



We're off to see the...Expo!

The Networking Event of the Year

Chamber of Commerce
Southern New Jersey

**Business
Expo 2010**

A Day Long Marketplace for Business!

Don't miss the Chamber's largest event of the year - Business Expo 2010 on *Thursday, September 16* which will run from *10 a.m. to 4 p.m.* at the *Crowne Plaza Cherry Hill*. Business Expo 2010 will feature 130 exhibitors and, with an expected 3,500 attendees, the Expo is the perfect opportunity to expand your business by making new business contacts and networking with colleagues and clients. Gain dozens of new leads that can generate business for months following the show. Visit exposj.com to view a list of exhibitors and pre-register to attend.

Thursday, September 16, 2010
10:00 a.m.—4:00 p.m. • Crowne Plaza, Cherry Hill

DISTRICT 3 CONGRESSIONAL DEBATE



Congressman John Adler



Candidate Jon Runyan

Join us for a Congressional Action Committee meeting, sponsored by [Horizon BCBSNJ](http://HorizonBCBSNJ.com) and [Comcast](http://Comcast.com), on *October 15* to hear from the District 3 Congressional candidates on their platforms relative to business. The candidates will respond to business-related questions posed by our moderator, Kelly D. Johnston, Vice President, Government Affairs, Campbell Soup Company; Chairman, CCSNJ Congressional Action Committee and former Chairman of the Board. This event will be held from *8-10 a.m.* at *The Mansion on Main Street* in Voorhees.

Click [here](#) to register.

THIS MONTH'S ADVERTISERS//



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GOVERNMENT ACTION

LEGISLATIVE UPDATE

Chamber Execs Testify on Needed Civil Service Reforms

On August 16, CCSNJ President & CEO Debra P. DiLorenzo and CCSNJ Executive Vice President & COO Kathleen A. Davis testified before the Senate Budget Committee in an open forum on civil service reform. DiLorenzo and Davis provided an overview of the Chamber's Board Council on Responsible Government Spending -Phase III Report, which focused on the obstacles in efficiently deploying labor in State Government. Specifically, their testimony focused on how the state's Civil Service system, overlaid with collective bargaining contracts, results in the inefficient and costly deployment of

labor in State Government.

Ms. DiLorenzo pointed out that the FY11 State budget contains more than \$3 billion in salaries for state government workers, and \$5.5 billion in employee benefit costs. "Our research reflects that civil service system is a costly antique and its rules, coupled with state government employee contract language, results in the inefficient deployment of labor, limits employee productivity and does not fully utilize employee talent," said DiLorenzo.

Davis and DiLorenzo went on to offer the Board Council's recommendation on five areas most in need of reform: the state's job classification system, its hiring practices, employee assessment & pay for performance, professional development, disciplining and

dismissing employees, and the state's approach to human resources & personnel management.

Job classification system: There are too many job titles, and job descriptions that are too narrow in scope, too specific, too inflexible and too overlapping. The CWA's restriction on employees not doing "out of title" work coupled with job descriptions that are very narrow in scope limits the work that an employee can do, limits professional growth and employee productivity, and ties management's hands in deploying employees where they are needed in response to changing conditions or public needs. The chamber recommends a complete reform of the employee classification

CONTINUED ON PAGE 5.

COMMUNICATIONS & ENERGY COMMITTEE FEATURES BPU PRESIDENT



On August 24, NJ Board of Public Utilities President Lee Solomon addressed nearly 100 Chamber members at a Communications & Energy Committee Meeting, sponsored by Horizon BCBSNJ, Atlantic City Electric, New Jersey American Water, PSE&G, and South Jersey Industries.



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Booth 162 at the
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Southern New Jersey Business Expo
September 16, 2010!

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FROM THE PRESIDENT

Business Expo 2010

If you do business in Southern New Jersey the Chamber's upcoming Business Expo 2010 can't be missed on **Thursday, September 17, 10:00 a.m. — 4:00 p.m.** at the **Crowne Plaza Cherry Hill**. No where else in South Jersey can you reach an audience of 3,000 influential decision makers all in one day and at one location. Attendees of the show are shopping for goods and services, and 60% of them of purchasing authority for their companies.

