



## Grow Your Business Through Networking



Friday, November 19, 2010 • 8:00–10:30 a.m. • The Mansion on Main Street

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**The Bank**  
LISTENING IS JUST THE BEGINNING.™

Whether you're meeting new businesspeople or reconnecting with prior contacts, networking can turn prospects into clients. Our expert panel will teach you effective techniques, how to maximize social media tools, and how networking can help build a positive image for your company.

Following the panel discussion, put your new knowledge into practice during a thirty minute-long "networking session," during which our panelists will be available to provide one-on-one advice.

Polish your networking skills, or instill the importance of networking in your new or junior staff, but don't miss this session that can give you the leg up on your competition!

### PANELISTS

**Mario Pinardo**  
 President and Founder, *Achievement Dynamics Institute and Achieveopedia.com*

**M. Larry Litwin, APR**  
 Fellow PRSA, Associate Professor – Public Relations/Advertising, *Rowan University*

**Ted Mann**  
 Director of Digital Innovation, *Gannett New Jersey*

**Scott H. Kintzing**  
 President NJ Division/Vice Chair, *The Bank*

Click [here](#) to register.

### THIS MONTH'S ADVERTISERS//



## Annual Meeting *Holiday Party*



The Chamber will host its Annual Meeting & Holiday Party on *Thursday, December 9* from 5:00 to 8:30 p.m. at *The Mansion on Main Street* in Voorhees. This event is sponsored by [Archer & Greiner, P.C.](#), [Brandywine Realty Trust](#), [Citizens Bank](#), [Kistler Tiffany Benefits](#), [PSE&G](#), [Radwell International, Inc.](#) and [Thomas Scientific](#).

Join CCSNJ leaders to review the organization's accomplishments in 2010, set the goals for 2011, and elect members and officers the Board of Directors at the Annual Meeting from 5:30 to 6:30 p.m. We will recognize a change in leadership as we welcome Judith L. Roman, president & CEO, AmeriHealth New Jersey, as the first chairwoman of the Chamber's Board, and thank our outgoing chairman, Dr. Herman J. Saatkamp, Jr., president of The Richard Stockton College of New Jersey, for his contributions over his two year term. Then celebrate the holiday season with 400 of the region's business leaders from 6:30 to 8:30 p.m. at the Holiday Party –one of the Chamber's largest networking events of the year.

Click [here](#) to register for this event.

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# GOVERNMENT ACTION

## LEGISLATIVE UPDATE

### Business Action Center Open for Business

On October 15, Lt. Governor Kim Guadagno, joined by a group of business, community and government leaders, hosted an open house at the Department of State for the new Business Action Center (BAC) in Trenton. The open house showcased the Christie Administration's efforts to bring a more customer service approach to interacting with State government and formally introduce the public to the BAC's staff.

Under the leadership of Lt. Governor Kim Guadagno, and led by Acting Executive Director Linda Kellner, the new center is the "one-stop" shop and will play a key role in attracting, retaining and growing businesses in New Jersey. They will also provide professional and coordinated assistance to businesses in the resolution of permit applications, licenses, certificates and other business related approvals. The BAC is part of the New Jersey Partnership for Action, a three prong public-private approach that also includes Choose New Jersey and the Economic Development Authority.

"Making New Jersey a home for growth is our Administration's top responsibility. By bringing a "one-stop" shop approach to this important task, we can help businesses-large and small- open and grow in New Jersey," said Lt. Governor Kim Guadagno in opening the Business Action Center. "I'd personally encourage business to use the Business Action Center as a resource. Our staff can be reached at 866-534-7789 and are here to help."

Features of the Business Action Center include:

**Financial and Incentive Programs:** The Business Action Center walks businesses through the State's incentive and financing programs available to businesses.

**Permitting and Regulatory Assistance:** The Business Action Center provides professional, coordinated services to help new and existing businesses navigate State regulatory processes. By actively working with various State agencies and departments, the team assesses the issues, quickly identifies the challenges and formulates solutions.

