005 and 2006, the Chamber issued two of three reports of its [Board Council on Responsible Government Spending](#), which focused on the fact that benefits for public employees were out of synch with those received in the private sector."

[Click here](#) to view a copy of the Chamber's testimony in support of the legislation.

The Chamber thanks Governor Christie, Senate President Sweeney, Speaker Oliver, and Assemblymen Greenwald and O'Scanlon for their leadership and courage in taking on this issue and making real reform a priority.

## GOVERNOR CHRISTIE VETOES MILLIONAIRE'S TAX

On June 30 Governor Chris Christie vetoed legislation passed by the New Jersey Senate and General Assembly on June 29 that would increase the tax on individuals with gross taxable

income of over \$1,000,000. The bills, **S-2969 (Lesniak/Norcross/Greenstein)** and **A-4202 (McKeon/Riley/Spencer/Coutinho)**, would have created a temporary increase in the tax rate from 8.97% to 10.75% on income over \$1,000,000. The legislation was retroactive to January 1, 2011 and would have expired on December 31, 2012, covering the 2011 and 2012 tax years. The bill would have excluded income from pensions, annuities and other retirement income in calculating the gross income of a taxpayer. The bill was tied to **A-4203 (Greenwald)**, also passed on June 29, which provide additional state funding to school districts, including for those not considered "underperforming." Governor Christie also vetoed this bill on June 30.

In his veto message on the millionaire's tax Governor Christie stated: "For the second time in two years, the Legislature proposes a failed policy –raising income taxes on individuals and businesses within our State –as a solution to the years of reckless taxing and spending that created our current fiscal problems." Governor Christie also stated in a news release on the veto, "The proposed income tax hike would directly hurt small business and exacerbate the volatility of New Jersey's revenue base, considering that 71 percent of the taxpayers who pay the top tax rate under this legislation report income from business activity, and nearly 42 percent of the revenue subject to this tax increase represents business income."

The Chamber has also opposed this tax as it creates an additional tax on business to supplement additional spending. On Monday, June 20 **NJBIZ** published an op-ed piece written by Chamber Executive Vice

President & COO Kathleen Davis, which stated that "the tax increase proposal would be harmful to the very sectors of the economy that have been our core strength and should be nurtured. It would also harm thousands of small businesses that pay their business taxes through the gross income tax."

[Click here](#) to see the full op-ed piece on the millionaire's tax.

[Click here](#) to see Governor Christie's veto message.

## GOVERNOR CHRISTIE EXERCISES LINE ITEM VETO IN DEMOCRATS' BUDGET

On June 30, Governor Christie exercised his authority to line item veto parts of the Democrats' budget. Just the day before, both the New Jersey Senate and General Assembly passed a \$30.6 billion budget, some \$1.19 billion higher than the Governor's proposed budget. The Democrats' budget bills, **S-4000 (Sarlo)** and **A-4200 (Greenwald)** increased spending, which was funded by the implementation of a millionaire's tax and more optimistic revenue estimates. The budget bills passed along party lines, with all Democrats supporting and all Republicans dissenting.

The \$30.6 billion budget passed by the Legislature increased education funding by \$816 million, including close to \$86 million for "above adequacy" school districts; increased funding to municipalities for public safety spending; and expanded the Senior and Disabled Citizens' Property Tax Freeze, among other items. The budget also allocated \$45 million to continue the earned-income tax credit and restored funding to continue operation of the Vineland Developmental Center.

CONTINUED ON PAGE 5.

# SPECIAL EVENTS



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## *Business After Business*

At the Camden County Boathouse

**Thursday, August 4, 2011**

**5:00-7:00 p.m.**

**Camden County Boathouse**

7050 North Park Drive, Pennsauken, NJ 08109

**S**pend a relaxing summer evening networking with fellow Chamber members at the Camden County Boathouse overlooking Cooper River, while you enjoy hors d'oeuvres and the cash bar.

