



PRINCETON REGIONAL
CHAMBER OF COMMERCE
champions for business

Champions for Business

Letter from the Chairman

Dear Chamber Members

With the coming of the New Year, your Chamber welcomes a new class of directors for the board. Unlike most chambers, we have a distinctive feature in that we require director term limits in which one can only serve a maximum of two consecutive three year terms before being leaving the board for at least one year. This policy allows us to keep pace with the many changes and distinctive evolution of the dynamic Princeton area business and nonprofit communities.

Every year we enjoy a refreshing inflow of creative and talented leaders who are eager to join us and make a contribution to the betterment of the overall Princeton region. While we are sad to see our former members leave, the vacancies they create provide the seeds for future innovations and new approaches to the challenges we encounter.

This year's class is particularly noteworthy. Lee Bellarmino is a senior executive at New Jersey Manufacturers and also serves as New Jersey Manufacturers Bank president. Lee epitomizes New Jersey Manufacturers deep commitment to the State of New Jersey. Yvette Donado joins us as the senior vice president and chief administrative officer at Education Testing Service (ETS). She is a top flight human resources expert and continues presence on the board.

John Guidice, Jr. is the area marketing manager for PNC Mortgage and he provides relevant experience and knowledge from this very critical area of the financial world. The prominent international pharmaceutical company, Novo Nordisk, is making a huge investment in our community by bringing in hundreds of jobs and rebuilding the former Merrill Lynch

Training Center in Plainsboro. Catherine Pedersen, Nova's senior director of quality assurance joins our board and brings not only a scientific background but also the company's deeply held beliefs that supporting the local community is central to their mission.

Joining us from Verizon, one of New Jersey's finest corporate citizens is their director of external affairs, John Szeliga. John has many years of experience in supporting the state's civic, charitable and community organizations and we welcome him and all the other directors and look forward to a productive association.

The chamber's first major event of 2013, the Mercer Economic Summit, will be held on Thursday, February 28, at the Mercer County Community College Conference Center. County Executive Brian Hughes will give his first annual economic development report to the Mercer business community. The "Mercer County Economic Development Report," is the county executive's update to the business community on the economic development initiatives that Mercer County and the Office of Economic Development and Sustainability are working on to increase economic vitality in our county. Brian's report will detail and highlight the many economic development initiatives that are happening in our County and our region.

The summit will start with registration at 1 p.m., followed by County Executive Brian Hughes' Mercer County Economic Report. In addition to our county executive headlining this year's event will be keynote speaker, Bernard Flynn, the president and CEO of New Jer-



sey Manufacturers. Providing a bit of a broader perspective, we are pleased bring back Herb Taylor, the Chief Economist of the Philadelphia Federal Reserve Bank. There will be a networking reception following the summit from 5 to 6 p.m. This year's summit is sponsored by PSE&G, Verizon, TD Bank, NAI Fennelly, and PNC.

Despite the choppy economic picture, the Princeton/Mercer county area is showing good progress with the increased presence of Novo Nordisk, the expansion of Church & Dwight, the introduction of Sparta Systems, and Amazon, as well as the arrival and very encouraging initial success shown by Frontier Airlines which is making the Trenton/Mercer Airport their northeast home base.

To attend the Economic Summit or any of our other activities, please check our website at www.princetonchamber.org or call the chamber at 609-924-1776.

Patrick Ryan

Chairman of the Board
Princeton Regional
Chamber of Commerce

Monthly Membership Luncheon

Gordon B. Fowler, president & CEO of Glenmede, on "The Paradox of Sisyphus."

Thursday, February 7, 11:30 a.m. to 1:30 p.m. Princeton Marriott Hotel & Conference Center, 100 College Road East, Princeton.

Fowler joins the Chamber to discuss today's most pressing issues — the state of world economies, what is being done to de-lever and solve economic crises, and what to expect in the future. He will specifically discuss the likely outcomes for economic



Gordon Fowler

growth, investment returns, and perhaps most importantly, risk management.

Business Before Business Breakfast

N.J. Department of Transportation Commissioner James Simpson on "Recovery & Progress: NJDOT's Vision For The Region."

Wednesday, February 20, 7:30 to 9:15 a.m. Nassau Club of Princeton, 6 Mercer Street.