**Growing Our State's International Competitiveness:** The Business Action Center provides assistance to companies looking to do business globally through trade consulting services and inward foreign direct investment services.

**Site Selection Services:** The Business

Action Center maintains a comprehensive real estate database of New Jersey's commercial properties and can provide a real estate report with location options.

**State Planning for Future Growth:** The Business Action Center's new Office for Planning Advocacy serves as the focal point for coordinating and advancing New Jersey's planning strategies. Formerly the Office of Smart Growth, the Office for Planning Advocacy serves to stimulate new growth opportunities and enhances the one-stop shopping experience for business.

Businesses throughout the State are encouraged to use the services of the BAC, which assists businesses in the resolution of permit applications, licenses, certificates and other business related approvals. BAC also

**CONTINUED ON PAGE 6.**

## UPCOMING POLICY COMMITTEE EVENTS

### ENVIRONMENT COMMITTEE

featuring

**David E. Sweeney**

Assistant Commissioner Site Remediation, NJDEP

**Tuesday, December 7, 2010**

8:30-10:30 a.m.

The Mansion on Main Street, Voorhees

[Click here to register.](#)

### HEALTH ISSUES COMMITTEE

featuring

**Neil Sullivan**

Assistant Commissioner, Life and Health  
NJ Department of Banking and Insurance

**Wednesday, December 8, 2010**

8:30-10:30 a.m.

The Mansion on Main Street, Voorhees

[Click here to register.](#)



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## SPECIAL EVENTS

### Business After Business

At the Campbell Soup Company Employee Center

**O**n June 10, Campbell Soup Company officially opened an 80,000-square foot addition to the company's world headquarters in Camden -the Campbell Employee Center. The new Center is part of a broader effort that includes a planned 100-acre office park and a planned \$93 million investment in Camden's Gateway District.

Join us for networking and a look inside Campbell's new Employee Center, which features a state-of-the-art café, exhibition hall, Campbell University and a company store. Seasonal hors d'oeuvres and refreshments will be served.

Tuesday, November 16, 2010  
5:00—7:00 p.m.

Campbell Soup Company  
Employee Center  
1 Campbell Place, Camden, NJ 08103

\$25 pre-registered members  
\$35 members at the door  
\$50 non-members\*



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Click [here](#) to register.

## Financial Workshop

### Accessing Financing: The How & Where of Finding Dollars to Keep Your Business Growing

Friday, December 3, 2010  
8:00—11:00 a.m.

The Mansion on Main Street  
3000 Main Street, Voorhees, NJ 08043

\$20 pre-registered members  
\$30 members at the door  
\$45 non-members\*

In today's economy, companies of all sizes and types are challenged when it comes to accessing financing. Join us to hear from experts in the banking and legal communities, as well as state and federal government, to learn how you can access financing, tap into business incentive programs, and the legal issues to consider. **Following the panel discussion, you'll have the opportunity to meet with our panelists to gain further advice and guidance specific to your business.**

#### PANELISTS

Kathleen Stucy  
Executive Vice President and Senior Credit Officer, *The Bank*

Caren Franzini  
Chief Executive Officer, *New Jersey Economic Development Authority*

Donald J. Swartz  
Director, Economic Development South Jersey  
*U.S. Small Business Administration*

Gary L. Green, Esq.  
Partner, *Archer & Greiner, P.C.*

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Click [here](#) to register.

# RUTGERS Quarterly Business OUTLOOK

School of Business | Camden



On October 19, Rutgers School of Business Camden hosted its Quarterly Business Outlook sponsored by the Chamber and Flaster/Greenberg, P.C. Pictured are (from left): Ray Solomon, dean, Rutgers School of Law-Camden; Wendell Pritchett, chancellor, Rutgers-Camden; Joel Naroff, president, Naroff Economic Advisors; Michael Griffin, senior vice president, Hill International; Deb DiLorenzo, president & CEO, Chamber of Commerce Southern New Jersey; Peter Spingel, managing shareholder, Flaster/Greenberg, PC; James Maida, president & co-founder, Gaming Labs International; Vincent Maione, president, Atlantic City Electric; and Jaishankar Ganesh, dean, Rutgers School of Business-Camden.