Admission is complimentary. Please visit www.exposj.com to preregister

for the event and avoid lines the day of the show. By preregistering you will be entered into a raffle to win an overnight stay and gourmet dinner for two at Harrah's Resort, Caesars, Bally's or Showboat. You can also view a list of exhibitors and a floor plan of the exhibit hall.

As always, our Expo Committee, chaired by Chamber Board member Jim Zierys of Harrah's, is working to make this year's Expo bigger and better than any other year! Special thanks to our Gold Sponsors, [Hyland Levin](#), [Philadelphia Inquirer/Daily News/philly.com](#),

[TD Bank](#) and [Virtug](#); our Bronze sponsors, [Harrah's Entertainment](#), [Conner Strong](#), [PSE&G](#), [The Richard Stockton College of New Jersey](#), [BF Malz](#), [Verizon](#), [Verizon Wireless](#), [South Jersey Transportation Authority](#), [Lockheed Martin](#), [T&M Associates](#) and [NIEDA](#); our Breakfast sponsors, [Crowne Plaza Cherry Hill](#) and [Sturdivant & Company](#); and our Transportation sponsors, [Albert's Transportation](#), [L-3 Communications](#) and [The Masonic Charity of New Jersey](#).

NJDOT COMMISSIONER ADDRESSES MEMBERSHIP



On August 17, the new commissioner of the New Jersey Department of Transportation, James Simpson address more than 75 members about the State's transportation system at a Meet the Policymakers event sponsored by ACS, A Xerox Company, and the Crowne Plaza Cherry Hill. Pictured are (from left): CCSNJ Executive Vice President & COO Kathleen Davis; Bart Mueller, South Jersey Transportation Authority; Board Member Jerry Lord, Crowne Plaza Cherry Hill; Commissioner Simpson; Jack Hoffman, ACS, a Xerox Company; Camden County Freeholder Louis Cappelli; and CCSNJ President & CEO Debra DiLorenzo.

Health Issues Committee



— featuring —

The Honorable
Poonam Alaigh,
MD, MSHCPM, FACP
Commissioner, New Jersey
Department of Health
and Senior Services

Friday, October 1, 2010

11:30 a.m.—1:30 p.m.

The Mansion on Main Street, Voorhees

Sponsored by:



Dr. Alaigh was appointed by Governor Chris Christie as Commissioner of the Department of Health and Human Services (DHSS) on January 27, 2010.

Please join us to hear Dr. Alaigh discuss her priorities as DHSS Commissioner, her initiative concerning health information technology, as well as regulatory proposals in New Jersey that will affect the health care industry.

Click [here](#) to register.

SPECIAL EVENTS

BUSINESS AFTER BUSINESS AT THE BOATHOUSE



Two hundred Chamber members gathered for after-hours networking at the Camden County Boathouse overlooking the Cooper River on August 5 at a Business After Business event sponsored by [Beneficial Bank](#), [Camden County Improvement Authority](#), [Holman Automotive](#) and [Whitesell](#). Pictured at the event are: Board member Tom Heitzman, Whitesell; Camden County Freeholder Louis Cappelli; CCSNJ President & CEO Debra DiLorenzo; Angelo Nori, Holman Automotive; and Sharon Hammel, Beneficial Bank.

— SAVE THE DATE —

Business After Business
at the  **ADVENTURE**
aquarium
Monday, October 25, 2010 • 5:00-7:00 pm.

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Good Morning SOUTH JERSEY

Next Generation AVIATION RESEARCH & TECHNOLOGY PARK

On September 24, a panel of insiders will discuss The Next Generation Aviation Research and Technology Park at a [Wachovia](#) Good Morning South Jersey Series event at 7:45 a.m. at *The Mansion on Main Street* in Voorhees.