The Princeton Region has faced multiple challenges recently, including recovering from Superstorm Sandy and transportation congestion issues within the Greater Mercer area.

Commissioner Simpson will



James Simpson

join us for breakfast to discuss how NJDOT plans to overcome these challenges.

Featured Sponsor Of The Month: New Jersey Manufacturers

NJM, the state's leading writer of personal auto and workers' compensation insurance, is in for an exciting year — celebrating a century of achievement and success, while looking ahead to the challenges of the future.

The Company that began on June 7, 1913 in two small rooms in



Trenton has seen tremendous growth over the past 100 years. Through the Great Depression, two World Wars, and every major event in-between, NJM held strong and persevered, never abandoning its original commitment to the Garden State.

In 1918, the Company's rich history of issuing dividends began, when it first shared its financial success with policyholders by declaring a 20 percent return on all policies issued the prior year. In every year since without interruption, NJM has continued this tradition.

NJM now has 2,500 employees, with offices in Hammonton, Parsippany and West Trenton.

In addition to offering insurance products inherent with value, the Company is an advocate of the state's economic development and a strong supporter of the many communities throughout New Jersey.

"While we are proud of such a remarkable milestone, the key to continued success is remaining true to the principles on which the Company was built," said NJM's 100th Anniversary Chairwoman, Tracy McManimon. She summed up those principles as "Stewardship, integrity and most important of all, service to customers."

Though its top priority currently is continuing to support the recovery and restoration efforts of its policyholders affected by Tropical Storm Sandy, NJM does have some notable announcements planned for later in the year regarding initiatives that are aimed at improving the safety and well-being of New Jersey residents.

From two rooms in a rented space to one of the largest employers in Mercer County, NJM is truly a great New Jersey story.

Sustaining Sponsors 2013

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.

PLATINUM

Bristol Myers Squibb, Fox Rothschild, PSE&G, Bank of America, New Jersey Manufacturers, Thomas Edison State College, Novo Nordisk, Capital Health

GOLD

Verizon, NRG Energy, Leigh Visual Imaging, Glenmede, Paychex, Princeton University, Hopewell Valley Community Bank, Wells Fargo, Robert Wood Johnson Hospital, Blackrock, Morgan Stanley

SILVER

Buchanan Ingersoll & Rooney, PC, Nelligan Sports Marketing Inc., Eden Autism Services, Studio Hillier, PNC, Princeton Air Conditioning, The Mercadien Group, Provident Bank, The Bank of Princeton, Janssen Pharmaceuticals, Mercer County Community College, First Choice Bank, Sun National Bank Center, Caliper, Szaferman Lakind, NAI Fennelly, Princeton Global Asset Management, Borden Perlman Salisbury & Kelly, Princeton Healthcare Systems, TD Bank, Sam's Club

BRONZE

Bartolomei Puccarelli, Bloomberg, ETS, First Bank, The JM Group, Mrs G's, Munich ReAmerica, Princeton Fuel Oil, PinG, Rue Insurance, St. Lawrence Rehabilitation Center, SES Engineering, Signature Title, Stevens & Lee, United Way of Greater Mercer County, WithumSmith+Brown

Member News

VolunteerConnect wants to know: Would you like to use your skills for Hurricane Sandy relief? Please go to the VolunteerConnect website at www.volunteerconnect-nj.org for a listing of ways to help with recovery efforts locally and across the state.

2013 Pi Day call for businesses to participate. Einstein lived in Princeton, New Jersey for over 20 years, so on Pi Day the heart of Princeton celebrates his birthday and all the genius residents of our famous Ivy League town with a ton of events!

They include: Pi Recitations, Pie Eating Contest, Pie Judging Contest, Pi Deals from local merchants, Einstein Look-A-Like Contest.

If your business would like to participate in Pi Day, visit www.pidayprinceton.com.

StimulusBrand Communications will launch new branding and marketing support to Capital Agricultural Property Services, a service group of Prudential.

Work will include identity, web design, collateral & interactive. StimulusBrand also recently launched branding for MBDI, Minority Business Development Institute (www.minoritybdi.org) and is currently developing branding for TMW Human Resources and new branding in partnership with PING for Genova Burns Giantomasi Webster.

View other Member news and events by visiting www.princetonchamber.org. To get your news posted, please log into your account. E-mail Amanda Schoonover, communications coordinator, at Amanda@princetonchamber.org if you need assistance.

