



WELLS FARGO *Good Morning*
SOUTH JERSEY SERIES



On March 11, nearly 200 Chamber members gathered to hear about Virtua's new hospital due to open in Voorhees on May 22. Virtua CEO Richard Miller previewed the new digital hospital, which was designed as a therapeutic environment based on feedback from physicians, nurses, employees and patients. The event was part of the [Wells Fargo](#) Good Morning South Jersey Series.

FEATURED EVENT

Workshop Series

Sponsored by



Marketing and Branding Your Business

Friday, March 25, 2011

8:00–11:00 a.m. • The Mansion on Main Street, Voorhees

How can your business build and market a brand that generates recognition within your target market? Whether you are marketing a product, service or company name, consumers associate a brand with a promise to perform. Our panelists will discuss the importance of building and marketing a brand; how to expand your brand into new markets or rebrand your company; how to utilize unconventional marketing resources to reach customers on a more local and personal level; and the legal aspects of protecting your brand.

MODERATOR

Liz Thomas, CEO, *Thomas/Boyd Communications*

PANELISTS

Bill Janus, Director of Advertising, *Courier Post*

Allegra Sandelli, Director, Marketing Communications, *TD Bank*

Courtney Knatz, Marketing Director, *Constellation Energy*

Alexis Arena, Esq., Attorney, *Flaster/Greenberg, P.C.*

Click [here](#) to register.



GOVERNMENT ACTION SERIES

Congressional Action Committee

Sponsored by **Comcast**

Tuesday, March 22, 2011

11:30 a.m.–1:30 p.m. • The Mansion on Main Street, Voorhees



Presents

**The Honorable
Robert Menendez**

United States Senator

Click [here](#) to register.

THIS MONTH'S ADVERTISERS//



Constellation Energy



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GOVERNMENT ACTION

Environment Committee with Irene Kropp



On March 2, the Chamber's Environment Committee hosted a meeting featuring NJDEP Deputy Commissioner Irene Kropp who discussed the Department's ongoing

transformation, updates on the Licensed Site Remediation Professional (LSRP) program, and other issues of interest to the business community. The meeting was sponsored by [Horizon BCBSNJ](#), [Atlantic City Electric](#), [Manko, Gold, Katcher & Fox](#), and [New Jersey American Water](#).

State Affairs Committee with Assemblyman Joe Malone



On March 16, Assemblyman Joe Malone spoke to the Chamber's State Affairs Committee regarding the FY12 budget process, the critical issues surrounding New Jersey's pension system,

and other pertinent issues concerning the South Jersey business community. The meeting was sponsored by [Horizon BCBSNJ](#), [Flaster/Greenberg, P.C.](#), [PSEG Nuclear](#), [South Jersey Industries](#), and [Verizon](#).



GOVERNMENT ACTION SERIES

State Affairs Committee

Sponsored by:



Tuesday, April 12, 2011

8:15 to 10:00 a.m. • The Mansion on Main Street

Wednesday, May 18, 2011

8:15 to 10:00 a.m. • The Mansion on Main Street



Featuring
**Senator
James Beach**

Join us to hear the Senator's remarks on the latest developments in the FY 2012 budget process, as well as other issues of interest to the South Jersey business community.

Click [here](#) to register.



Featuring
**Assemblyman
Louis D. Greenwald**

Please plan to join us to hear the Chairman of the Assembly Budget Committee, Assemblyman Greenwald's remarks and insights into the Fiscal Year 2012 budget.

Click [here](#) to register.

LEGISLATIVE UPDATE

Chamber Supports Governor Christie's Proposed Budget

On March 15, the Chamber testified before the Senate Budget Committee on the Fiscal Year 2012 State Budget proposed by the Christie Administration. Chamber Executive Vice President & COO Kathleen A. Davis presented testimony at Camden Community College, Blackwood. She focused her remarks on the Chamber's support for the proposals to change the State tax code as well as confront the continuing problems of fiscal stability in State government.

The Chamber supports changes in the following business tax provisions in the FY 2012 State Budget:

- Allowing small business to consolidate business income and to carry forward their losses consistent with Federal government treatment of these taxes.
- Increasing the research and development tax credit from 50% to 100%.
- Reducing the minimum tax on S-corporations by 25%.
- Exempting from the sales tax the installation and support of electronically delivered business software from the sales tax.
- Raising the threshold for the estate tax to \$1 million.
- Allowing for the full phase out of the Transitional Energy Facility Assessment (TEFA), this was supposed to expire ten years ago.