The Next Generation Aviation Research and Technology Park is a high-technology aviation facility that will provide the opportunity for the Federal Aviation Administration's (FAA) partners to perform research, development, testing, integration and verification of NextGen technologies to transform the national and global air transportation system. The Park is strategically located next to the FAA William J. Hughes Technical Center and the Atlantic City International Airport (ACY) in Pomona. It is projected to create more than 2,000 jobs and will further cement New Jersey's reputation as a center for cutting-edge research and technology commercialization in the world of avionics. Join us for an overview of this exciting facility right in our own backyard, including the impact the facility will have on the regional economy and keeping our skies safe.

PANELISTS

Dr. Herman J. Saatkamp, Jr.
President
The Richard Stockton College of New Jersey
and Chairman, Board of Directors
*Next Generation Aviation Research and
Technology Park*

Ronald J. Esposito
Executive Director
*Next Generation Aviation Research and
Technology Park*

Dr. Wilson N. Felder
Director
FAA William J. Hughes Technical Center

[Click Here](#) to Register.

LEGISLATIVE UPDATE (CONT'D FROM PAGE 2).

system by broad banding job titles and creating more generic job descriptions. Hiring practices: The state government's approach to hiring the "right people" is highly reliant on test scores versus experience, work habits, and other core competencies that are key in the hiring decisions of the private sector. Test scores weigh heavily in employee decisions. With few exceptions, an agency must hire one of these top three candidates. This is called the "rule of three." The Chamber recommends eliminating or revising the "rule of three" to give greater flexibility to the individual department, division, bureau or agency filling the position.

Employee assessment & pay for performance: The state's employee performance evaluation system is broken and needs to be fixed. The current CWA contract allows for only two performance

ratings of an employee: satisfactory and unsatisfactory. This rating system undermines the promotion of excellent performance and levels the difference between the employee who is simply not failing to perform and the star, highly performing employee. Further, there is no way to provide monetary incentives to highly productive employees. The Chamber recommends that employee performance be tied to measurable goals, objectives and targets and that compensation be tied to an employee evaluation system that is much more finely calibrated than the current "pass/fail" one.

Professional development: The pathways for upward mobility and promotion for civil service employees are complex, highly reliant on test scores and seniority, and governed by a thicket of rules. The Chamber recommends that the

operating agencies be given much greater flexibility to promote employees based on merit.

Disciplining & dismissing employees: The process for disciplining or dismissing underachieving or problem employees in state government is extraordinarily lengthy and cumbersome, so much that some supervisors avoid the process and opt to work around the problem employee. Not only does this impact productivity, but also impacts morale. The Chamber recommends that the process to discipline or dismiss an employee be greatly streamlined.

DiLorenzo concluded that the Chamber believes that the state needs to replace the current civil service system with a new human resource delivery system that ensures the fundamental integrity of the public employment system and rewards quality and productivity.

CONTINUED ON PAGE 13.

EVENTS

On October 1, 2010, Burlington, Camden and Gloucester Counties will join together to sponsor the 5th Annual Tri-County Economic Development Summit at The Westin, Mt. Laurel. Gloucester County is this year's host county and Dr. Russell Davis of Gloucester County College will serve as the emcee. For more information, visit www.tricountysummit.com or call 856-751-2242.

ANNOUNCEMENTS

Capehart Scatchard is pleased to announce that Anne M. Hammill-Pasqua, Esq. has become Certified by the Supreme Court of New Jersey as a Workers' Compensation Law

attorney based on her written application and performance on the Attorney Certification Board examination.

APPOINTMENTS

TD Bank, America's Most Convenient Bank®, has named Adam M. Butter an Assistant Vice President/Small Business Relationship Manager in Commercial Lending in Cherry Hill, N.J. He is responsible for overseeing small business lending and business development at 11 TD Bank stores serving the Camden, N.J. region.

Christopher R. Gibson, Shareholder and member of Archer & Greiner's Board of Directors, has been elected to succeed Gary J. Lesneski as President, effective October 1, 2010. Mr.

Gibson and James H. Carll, who remains firm Chairman, will lead the 175-lawyer firm, which has experienced extensive growth over the last ten years.