Upcoming Special Events

Mercer County Economic Summit. February 28, at The Conference Center at Mercer County Community College.

Albert Einstein Memorial Lecture Series, Wednesday, March 20, Dodds Auditorium, The Woodrow Wilson School.

Speaker: Roy J. Glauber, Mallinckrodt Professor of Physics at Harvard University & 2005 Nobel Prize Laureate in Physics. The event is free and open to the public

Leep Entrepreneur Roundtable, Monday, April 8, McCarter Theatre Center.

Speaker: Georgianne Vinicombe, owner and founder of Monday Morning Flower & Bal-

loon Company. Cost: \$25, includes a box lunch.

2013 Golf & Tennis Outing, May 13, at The Bedens Brook Club. Golf shotgun start: Noon; Tennis warm-up, 1 p.m.; Beginner Golf Lesson, 3 p.m.; Cocktails & Dinner, 5:30 p.m.

Sponsor opportunities now available. For more information contact Cheri Durst at cheri@princetonchamber.org

Do you have questions or interest in sponsorship opportunities for any of these events? Contact Cheri Durst (cheri@princetonchamber.org) for more information.

February Events

Plainsboro Business Partnership Anniversary Celebration, Tuesday, February 5, 5:30 to 7:30 p.m., PNC Bank, 2 Schalks Crossing Road, Plainsboro.

Join us for the One Year Anniversary Celebration of the Plainsboro Business Partnership, a program of the Princeton Regional Chamber of Commerce. Network with local business professionals and learn about alliance initiatives and benefits. Enjoy food, music, valet parking and fantastic door prizes — a Keurig beverage machine, a VIP invitation to the PNC Grand Networking event at Met Life Stadium, and plenty more!

We are also excited to announce Mayor Cantu will be joining us to celebrate. Please note: Last year's event was a sellout, so get your tickets today!

Business After Business hosted by Arts Council of Princeton, Thursday, February 21, 5 to 7 p.m., Arts Council of Princeton, Paul Robeson Center for the Arts, 102 Witherspoon Street.

Join professionals from across the Region for this month's evening networking event with an aesthetic twist. In addition to delicious food, an open bar and fantastic networking, you can browse through a new exhibit, 'Structure & Flow,' an exploration of contrast in abstract art!

To learn more about any of these events, please visit www.princetonchamber.org.

Coming In March

Thursday, March 7: Monthly Luncheon.

Tuesday, March 12: Membership Orientation.

Wednesday, March 13: WIBA Evening Networking Event.

Wednesday, March 20: Business Before Business Breakfast

Wednesday, March 20: Albert

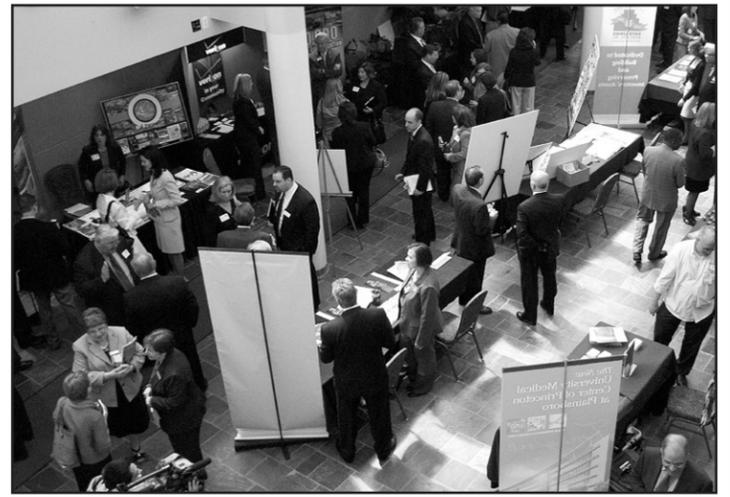
Mercer County Economic Summit

The Princeton Chamber will hold the 2013 Mercer County Economic Summit on Thursday, February 28, 1 to 6 p.m., at the Conference Center at Mercer County Community College. The topic of the event is "The Road Ahead: Preparing Your Business for 2013 and Beyond."

The summit will feature keynote speaker Bernard Flynn, president & CEO of New Jersey Manufacturers and chairman of the board of Choose New Jersey, and Herb Taylor of the Philadelphia Federal Reserve, who will present a national and local economic update.