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CHAMBER OF COMMERCE SOUTHERN NEW JERSEY | THE REVIEW 7-11 | PAGE 4

Business After Business

**CAFFE**  
ALDO LAMBERTI



Chamber members enjoyed an evening of networking and delicious food at a Business After Business at Caffe Aldo Lamberti on June 23, sponsored by the [Courier-Post](#). Pictured are: Bill Janus, Vice President of Advertising for the Courier Post; Eleanor Togneri, Albert's Transportation; and Debra DiLorenzo.

## **RUTGERS** QUARTERLY BUSINESS OUTLOOK

School of Business | Camden

**Tuesday, July 19, 2011**

**7:45-9:30 a.m. • Crowne Plaza Cherry Hill**

**J**oin us for this quarterly forum featuring area business leaders who will assess the Southern New Jersey economy in their business sectors. The panel will consist of three experts who will discuss current and six month outlooks in their respective fields.

### PANELISTS

**Moderator:** Dean Jaishankar Ganesh

**- ECONOMY: -**

Luke Tilley, Regional Economic Advisor  
*Federal Reserve Bank of Philadelphia*

**- GAMING: -**

Jeffrey Hartman, President and CEO  
*Mohegan Sun*

**- ECONOMIC DEVELOPMENT -**

Anthony Perno III, CEO  
*Cooper's Ferry Development Association*

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**LEGISLATIVE UPDATE  
CONT'D. FROM PAGE 3.**

In total, the Governor cut \$900 million in spending from the budget bills, but included an increase from his original budget in state aid to schools (\$250 million for all school districts; \$450 million to Abbott districts, and \$150 million for non-Abbott districts); doubled the Homestead Benefit and increased benefits under the Senior and Disabled Property Tax Freeze program; and increased funding to hospitals by \$20 million, among other spending increases. The Governor's budget message reduced, deleted or revised language related to more than 100 items in the State budget.

[Click here](#) to see a copy of Governor Christie's line-item veto of the Legislature's budget.

**GOVERNOR CHRISTIE SIGNS  
UNEMPLOYMENT INSURANCE  
TAX RELIEF INTO LAW**

On June 30, Governor Christie signed into law legislation that will provide tax relief for New Jersey business owners on their unemployment insurance rates. The

legislation makes two important changes that will mitigate future UI tax increases. First, they phase in over three years the Unemployment Insurance tax increase. As a result, the tax increase that is due to go into effect July 1, 2011 will be based upon tax rates contained in schedule D (instead of schedule E). Starting in 2012, rates will be based upon schedule E, without the ten percent surcharge, and in 2013 the ten percent surcharge will go into effect. Without these changes, employers were facing an increase of approximately \$300 per employee per year. If signed into law, employers can expect to pay approximately an additional \$100 - \$130 per employee starting in July, as opposed to an additional \$300 per employee. Second, the legislation sets the Unemployment Insurance Trust Fund reserve ratios at FY2003 levels once the fund is solvent, a change that will result in more stability in the UI tax rates. The Chamber commends Governor Christie for signing this legislation into law and Assemblyman Egan and

Senator Madden for sponsoring these bills and for the quick passage of this key legislation by both the General Assembly and the Senate. The Chamber will continue to support legislation that will help reduce the tax burden on businesses in New Jersey and create a better business climate in the state. [Click here](#) for a copy of the Chamber's statement of support to the Senate Budget and Appropriations Committee.