In addition the Chamber also is in support of the following initiatives:

- Doubling the funding for the Technology Business Tax Certificate Transfer Program.
- Maintaining the funding level of the BEIP program.
- Providing additional funding for the Brownfield Site Reimbursement Fund.

The Chamber believes that implementing these initiatives will make improvements in the business climate in New Jersey and create an environment to spur economic growth and create jobs.

The Chamber also testified to the importance of a sound State government and a stable fiscal environment. Ms. Davis noted that the cost of providing public employee benefits continues to be a serious

CONTINUED ON **PAGE 7**.



Horizon Blue Cross Blue Shield of New Jersey



GOVERNMENT ACTION SERIES

Communications & Energy Committee

Wednesday, March 23, 2011
8:00-10:00 a.m. • The Mansion on Main Street

Presents



Commissioner Nicholas Asselta

New Jersey Board of
Public Utilities

Join us to hear an overview of the current issues under the jurisdiction of the Board of Public Utilities.

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Click [here](#) to register.

Health Issues Committee

Wednesday, April 27, 2011
8:00-10:00 a.m. • The Mansion on Main Street

Presents



Dr. Poonam Alaigh

Commissioner, NJ Department of
Health and Senior Services

Please join us to hear from Dr. Alaigh as she discusses her priorities, her initiative concerning health information technology, as well as legislative and regulatory proposals in New Jersey that will affect the healthcare industry.

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Click [here](#) to register.

SPECIAL EVENTS



Meet the policymakers

The Honorable
Bob Martin

Commissioner, New Jersey
Department of Environmental Protection

Join us to hear from Commissioner Martin on the latest developments in environmental policy relative to the business community.

Sponsored by:



ENERGY USE FOR THIS MEETING WILL BE MATCHED WITH 100% WIND RECS

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Wednesday, March 30, 2011 • 11:30 a.m. to 1:30 p.m. • The Mansion on Main Street, Voorhees

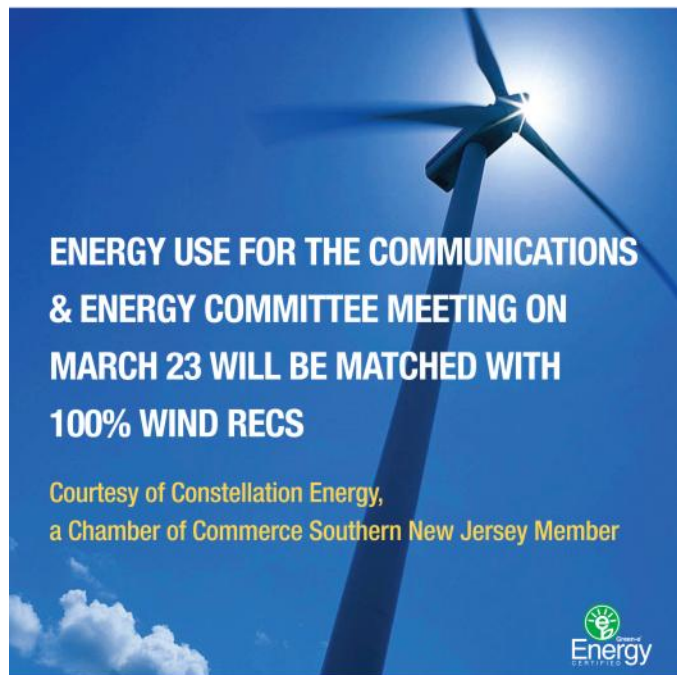
Click [here](#) to register.

Meet the policymakers




NJDOLE Commissioner Addresses Employer Community

On March 4, New Jersey Department of Labor and Workforce Development Commissioner Hal Wirths spoke about issues facing the employer community at a Meet the Policymakers event sponsored by [Ballard Spahr, LLP](#); [Flaster/Greenberg, P.C.](#); [Fox Rothschild, LLP](#); [Local 322 Plumbers & Pipe Fitters](#); [Ravitz Family Foundation – Supermarkets of Cherry Hill](#); and [South Jersey Mechanical Contractors Association](#).