Featured discussions include: Major sporting events coming to New Jersey in 2014; and doing business with big business. Register for this event at www.princetonchamber.org.

At left are photos from the 2012 summit, which featured a keynote address by Bob Doll, vice chairman, director, and chief investment officer of Global Equities at BlackRock Advisors.



Einstein Memorial Lecture

Thursday, March 21: Business After Business hosted by Home-wood Suites.

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.

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 that 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 a 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 U.S. 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.

New Members

The chamber welcomes the following new members:

- Aflac - Total Benefit Solutions
- Agricola LLC
- Bruno and Ridgway Research
- Buffalo Specialties
- Compass Advisors Group
- Kistler's Print & Design
- Lam Cloud Management
- Landau's Inc.
- Metedeconk National Golf Club
- NJM Bank FSB
- Princeton Nursery School
- Real Life Magic, LLC
- Skin Laser & Surgery Specialists or NY and NJ
- SpinSaver
- Stifel Nicolaus & Co.
- Studio Hillier, LLC
- The Farmhouse Store Princeton
- Title Boxing Club Princeton
- Verify Consulting

Letters to the Editor

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sonnel necessary to support travel and tourism reinforces the business of the commercial and retail developments at the site. Those developments, in turn attract consumers beyond the travel and tourism industry through retail and commercial business-while also introducing them to the transportation opportunities available there.

This is a natural convergence of economic forces — producing a great opportunity. That gemstone is starting to shine now! The county has also recently shared plans to develop parts of the airport property into commercial and industrial niche locations — showcasing high tech and emerging growth industries. The airport is a valuable element in that economic infrastructure. Workforce talent is an essential quality an area must offer to attract these industries. The Mid-Jersey region is rich in this talent — but now we also have the means to provide air transportation to an ever mobile talent pool.

The Hughes Administration has shown foresight with its aggressive promotion of a new air carrier at Trenton/Mercer Airport and the further development of the airport property. They are moving in the right direction in allowing more flights to more destinations. Rapid growth will occur if businesses and consumers see the advantages of Trenton/Mercer over other major airports, i.e. competitive pricing to popular destinations, ease of access, comfort and commercial opportunities.

The MIDJersey Chamber of Commerce supports the Hughes Administration and Mayor Steinman in their efforts to bring this opportunity to fruition.

Robert D. Prunetti
CEO, MIDJersey Chamber of Commerce

ReStore Is Open for Business

AS I OBSERVE THE CONSTANT FLOW — and hear the excited chatter — of people carting windows, doors, washing machines, and other materials out of our Habitat for Humanity

Restore, I am reminded that to "restore" is to make whole.

When Habitat for Humanity opened its ReStore, its purpose was to provide a place for residents of Trenton to purchase, at low cost, quality new and pre-owned building materials, appliances, and furniture.

As we prepared for the grand opening of our ReStore, I am deeply thankful for the support we have received from all of Mercer County. Homeowners, contractors, and building supply stores have generously donated both new and reusable items to stock the shelves of the ReStore. And, equally important, local residents are shopping at the ReStore. Despite their extremely tight budgets, they are optimistic. They are investing in their homes, their neighborhood, and their community.

On behalf of Habitat for Humanity, I invite all of you to come shop and/or donate gently used goods. Meet the ReStore's dedicated staff and volunteers, explore the aisles of the ReStore, and give us the opportunity to thank you for your support of a better and brighter future.

After you visit the ReStore, I invite you to explore the neighborhood's revitalization. Drive past homes that have been refurbished thanks to two summers of WorkCamp, which brought in hundreds of students to work alongside of residents. During the week after school stop in the Learning Lab where local students have an after school program that rivals the best in any neighborhood. Or remember to come shop at the farmer's market during the summer. There's much more than I could share with you about what's good. And so much of it is captured in the doors, windows, and paint cans carted out of the ReStore and into homes, to make them better — to make them whole.

Tom Caruso
Executive Director, Habitat for Humanity-Trenton Area

Habitat for Humanity's ReStore is located at 106 Ewing Street, Trenton, and is open Thursday through Saturday 10 a.m.-4 p.m. The ReStore will pick up large items. To arrange for a pick up, to volunteer, or if you have other questions, call the ReStore at 609-218-6863.