**- TESTIMONIAL -**

“Big Sky could not be happier with the decision to partner with the Chamber of Commerce Southern New Jersey less than a year ago. During that time we have developed fruitful strategic alliances, increased our brand awareness and found it easy to refer business because of the numerous organizations within the chamber. We view the Chamber of Commerce of Southern New Jersey as a key component to the growth of

**Michael Regina  
Big Sky Enterprises**

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# MEMBERSHIP

## 2011 Network Connection Series

JULY			AUGUST		
7	11:45 a.m.	<a href="#">Caffe Aldo Lambertini</a> , Cherry Hill	4	Noon	<a href="#">Caffe Aldo Lambertini</a> , Cherry Hill
14	8:30 a.m.	<a href="#">NJ Motorsports Park</a> , Millville	11	8:30 a.m.	<a href="#">Adelphia</a> , Deptford
21	11:45 a.m.	<a href="#">Braddock's</a> , Medford	18	Noon	<a href="#">Braddock's</a> , Medford

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## MEMBER NEWS

### ANNOUNCEMENTS

The Courier-Post announces the launch of a new magazine, *Jersey Eats*, in August. 10,000 copies of the magazine will be distributed at area food and wine events, restaurants, and home/kitchen/cooking retailers. Published six times per year, the magazine will include articles and stories on food, recipes, restaurants, kitchen escapades, and chefs from the area. For advertising information contact David Quatresols at the Courier Post 856-486-2577.

The law firm of **Archer & Greiner P.C.**, a leader in alternative and renewable energy law, announced that it represents The McGraw-Hill Companies Inc. on numerous aspects of the recently approved solar energy project on McGraw-Hill's East Windsor, N.J., corporate campus. The project is the largest privately-owned, net-metered solar project in the Western Hemisphere.

**Advocare**, one of the largest independent physician groups in New Jersey and the greater Philadelphia region, announced today that Kennedy Care Center will

join Advocare on July 1, 2011. Under its new name, Advocare Voorhees Family Medicine will continue to provide the same high quality care to families in the South Jersey region for the past 40 years.

**Wells Fargo** clinched the top spot as the largest workplace community support campaign in the U.S. for 2010 according to United Way Worldwide. Wells Fargo team members pledged \$38 million through its annual Community Support and United Way Campaign. Combined with other year-round donations to nonprofits and schools, team member donations exceeded \$55.3 million, which will be used in part to help United Way meet national goals to improve educational outcomes and increase the graduation rate, help more families become financially stable, and increase the number of healthy youth and adults.

New Jersey based law firm, **Parker McCay P.A.** has announced the relocation of its main office location to 9000 Midlantic Drive, Suite 300, P.O. Box 5054, Mount Laurel, New Jersey 08054. The new building provides Parker McCay with 50,000 square-feet of Class A office space and aligns with the Firm's goal to provide first-class client services located conveniently to other

leading businesses and organizations.

### APPOINTMENTS

Governor Chris Christie named **Bancroft** Vice President of Clinical Services and Chief Medical Officer Caroline Eggerding, M.D to the Governor's Council for Medical Research and Treatment of Autism.

**Florio Perrucci Steinhardt & Fader Attorneys at Law** announced that Partner Douglas J. Steinhardt was nominated by Governor Chris Christie to the NJ Hall of Fame Advisory Commission.

**Camden County Freeholder Director Louis Cappelli, Jr.** was been named "Freeholder of the Year" by the [New Jersey Conference of Mayors \(NJCM\)](#).

On June 21, Bill Parker of **Parker and Partners** was named Absecon Citizen of Year for 2011. The non-partisan award was established in 2005 to recognize an individual or family who has made a major contribution to Absecon and the surrounding Atlantic County area.

CONTINUED ON PAGE 7.

# BUSINESS RESOURCES

## PREFERRED

## PARTNER: KISTLER TIFFANY BENEFITS

At Kistler Tiffany Benefits, we provide sophisticated, creative benefit solutions for businesses throughout the Tri-State area. Whether you are the owner of a small local firm or the decision maker for a multi-site, national firm, we have the expertise, tools and technology to properly assist you in achieving your benefit objectives. CCSNJ's Member Benefits Center and Kistler Tiffany Benefits will provide the critical link between member companies and insurance carriers, offering cost-effective strategies for a wide range of HR/Insurance needs such as:

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- HR Services
- Advocacy Services
- Wellness Programs
- Worksite Marketing
- Consolidated Billing & Web Portal Services
- Employee Communication Tools
- Employee Benefit/Compensation Statements
- Benefit Bulletins
- ID Theft Assist

For information please call CCSNJ's Member Benefits Center at 877.258.8509.