ENERGY USE FOR THE COMMUNICATIONS & ENERGY COMMITTEE MEETING ON MARCH 23 WILL BE MATCHED WITH 100% WIND RECS

Courtesy of Constellation Energy,
a Chamber of Commerce Southern New Jersey Member



electricity • energy efficiency • sustainable solutions



Business After Business at

Thursday, March 31, 2011
6:00-8:00 p.m.
At One Atlantic

ONE ATLANTIC

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Located on the top floor of The Pier at Caesars, extending 100 yards over the Atlantic Ocean, One Atlantic produces extraordinary events with unparalleled views of the sea, sand, and boardwalk through floor-to-ceiling windows. Join us atop the Atlantic Ocean for a relaxing evening where you can network with fellow Chamber members and enjoy cocktails and hors d'ouvres.



Click [here](#) to register.

Spring Golf Classic

Monday, May 2, 2011
11:00 a.m. - 7:00 p.m.
Riverton Country Club, Cinnaminson

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Lunch Sponsored by:



Sponsorship Opportunities are Available

Event Sponsor

Receive logo placement on all marketing materials, hole sponsorship and one foursome.
Sponsorship Cost: \$4,000

Golf Cart Sponsor

Signage on all golf carts, hole sponsorship and one golfer.
Sponsorship Cost: \$2,000

For more information about sponsorships, contact Meredith Lorrilliere at (856) 424-7776, ext. 118 or meredithl@chambersnj.com

Women's Conference

Friday, May 20, 2011
8:00 a.m. - 12 Noon
The Mansion on Main Street
3000 Main Street, Voorhees, NJ 08043

The region's top executives will share their expert advice on wellness, health and lifestyle, and financial and legal matters for women.

Keynote Speaker



Sheila Hartnett-Devlin, CFA
Vice President
American Century Investments, New York City
and member, Board of Directors
South Jersey Industries, Inc.
& Mannington Mills, Inc.

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Register at chambersnj.com

MEMBERSHIP

2011 Network Connection Series

APRIL			MAY		
7	11:45 a.m.	Caffe Aldo Lambertini , Cherry Hill	5	11:45 a.m.	Caffe Aldo Lambertini , Cherry Hill
14	8:30 a.m.	Adelphia , Deptford	12	8:30 a.m.	Blue Heron Pines , Cologne
21	11:45 a.m.	Braddock's , Medford	19	11:45 a.m.	Braddock's , Medford

SPONSORED BY:



MEMBER NEWS

EVENTS

Verizon Wireless will host a Breakfast Before Business at its Mt Laurel store offering a light breakfast on March 22nd at 7:30 a.m. to 9:00 a.m. Stop by to meet your local chamber members and experience firsthand live demonstrations of our latest tablet devices. For more information and to register visit <http://vzwtechnologies.com/breakfast-businesschamber-newsletter>

Congressman Frank LoBiondo will host a Health Care Symposium on March 28, 8:30 - 11:30 a.m. at Cumberland County College's Luciano Conference Center in Vineland. Hear how the health care law impacts small business owners from Congressman LoBiondo and speakers from the US Chamber of Commerce, the IRS and the National Association of Health Underwriters. Please RSVP to LoBiondoHealthcareRSVP@mail.house.gov

The Camden County Board of Freeholders, in cooperation with the Camden County One Stop Career Center, invites the business community to participate in a no-cost Job Fair on

April 6, 2011, 10:00 a.m. - 3:00 p.m. at the Collingswood Grand Ballroom. For more information about this complimentary opportunity, please contact Debbie Sutherland at (856) 968-4212 or dsutherland@camdencounty.com by Friday, March 25.

APPOINTMENTS

Dr. Edward H. Salmon, chairman of Salmon Ventures Ltd., was elected board president of the Aviation Research Technology Park, Inc. (ARTP). Dr. Salmon is taking over the position from Dr. Herman J. Saatkamp, president of Stockton College, who recently concluded his three-year term as the founding ARTP board president.

Liz Thomas, co-founder & CEO of Thomas/Boyd Communications, has been selected to serve on the Steering Committee for the 2011 New Jersey Governors Conference for Women (NJCW).