## Business After Business at the ADVENTURE aquarium

On October 25, nearly 100 members enjoyed a view of the Philadelphia skyline while networking at an underwater Business After Business event held at Adventure Aquarium and sponsored by Cooper University Hospital, Ballard Spahr and Susquehanna Bank. Pictured (from left) are: CCSNJ President & CEO Debra P. DiLorenzo; Susan Bass Levin, Cooper Foundation; Jeremy Shackleford, Susquehanna Bank; and Patricia Smith, Esq., Ballard Spahr.



**LEGISLATIVE UPDATE**

CONT'D FROM PAGE 2.

provides services to domestic and international businesses looking to remain, expand or locate to New Jersey. For more information, businesses are encouraged to call 866-534-7789 or visit [www.NewJerseyBusiness.gov](http://www.NewJerseyBusiness.gov).

### Atlantic City Alliance Supports City's Revitalization

The Atlantic City Alliance, a group composed of the companies that own the Borgata, the three Trump casinos, the four Harrah's Entertainment casinos and the Tropicana, announced that they are committing \$30 million to Atlantic City's revitalization. The group said that the money will be used to market Atlantic City and help pay for a public-private partnership called for this year by Governor Chris Christie.

Governor Christie applauded the Alliance, stating: "Atlantic City's

tourism and gaming industries are critical to New Jersey's economic health and competitiveness. Atlantic City is at a crossroads and the stakes could not be higher. I'm pleased that members of the casino industry recognize the importance of this effort, support the recommendations my administration has put forward for Atlantic City and have stepped up with a meaningful commitment to turning around Atlantic City."

[Click here](#) to see Governor Christie's full statement on the announcement.

### Chamber Supports Measures that Reduce Government Spending

During the October 25 Assembly voting session, the Chamber submitted a letter in support of **S-2220/A-3392/A-3211 (Sarlo, Lampitt, Albano, Casagrande)**, which limits sick leave payouts and vacation carry forward for current and future employees of boards of

education and local governments. The bill also limits the ability to use accumulated sick leave in the last year of employment without verification by a physician. It also ends the practice of cashing out unused vacation time to that which is carried forward for one year.

The costs associated with providing limitless payouts for unused sick and vacation time are significant, and are funded by taxpayers whose own benefits (if they are employed) are much more limited. Maintaining these benefits in today's economic climate is no longer an option. Business and property tax payers simply cannot afford to continue to fund these and other generous public employee benefits.

The bill was passed by the Assembly by a vote of 78-0-0 (yes, no, abstain). [Click here](#) to view the Chamber's full position paper on this issue.

**CONTINUED ON PAGE 7.**

**THE LAW DOES NOT EXIST IN A VACUUM.**

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# MEMBERSHIP

## 2010 Network Connection Series

### NOVEMBER

18 Noon [Braddock's](#), Medford

### DECEMBER

2 Noon [Lamberti's](#), Cherry Hill  
16 Noon [Braddock's](#), Medford



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## MEMBER NEWS

### EVENTS

PSE&G will hold a Solar Conferences on Wednesday, November 17 at Crowne Plaza Monroe in Monroe Twp, NJ from 8:30 a.m. to Noon. This complimentary conference is only open to business customers in PSE&G's electric delivery territory with an interest in solar power. The purpose is to provide you with information on how your business can "go solar" affordably using currently available programs. You will be able to meet directly with New Jersey Solar Developers who are experienced in using the PSE&G Solar Loan as well as with other state and federal solar incentives. Click [here](#) to register online.

