



Letter from the Chairman

Dear Chamber Members,

As we move deeply into the summer months, your Princeton Regional Chamber of Commerce is preparing some very informative and important events for you in the early fall.

Working as a team, the staff, the Board and our Chamber committees have identified areas and subjects that can be of benefit for the broadest possible swath of our membership.

On Thursday, September 27, from 8:00 am to noon, we will host our annual Healthcare Symposium with the theme of: "HealthCare reform: ready or not?" With the legal underpinnings of the Care Act decided by the Supreme Court, it is incumbent on all of us in the business community, whether or not we are a profit or non profit, large company or sole proprietorship, local or international business, to ascertain what our rights, benefits, duties and obligations are under this wide ranging legislation that will materially touch each of us in a variety of ways.

The Symposium will feature New Jersey Assistant Commissioner of Banking & Insurance, Neil Sullivan, delivering the keynote address. Commissioner Sullivan has the massive responsibility of organizing the health insurance exchanges, which will be a key aspect of the implementation of the legislation. We will also have a number of breakout sessions that will address issues pertinent to all employers, as well as an update from Colleen Woods, New Jersey Health Information Technology coordinator, on the critical medical records initiatives of the new program.

To cap off the event, we will also present a CEO roundtable where top executives from our local hospitals and in patient care facilities: Capital Health, Robert Wood Johnson University Hospital, St. Francis Medical Center, St. Lawrence Rehabilitation Center and University of Medial Center of Princeton at Plainsboro will present their perspective on the many changes, adjustments and challenges that will come to our healthcare system and our own personal care in the next few years.

I guarantee that the four hours we ask that you invest in this event will be repaid many times over.

Following the Health Care Symposium, in October we will be presenting an entirely new event. In an effort to continue offering fresh and relevant programs, we rigorously monitor the effectiveness of all our events.

Earlier this year we decided to take a break from our Annual Trade Show and



Culinary Showcase, as our feedback from attendees reflected a clear reduction of interest which has been affecting all trade shows in the area and we heard the need to "change it up."

The Board and the Trade Show Committee started looking for a replacement event, and our rapidly growing Women In Business (WIBA) program came forth with a proposal for an innovative and exciting conference.

On October 11th at the Marriott Princeton Hotel & Conference Center we will hold our first Women in Business Conference, which will focus on contemporary issues which women are currently encountering in business along with a product showcase where vendors can display their offerings aimed at the female business person.

Highlighting the event will be a keynote address by Carla Harris, Managing Director at Morgan Stanley Investment, whose presentation is entitled, "Expect to Win: Proven Strategies for Success."

The luncheon keynote event will feature a media panel with experts from TV, radio, web and print specialists. Learn how to get your name in the news!

Our Women in Business program has enjoyed tremendous success over the past year and a half with a string of sold-out events. We will be providing a limited number of vendor tables for this event, and we expect them to sell out fast. Please call Lorraine Holcombe or Amanda Schoonover at the Chamber if you have an interest in being a part of this exciting new program. We expect that this showcase event will also be sold out so sign up early and fully take advantage of what your Chamber offers.

Patrick Ryan

Chairman of the Board



Champion For Business: Congratulations to Brian Juleskusky, Bank of America, and Grant Somerville, Merrill Lynch, on winning July's Champion for Business award! Pictured from the left: Jeff Bedser, speaker & CEO of Internet Crimes Group, Pat Ryan, Chairman of the PRCC Board, Grant Somerville, Merrill Lynch, Brian Juleskusky, Bank of America, Peter Crowley, Princeton Regional Chamber of Commerce president & CEO.

Monthly Membership Luncheon

Scott Morgan, best-selling author, journalist, and president of 4West Communications

"Establish immediate rapport to build your business." Make first impressions that last through a journalist's techniques. There are no second chances to make a first impression, so you better make yours count.

Join us at our August Luncheon to learn from Scott

Morgan, multi-award-winning writer, journalist, and author, as he shows us how to make the most of those precious first few minutes.

As Scott says: "If you can't establish immediate rapport with new people, you can kiss new business good-bye."