AWARDS

The NJ Business and Industry Association (NJBIA) named South Jersey Federal Credit Union (SJFCU) as a winner of a 2010 "New Good Neighbor" award. SJFCU was recognized for its new Corporate Center, built to LEED standards.

MEMBER NEWS

SUMMMER INSTITUTE FOR EDUCATORS.

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New Jersey
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Virtua
Wachovia Wells Fargo
Foundation*



The South Jersey Chamber Foundation's 19th Annual South Jersey Summer Institute for Educators came to a close on July 23, 2010. Fifteen teachers participated in the intensive, three-week course that exposed them to key issues that affect industry and challenges faced by business. The teachers take what they learn at the Institute back to their classrooms to better prepare their students to compete and succeed in the workplace.

The program consisted of 12 facility tours, three guest speakers, four in-depth panel discussions and team projects aimed at modifying or developing activities for use in the classroom. This year, participants examined issues in the areas of economics, manufacturing, research and development, energy, science and technology, the environment, government regulation and tourism.

Created in 1992, the Institute has three goals. First, it exposes teachers to the Southern New Jersey business community's pertinent issues while providing teachers a firsthand look at the practical applications of their subject areas in the workplace. Second, it builds bridges between the business community and schools, creating a lasting link. Third, it educates teachers on the skills and characteristics their students will need in tomorrow's workforce, as well as job opportunities that exist in the region.

Participants heard from dozens of prominent members of the business community who gave presentations and participated in panel discussions on topics including: *The Changing Workplace; Environmental Issues Impacting Business; Utility Industry - Before & After Restructuring; Atlantic City: Past, Present and Future; and Corporate Responsibility & Ethics.*

"The tours of various businesses and manufacturers in the South Jersey region allowed me to gain a unique insider's perspective that I never could have gained had it not been for the South Jersey Chamber of Commerce Institute. I look forward to transferring this knowledge to my high school students in hopes to ultimately better the future workforce, the surrounding local communities and also the global community."**"**
- Elizabeth Longo, Washington Township High School



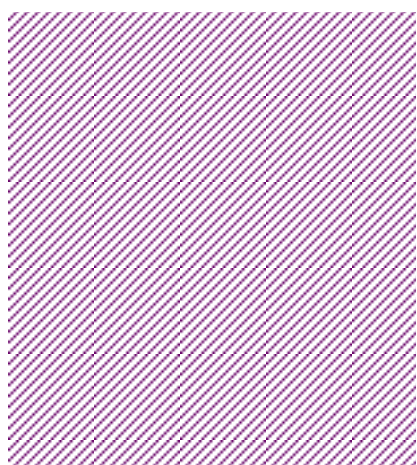
The Summer Institute's tour of Subaru of America, Inc. provided an fascinating look into the automotive industry where the mantra "People, Product & Brand" is promoted. ▲



▲ Norman J. Malnak, vice president & chief engineer, surface sea-based systems for Lockheed Martin MS2, delivered the keynote address at the South Jersey Summer Institute Closing Dinner on July 22.

A THANKS TO THE ADDITIONAL SUPPORTERS

- Atlantic Cape Community College*
- Atlantic City Convention & Visitors Authority*
- Atlantic City Electric*
- Campbell Soup Company*
- Casino Reinvestment Development Authority*
- Coriell Institute for Medical Research*
- Courier-Post*
- Maureen Davis, Cumberland Regional High School*
- Federal Reserve Bank of Philadelphia*
- Gateway Regional High School*
- Assemblyman Louis D. Greenwald*
- Harrah's Entertainment-Atlantic City Operations*
- David Kehler*
- Morgan, Lewis & Bockius, LLP*
- PSEG Energy & Environmental Center*
- The Walk-Atlantic City*