### APPOINTMENTS

Cozen O'Connor welcomes Stephen A. Miller to the firm's Commercial Litigation Practice Group in Philadelphia.

### ANNOUNCEMENTS

On November 1, 2010, Cherry Hill Pediatric Group in Cherry Hill, NJ will join Advocare, one of the leading physician-owned primary care group practices in the region. Under its new name, Advocare Cherry Hill Pediatrics will continue to provide the same high quality pediatric care to infants, children and adolescents.

### AWARDS

South Jersey residents have voted, and for the sixth straight year Cooper University Hospital has received a Consumer Choice Award from the National Research Corporation (NRC). The 2010/2011 award identifies hospitals which consumers have chosen as having the highest quality of care.

On September 25, Suite Spot's Mark Schultz and Dan Vitco won a Mid-Atlantic Emmy® Award in the Musical Composition/Arrangement category

for "Baby Boost Nursery Rhymes & Songs."

The Bank announced that Michelle Catrambone, assistant vice president and branch manager of the Galloway branch, has been named by the New Jersey Bankers Association as one of their 2010 "New Leaders in Banking" award recipients, which honors and recognizes upcoming stars of the banking industry.

### LEGISLATIVE UPDATE CONT'D FROM PAGE 6.

The Chamber also supported **A-3358 (Lampitt)/S-1998 (Ruiz, T. Kean)** which allows state colleges and universities to form a risk management group and establish joint liability funds to purchase property damage, liability and workers' compensation coverage. These bills are part of a "tool kit" that will empower higher education institutions to have greater control over these costs, which ultimately save money.

The bill was passed by the Assembly by a vote of 77-0-1 (yes, no abstain). [Click here](#) to view the Chamber's full position paper on **A-3358 (Lampitt)/S-1998 (Ruiz/T. Kean)**.

# BUSINESS RESOURCES

## CCSNJ FEATURED PARTNER: MARSH

### Your Auto Insurance Premiums Aren't Set in Stone

If it's been some time since you reviewed your policy, there may be some things you can do that can lower the cost of your premiums without sacrificing necessary coverage. The three most often-mentioned tips from consumer advisors are: pursuing group rates, if possible; comparison-shopping; and asking about discounts. Insurance companies frequently offer reductions for good-driver records, as well as common safety and anti-theft equipment such as antilock brakes and an alarm system.

The easiest and quickest way to do all three is to check out the new Marsh Auto Choice Plan<sup>†</sup>, administered by Marsh Voluntary Benefits. The plan enables you to compare personalized hard and fast quotes from three A-rated insurance companies and find your best rate—and switch your coverage with a simple toll-free phone call. At the very least, you'll save the hours and hours determining whether you are getting the best value for your insurance dollar.

To see for yourself how much money you could save on your auto insurance, visit [www.ChamberSNJBenefits.com](http://www.ChamberSNJBenefits.com) or call an American-based representative at Marsh's J.D. Power distinguished Contact Center toll-free at: **1-866-795-9356**. Because of your workplace's Southern New Jersey Chamber of Commerce membership, you also are entitled to apply for Professional Liability insurance from Marsh Voluntary Benefits and identity theft protection from IDTheftSmart™. Visit [www.ProLiability.com](http://www.ProLiability.com) and [www.IDTheftSmart.com](http://www.IDTheftSmart.com), for more information.

#### Sources:

Warren Clarke, "Top 10 Ways To Lower Your Car Insurance Bill," Edmunds.com Automotive Content Editor, viewed at <http://www.edmunds.com/reviews/list/top10/116958/article.html>

Laurel T. Coffey, TODAYshow.com contributor, "How to Reduce Your Auto Insurance Premiums," viewed at <http://www.nmbr.com/id/19838230/>

<sup>†</sup> The Insurance Program, all insurance quotes and discussions, and policy terms and fulfillment are offered by Marsh Voluntary Benefits, a service of Seabury & Smith, Inc., a Marsh Inc. affiliate. d/b/a in CA as Seabury & Smith Insurance Program Management, CA license #0633005. Coverage may vary and/or may not be available in all states.