Thursday, August 2, from 11:30 a.m. to 1:30 p.m. Marriott Princeton Hotel and Conference Center, 100 College Road East, Princeton.



Scott Morgan

Business Before Business Breakfast

Andrew P. Sidamon-Eristoff, New Jersey State Treasurer.

"State recovery: New Jersey's return to fiscal health." State Treasurer Andrew P. Sidamon-Eristoff, a Princeton resident, joins us to update Princeton-Region professionals on the budget and spending discipline maintained by Governor Christie.

How will governmental reforms set the stage for New Jersey's economic recovery? Come learn the answers as Mr. Sidamon-Eristoff delivers pressing news that will impact the region as well as his hometown economy.

Wednesday, August 15, from 7:30 to 9:15 a.m. Nassau Club, 6 Mercer Street, Princeton, N.J. 08542



Andrew Sidamon-Eristoff

Sustaining Sponsors 2012

With great appreciation, the Chamber thanks the following companies and organizations who have shown their support and loyalty to the Princeton Regional Chamber of Commerce by becoming Sustaining Sponsors.

Our Sustaining Sponsors enable the Chamber to advance to a level which allows the resources for greater benefits and enhanced programs events to our Members and the business community.

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Bristol-Myers Squibb, Tyco International, Fox Rothschild LLP, Bank of America/Merrill Lynch/US Trust, PSE&G, NJM Insurance Group, Thomas Edison State College.

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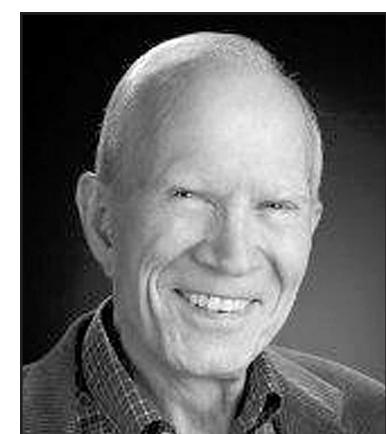
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Member Testimonial

I'd like to thank the Princeton Regional Chamber of Commerce for all for the terrific support the organization and Chamber membership represent for me and my company, Business Writing that Works. The PRCC is truly a Champion for my Business.

From the excellent informative and educational content of the luncheons and workshops, to the welcome openness of the membership, and the variety of rich networking opportunities, such as Business After Business networking events and participation in Chamber committees, I have developed personal and professional relationships that I value and business opportunities that are a significant part of my revenue.

Keep up the great leadership and quality membership, and best



wishes for an outstanding future. I'm glad to be on board for the journey!

James Salter II

Owner,
Business Writing that Works



PRRC Member News

Exciting news from Princeton Regional Chamber of Commerce Members!

Court Appointed Special Advocates (CASA) of Mercer County is a non-profit organization dedicated to recruiting and training volunteer advocates to speak up for the best interests of children in the foster care system. CASA is seeking a volunteer recruiter, three to five hours/week, to reach out to area businesses and organizations. Perfect for recently laid-off or retired salesperson or recruiter. Contact lk lionsky@casamercer.org 609-434-0050

Viocare is the premier provider of scientifically validated nutrition-based wellness tools and services for healthcare providers. It is targeting four primary markets: registered dietitians, hospitals, physician practices, and researchers. Are you self-motivated, experienced with software based services in our target clinical markets, and love the challenge of opening a new market? Go to LinkedIn under Viocare job opportunities to learn more details.

Princeton Forrestal Village has announced an exciting line-up for this year's 2012 Summer Music Festival: Billy Walton Band, Wednesday, August 8, 5:30 p.m. to 7:30 p.m.; The Dovells, Wednesday, August 22, 6 p.m. to 8 p.m. All concerts are FREE with plenty of free parking throughout the Village, U.S. Route 1 and College Road West (next to the Westin Ho-

tel). PUT ON YOUR DANCIN' SHOES and SKIP THE RUSH HOUR!

StimulusBrand Communications is working in partnership with Princeton Internet Group to help develop all-new branding for Genova Burns Giantomasi & Webster, a premier law firm headquartered in Newark. Work includes brand strategy, identity, collateral, web design, and advertising. New work will launch in fall of 2012.