CONGRATULATIONS TO THE CLASS OF 2010

Holly Blackiston
Bancroft

Robynn Considine
Sterling High School

Stefanie Dewees
Ann A. Mullen Middle School

Holly Pitman Drew
Camden County
Technical Schools

Rosalie Fedele
Charles W. Lewis Middle School

Joanne Gloway
Woodstown Middle School

Sharon Goldie
St. Margaret Regional School

Sharon L. Jackson
U.S. Wiggins Elementary School

Elizabeth Longo
Washington Township
High School

Curtis A. Randall, Jr.
Buckshutem Road School

Candelle Richman
Pennsville Memorial
High School

Denise Robertson
Gateway Regional High School

Jeffrey Snyder
Orchard Valley Middle School

Lauren Ward
Gloucester County Vo-Tech

Tom Yourison, Jr.
Kingsway Regional
Middle School



At the Summer Institute's Closing Dinner on July 22, two teachers that took on the role of student, Denise Robertson (left) of Gateway Regional High School and Holly Pitman Drew (right) of Camden County Technical Schools, recounted their experiences and new knowledge to better prepare the future workforce.



“One of the most valuable things I am taking away from this program is that I am now a more informed recruiter of workers for the businesses I visited and the industries to which I was exposed.”

-Denise Robertson, Gateway Regional High School



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2010 Network Connection Series

SEPTEMBER

23 Noon [Braddock's](#), Medford
30 8:30 a.m. [Heritage House](#), Millville

OCTOBER

7 Noon [Caffe Aldo Lambertini](#), Cherry Hill
14 8:30 a.m. [Adelphia Restaurant](#), Deptford
21 Noon [Braddock's](#), Medford
28 8:30 a.m. [Blue Heron Pines](#), Cologne

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ADVERTORIAL

LARGER AMERICANS MEAN LARGER HEALTHCARE COSTS

The Centers for Disease Control and Prevention (CDC) recently unveiled a new obesity study that is both fascinating and distressing.

According to the study, in 2009 about 2.4 million more adults were obese than in 2007, bringing the total to more than 72 million Americans. In every state, more than 18 percent of adults are obese and in nine states, more than 30 percent of adults are obese (meaning their BMI, or Body Mass Index, is 30 or more.) This means increased health care costs and greater likelihood of diseases such as stroke, cancer, diabetes and high blood pressure.

percent and 29.9 percent, calculated by the CDC to be 23.3 percent. Of approximately 8.7 million people in New Jersey, slightly more than 2 million are obese, adding nearly \$3 billion in health care costs (which the financial website 24/7 Wall Street calculated by multiplying the number of people suffering from obesity by \$1,429 –the difference in annual medical costs for an obese person compared to a person of average weight.)

Why does obesity continue to rise? Some people have less access to healthy food options, while others simply find it more convenient to frequent vending machines and fast-food restaurants. Further, 60 percent of adults drink at least one sugary drink a day.

The good news is that we know how to reverse this trend: a healthy diet, consistent physical activity, a daily multivitamin and regular check ups and screenings are all a part of the solution: following this advice is the key to living a healthier life.

For wellness advice and to learn more about AmeriHealth New Jersey's wellness programming, visit

www.HealthInsuranceThatPays.com,

or contact Beth Sweeney at:

Beth.Sweeney@AmeriHealth.com.

BUSINESS RESOURCES

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MARSH

How to Guarantee Your Best Dollar Value

Auto insurance does much more than pay for your car's dents and dings. Liability coverage protects you from having to pay out of pocket for damages to people and property. Although the state of New Jersey requires you to have at least \$40,000 of liability insurance covering people and property, the Insurance Information Institute, a clearinghouse for educating Americans about insurance, recommends securing more than the minimum to protect your assets that could be garnished in a damage suit. These could include your home and family's savings.

Do you have enough auto insurance? And are you getting the most for your dollar? The easiest way to comparison-shop your many choices, quickly and comprehensively, is to consult the new Marsh Auto Choice Plan[†], administered by Marsh Voluntary Benefits. This 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 return for your money.

To see for yourself how much money you could save on your auto insurance, visit 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 Chamber 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 and www.IDTheftSmart.com for more information.