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#### ADVERTORIAL



## Why Companies and Their Employees Should Know More About the Flu

It might seem like we were just celebrating July 4, but it's already November –and the beginning of flu season.

What is the flu? Flu is short for "influenza" and can include fever, chills, muscle aches, headache and cough. It typically lasts between three and seven days, but for many people the symptoms last longer.

Arguments exist both in favor of, and against, receiving the seasonal flu shot. Everyone's best bet is to consult with his or her family physician.

The flu vaccine is designed to protect against the three viruses that research suggests will be most common each year (this season, the

vaccine protects against an influenza A H3N2 virus, an influenza B virus and the influenza A H1N1 virus that was discussed so much last season.)

Why should businesses care about the flu? The Centers for Disease Control and Prevention –which recommends a yearly flu vaccine –estimates that the flu costs businesses approximately \$10.4 billion in direct costs related to hospitalizations and outpatient visits for adults.

Businesses choosing to play active roles in helping their employees fight the flu can deploy several strategies, including:

- Providing flu shots on site
- informing employees on where they can get flu shots in the community
- Reminding employees of relevant health insurance benefits

(AmeriHealth New Jersey, for example, reimburses members for their flu shots)

- Educating employees about the flu and flu vaccines..to help them make their own choices

If you haven't already done so, the best time to educate yourself, and your employees, but this year's flu vaccine is right now!

For wellness advice and to learn more about AmeriHealth New Jersey's wellness programming, visit [www.HealthInsuranceThatPays.com](http://www.HealthInsuranceThatPays.com), or contact Beth Sweeney at [Beth.Sweeney@AmeriHealth.com](mailto:Beth.Sweeney@AmeriHealth.com).

# NEW MEMBERS

## ARCHITECTS

### **Environetics**

Philadelphia, PA  
[www.environetics.com](http://www.environetics.com)

Environetics provides integrated architectural, engineering, interior design and real estate services for corporate, academic, health care, industrial and retail clients.

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### **Kuzina by Sofia**

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### **Copiers Plus**

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

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## NON-PROFIT ORGANIZATION

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### **South Jersey Eye Center**

Camden, NJ  
[www.sjeyecenter.org](http://www.sjeyecenter.org)

South Jersey Eye Center is a non-profit 501 (c)(3) founded in 1961 specializing in providing comprehensive eye care services to the underserved and underprivileged population.

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THE CHAMBER OF COMMERCE SOUTHERN NEW JERSEY "THE REVIEW" NOVEMBER 2010

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
NOVEMBER	15	<b>BAB Campbell's</b> 1 5:00 p.m. Campbell's Soup, Camden	<b>Face-Off w/ the Flyers</b> 6 11:00 a.m. Virtua Center Flyers Shale Zone, Voorhees	<b>Networking Event</b> 8 Noon Braddock's, Medford	<b>Networking Workshop</b> 19 8:00 a.m. The Mansion, Voorhees
	22	23	24	25	26
	29	<b>GMSJ</b> 30 7:45 a.m. Crowne Plaza, Cherry Hill			

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
DECEMBER				<b>Networking Event</b> 2 Noon Lambert's, Cherry Hill	<b>Finance Workshop</b> 8:00 a.m. The Mansion, Voorhees
	6	<b>Enviro. Committee</b> 7 8:30 a.m. The Mansion, Voorhees	<b>Health Issues</b> 8:30 a.m. The Mansion, Voorhees	<b>Annual Meeting/ Holiday Party</b> 9 5:00 p.m. The Mansion, Voorhees	10
	13	14	15	<b>Networking Event</b> 6 Noon Braddock's, Medford	17
	20	21	22	23	24
	27	28	29	30	31

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