TD Bank named Joseph M. Ochman, Jr., as portfolio management lead in U.S. Commercial Real Estate in Cherry Hill, N.J. He manages a group of portfolio managers for the Metro Philadelphia market, including suburban Philadelphia, southern New

Jersey and Delaware. TD Bank also named Ann E. Lawson the store manager of the Westmont store located at 222 Haddon Ave. in Westmont, N.J. An assistant vice president, she is responsible for new business development, consumer and business lending, and managing personnel and day-to-day operations at the store serving customers throughout the Westmont and Collingswood areas.

ANNOUNCEMENTS

US Airways announced new, daily year-round service from its international gateway at Philadelphia International Airport to Quebec City, Quebec beginning June 2.

Protocall's Healthcare Staffing Division has achieved the Gold Seal of Approval™ for health care staffing services certification from The Joint Commission.

TESTIMONIAL

“*The Chamber has been instrumental in providing access to key decision makers in the state. We have the potential to build an adjacent market and retain jobs thanks to the Chamber's efforts.*”

Bob Montgomery
L-3 Communications

**LEGISLATIVE UPDATE
(CONT'D. FROM PG. 3.)**

issue facing state governments, including New Jersey. The Chamber was an early advocate of the need to bring State government employee benefits in line with those offered by the private sector. To that end, the Chamber has focused efforts to provide State officials with a plan to reduce State government spending and end the trend to raise taxes to cover these ever increasing expenses. The Chamber supports the pension reforms in the Governor's budget, including changing the pension benefit calculation to n/65 from n/55.

The Chamber also testified in support of the Governor's initiative to implement the Performance Budgeting initiative which aligns budget priorities with an agencies' mission. The Chamber strongly supports the need to focus on achieving results and measuring performance data which has long been a model in the private sector. Ms. Davis also recognized the

work of Lieutenant Governor Kim Guadagno in helping to improve the business climate in New Jersey. She highlighted the Lieutenant Governor's work in implementing the recommendations of the Red Tape Review Commission, the opening of the Business Action Center and Ms. Guadagno's personal outreach to companies, which is changing the perception of New Jersey being a more business-friendly state.

The Chamber will continue to work with the Governor and State Legislature to implement these proposals and pass a budget that recognizes the economic realities of the State and provide much-needed assistance to the New Jersey business community.

[Click here](#) to view a copy of the testimony.



-ADVERTORIAL-



Wellness Tip: Drinking Soda

Researchers say you can measure a person's risk of obesity by measuring his or her soda intake. Versus people who don't drink sweetened sodas, here's what your daily intake means:

- ½ can = 26 percent increased risk of being overweight or obese
- ½ to 1 can = 30.4 percent increased risk
- 1 to 2 cans = 32.8 percent increased risk
- More than 2 cans = 47.2 percent increased risk

That's a pretty remarkable set of stats. You don't have to guzzle Double Gulps from 7-Eleven to put yourself at risk—you just need to indulge in one or two cans a day. Wow. And because high-fructose corn syrup is so cheap, food marketers keep making serving sizes bigger (even the "small" at most movie theaters is enough to drown a raccoon).

That means we're drinking more than ever and don't even realize it: In the 1950s, the average person drank 11 gallons of soda a year. By the mid-2000s, we were drinking 46 gallons a year. A Center for Science in the Public Interest report contained this shocking sentence: "Carbonated soft drinks are the single biggest source of calories in the American diet."

Bonus Tip: When it comes to making us fat, soda is only one of the big offenders. Other sugary drinks can add belly fat fast, too—so never imbibe anything on this shocking list of [The 20 Worst Drinks in America](#). Otherwise you can be slurping more than an entire day's worth of calories, sugar and fat in just a few minutes.

For more information please contact Beth.Sweeney@amerihealth.com

Chamber Leaders Named as 'Women on the Go'

Chamber President & CEO Debra DiLorenzo and Chairwoman of the Board Judith Roman, president and CEO of AmeriHealth New Jersey, were featured among "25 Women on the Go" in South Jersey Biz's February issue. The following women were recognized as smart, savvy business leaders that have attained unprecedented levels of success, and who are making their mark in our region and beyond.