† 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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FEATURED EXHIBITOR



Constellation Energy

Constellation New Energy (CNE) is a leading U.S. competitive energy supplier that serves business customers from Main Street to two-thirds of the Fortune 100. Our commercial, industrial and public-sector customers, which represented over 14,000 megawatts of peak

electric load in 2009, depend on our expertise to provide them information to help make smart energy buying decisions for their business.

CNE fuses information and electricity to help customers manage their risk of volatile energy costs by providing a comprehensive array of innovative products, services, pricing and resources designed to address specific customer objectives and risk tolerance.

Now, more than ever, energy is a cost that can be managed to maximize your bottom line. By understanding how your energy usage impacts your operating costs, risk tolerance and budget requirements, Constellation NewEnergy can help your company understand your energy options and provide information which can assist you in putting a formal plan in place that meets your unique business' objectives.

Be sure to visit booth 162 at the Chamber of Commerce Southern New Jersey Business Expo to learn more about Constellation NewEnergy and how we work hard to Power your Business.

Environmental information about Constellation NewEnergy's competitive energy supply services along with other information about our business is available at www.NewEnergy.com and our tollfree number: 866.237.POWER

Chamber of Commerce
Southern New Jersey

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NJASCU is a non-profit higher education association acting as advocates for nine state colleges/universities, analyzing and monitoring public policy issues and legislation affecting the institutions.

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LEGISLATIVE UPDATE

(CONT'D FROM PG. 9)

Chamber Supports Additional Cost Saving Bills

During the August 16th Senate Budget Committee meeting, the Chamber offered its support for other measures that will save taxpayer dollars:

S-2135 (Cardinale): Limits the jurisdiction of the Civil Service Commission and the Superior Court to consider appeals of disciplinary actions taken against State employees, police officers and firefighters only when the employee is being suspended for 30 working days or more. Current CWA contract language allows appeals for discipline that result in three working days' suspension. This bill was not voted upon, as it was for "discussion only."

S-1998 (Ruiz) & S-2067 (Kean): Allows state colleges and universities to form a risk management group and to participate in joint liability funds, risk management programs and related services. This Committee Substitute was voted favorably out of committee by an 11-0-1 vote. [Click here for testimony.](#)

S-2220 (Sarlo): Limits sick leave and vacation carry-forward for all current and future employees of boards of education and local governments. Accumulated sick leave upon retirement would be capped at \$15,000 and vacation may only be carried forward for one year. No vote was taken on the bill, as it was for "discussion only."

S-2100 (Sweeney): Prohibits employees of certain organizations from enrolling in State-administered retirement system or health care plan of public employers. This bill was voted favorably out of committee with an 11-0-1.

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

		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
SEPTEMBER		13	14	15	EXPO 16 10:00 a.m. Crowne Plaza, Cherry Hill	17
		20	21	State Affairs 22 8:15 a.m. The Mansion, Voorhees	Networking Event 23 Noon Braddock's, Medford	GMSJ 24 7:45 a.m. The Mansion, Voorhees
		Event Committee 27 8:30 a.m. The Mansion, Voorhees	28	29	Networking Event 30 8:30 a.m. Heritage House, Millville	

		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
OCTOBER						Health Issues 1 11:30 a.m. The Mansion Voorhees
		4	5	6	Networking Event 7 Noon Lamberti's, Cherry Hill	8
		11	12	13	Networking Event 4 8:30 a.m. Adelphia, Deptford	15
		18	Belgers Outlook 19 7:45 a.m. Crowne Plaza, Cherry Hill	State Affairs 20 8:15 a.m. The Mansion, Voorhees	Networking Event 21 Noon Braddock's, Medford	On Point 22 8:00 a.m. The Mansion, Voorhees
		BAB - Aquarium 25 5:30 p.m. Adventure Aquarium Camden	26	27	Networking Event 28 8:30 a.m. Blue Heron Pines, Cologne	Communications & Energy 29 11:30 a.m. The Mansion, Voorhees

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Dr. Herman J. Saatkamp, Jr.
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