### MEMBER NEWS

CONT'D FROM PAGE 6.

Ed Hutchinson, principal and president of **Hutchinson**

#### **Mechanical Services**

has been elected to the Executive Board of Directors for Churchill Casualty Ltd., one of the world's largest captive insurance companies.

Joseph W. Devine, FACHE, Senior Vice President/Administration and External Affairs for the **Kennedy Health System** has been named the 2011 "Business Person of the Year" by the Gloucester County Chamber of Commerce. He was honored at the Chamber's Community

Service Awards Dinner at Williamstown's Scotland Run Golf Club on June 1st.

### APPOINTMENTS

Joseph W. Valerio has joined TD Insurance, Inc., a subsidiary of TD Bank, America's Most Convenient Bank®, as Senior Vice President-Regional Sales Manager for the Mid-Atlantic Region. Based in Mt. Laurel, N.J., he is responsible for market growth and sales leadership through a network of multiple bank channels from New York City to Washington, D.C.

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# NEW MEMBERS

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[www.urscorp.com](http://www.urscorp.com)

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### Drip Marketing, Inc.

Turnersville, NJ

[www.dripmarketing.com](http://www.dripmarketing.com)

We are a national marketing consulting firm that has helped over 5,000 business owners, sales leaders, salespeople, and marketing pros increase their sales.

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[www.powellenergyandsolar.com](http://www.powellenergyandsolar.com)

In 2008 we merged with Powell Building Corporation representing a merger of the newest green building technology with decades of experience in quality construction.

## ENGINEERS-PROFESSIONAL

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West Deptford, NJ

[www.wachterengineering.com](http://www.wachterengineering.com)

Full service HVAC, plumbing, electrical and energy engineering company serving the commercial, industrial, educational and residential markets.

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[www.friedenthalfinancial.com](http://www.friedenthalfinancial.com)

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## MEDIA

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## REAL ESTATE-COMMERCIAL

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Markeim-Chalmers represents the Southern New Jersey business community in its real estate needs. We lead the way in investment acquisitions, sales, leasing, management and appraising of office, industrial and real properties since 1922.

## REAL ESTATE-RESIDENTIAL

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Signature Solar is a next generation energy management company serving the commercial/industrial and high-end residential market with a broad range of energy generation and distribution technologies and services.



## Not Getting the Best Guidance!

Signing up for e-mails (or tweets) that contain weight-loss advice can help you drop pounds, a new study reveals. When researchers from Canada sent diet and exercise advice to more than 1,000 working adults weekly, they discovered that the recipients boosted their physical activity and ate smarter. People who didn't receive the reminders didn't change.

Source: [7 Habits That Make You Fat](#)

For more information, please contact:  
[Beth.Sweeney@amerihealth.com](mailto:Beth.Sweeney@amerihealth.com)

THE CHAMBER OF COMMERCE SOUTHERN NEW JERSEY "THE REVIEW" JULY 2011

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	
JULY	4	5	6	<a href="#">Networking Event</a> 7 11:45 a.m. Lamberti Cherry Hill	8	
	11	12	13	<a href="#">Networking Event</a> 4 8:30 a.m. NJ Motorsports Park Millville  <a href="#">BAB</a> 6:00 p.m. Water Club/Borgata Atlantic City	15	
	18	<a href="#">Rutgers Outlook</a> 9 7:45 a.m. Crowne Plaza Cherry Hill	19	20	<a href="#">Networking Event</a> 1 11:45 a.m. Braddock's Medford	22
	25	<a href="#">Policymakers</a> 26 11:30 a.m. The Mansion Voorhees	27	28	29	



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