Additionally, StimulusBrand is launching in August a multi-media branding and advertising campaign supporting Notre Dame High School —includes identity, posters and display, TV to run as theater preview.

View other Member news and events by visiting www.princeton-chamber.org. To get your news posted, please log into your account. Email Amanda Schoonover, communications coordinator, if you need assistance.

August Events

Membership Orientation: Tuesday, August 7, from 8 to 9:30 a.m. Residence Inn by Marriott Princeton, 100 Canal Pointe Boulevard, Princeton.

Business After Business Networking: Hosted by United Way of Greater Mercer County. Celebrate the last month of summer with your Chamber friends at United Way of Greater Mercer County's new offices off of US-1 in Lawrenceville.

Keep cool with summery, Mexi-

can-inspired dishes (bonus: salsa bar and guacamole!). Mingle over drinks and join us to support a local non profit that is truly changing lives in our community. Wednesday, August 8, from 5 to 7 p.m. (NO GPS-FRIENDLY address for this location, please visit www.princetonchamber.org for accurate directions).

Interested In Joining?

Did you know that more than 60 percent of our Member businesses have 25 or fewer employees? What does that mean? This means that these small businesses need resources — resources many of our Members are ready, willing and able to provide.

If you haven't taken the time to attend one of our events, now's the time to join the Chamber! We provide our nearly 900 Members with quality services, which include networking and marketing opportunities that will enhance their ability to run a successful business.

At The Chamber

Receive invitations to attend nearly 100 events each year, including networking receptions, luncheons, forums and special events.

Awareness Building: Increase your visibility by participating in Annual Chamber tradeshow events, awards galas, and golf outings.

Lunch Talk: The Chamber featured a talk on internet security by Jeff Bedser of Internet Crimes Group at its July Monthly Membership Luncheon. Above left are Bedser, left, Patrick Ryan, chamber chairman, David Demuth of CFO Consulting Partners, and Peter Crowley Chamber president and CEO. Above right, Melissa Tenzer of CareerUSA, left, and Robin Fogel of Robin Fogel and Associates speak with Ryan.

Destination Marketing: Automatically become a Member of the Princeton Regional Convention & Visitors Bureau with Chamber Membership.

Continued Growth through Diversity: Embrace regional diversity through growing partnerships such as the Capital Region Minority Chamber of Commerce and the Women in Business Alliance.

Customer Referrals: Be recommended. Each week the Chamber receives inquiries asking to be referred to a business which will meet their needs.

Brochure/Business Card Display: Display your brochure and/or business card at the Chamber Office, at no additional charge.

Chamber Website: Build your online presence through the Chamber website, a leading resource to find out about Princeton region. The site profiles all Chamber Members.

Business Directory: Get published in comprehensive listing of more than 800 Member businesses published annually. Additional advertising opportunities are available.

Newsletter: Gain exposure by being featured in the Chamber's monthly US 1 newsletter.

Direct Mail Options: Purchase a mailing list of the full Chamber Membership or have your flyer inserted into the Chamber's monthly events calendar mailing.

Welcome New Chamber Members . . .

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The Learning Experience

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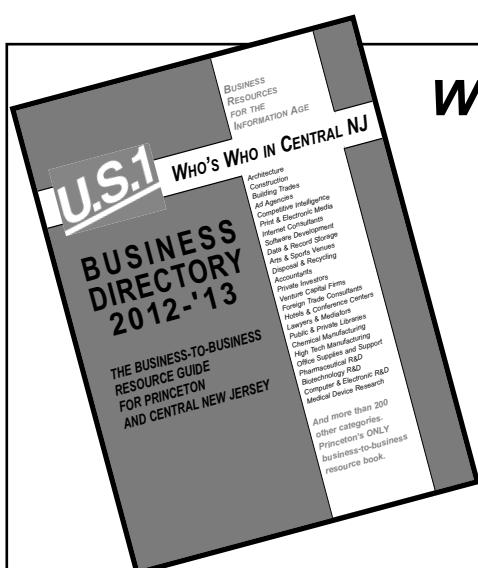
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