CCSNJ Board Members:

Angela Snyder
president and CEO
The Bank

Denise Monahan
senior vice president and corporate banking market executive for Southern New Jersey
PNC Bank

CCSNJ Members:

Liz Thomas
CEO
Thomas/Boyd Communications

Linda Rosanio
CEO
The Star Group

Aldonna R. Ambler
President
AMBLER Growth Strategy Consultants

Mindy Holman
president & CEO
Holman Automotive Group

Mary Ann Bocolini
president & CEO
Samaritan Hospice

Toni Pergolin
president & CEO
Bancroft

Doris Damm
president & CEO
ACCU Staffing Services

Congratulations to all of our members! To read the full article [CLICK HERE](#)

BUSINESS RESOURCES

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- 4.3" Super LCD and Android 2.2
- Next-generation, HTC Sense platform with cloud services
- 8 MP Camera with HD video recorder
- U-verse Live TV

www.att.com/inspire4G

Plus, Chamber Members save up to \$50 on most handsets when they sign a new 2 year wireless agreement. Visit participating company-owned AT&T stores in South New Jersey for details.

To take advantage of special "Chamber Members Only" waived activation, device and accessory discounts, visit <http://www.chambersnj.com/business/membersavings.aspx>

* 4G speeds delivered by HSPA+ with enhanced backhaul. Available in limited areas. Availability increasing with ongoing backhaul deployment. Requires 4G device and compatible data plan. Learn more at att.com/network.

Excludes Apple-branded products, GoPhone and netbooks. **This promotion may not be combined with any other offer, discount or bundle.** Chamber handset discount requires proof of Southern New Jersey Chamber membership. Corporate Accounts Excluded: Discount does not apply to corporately-billed lines or corporate accounts. Offer Expires 5/14/2011. Subject to wireless customer agrmt. Credit approval req'd. Activ. fee up to \$36/line. Coverage & svcs, including mobile broadband, not avail everywhere. Geographic, usage & other conditions & restrictions (that may result in svc termination) apply. Taxes & other chrgs apply. Prices & equip. vary by mkt & may not be avail. from ind. retailers. See store or visit att.com for details and coverage map. **Early Termination Fee (ETF):** None if cancelled during first 30 days, but a \$35 restocking fee may apply; after 30 days, ETF up to \$150 or \$325 applies depending on device (details att.com/equipmentETF). Subject to change. Agents may impose add'l fees. **Regulatory Cost Recovery Charge** up to \$1.25/mo. is chrg'd to help defray costs of complying with gov't obligations & chrgs on AT&T & is not a tax or gov't req'd chrg. **Smartphone Data Plan Requirement:** Smartphone requires minimum DataPlus (200MB); \$1.5 will automatically be charged for each additional 200MB provided on DataPlus if initial 200MB is exceeded. All data, including overages, must be used in the billing period in which the allowance is provided or be forfeited. For more details on data plans, go to att.com/dataplans. Sales Tax calculated based on price of unactivated equipment. ©2011 AT&T Intellectual Property. Service provided by AT&T Mobility. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property. All other marks contained herein are the property of their respective owners.

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

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY			
MARCH	21	Cong. Action 11:30 a.m. The Mansion, Voorhees	22	Comm/Energy 8:00 a.m. The Mansion, Voorhees	23	24	Workshop: Marketing/Branding 8:00 a.m. The Mansion, Voorhees	25
	28		29	Meet the Policymakers 11:30 a.m. The Mansion, Voorhees	30	BAB One Atlantic 5:00 p.m. One Atlantic, Atlantic City	1	

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY				
APRIL	4		5		6	Networking Event 11:45 a.m. Lamberti's, Cherry Hill	7	Ambassador Committee 8:30 a.m. CCSNJ	8
	11	State Affairs 8:15 a.m. The Mansion, Voorhees	12		13	Networking Event 8:30 a.m. Adelphia, Deptford	4	Workshop Series 8:00 a.m. The Mansion, Voorhees	5
	18		19		20	Networking Event 11:45 a.m. Braddock's, Medford	1		22
	25	Rutgers Outlook 7:45 a.m. Crowne Plaza Cherry Hill	26	Health Issues 8:00 a.m. The Mansion, Voorhees	27		28		29