



Champions for Business

Letter from the Chairman

DEAR FRIENDS,

Welcome to 2016! The warm breezes of 2015 are now in the past and we can now look forward to the wonderful cold of winter and the beginning of a new year — 2016! The area fitness centers are full (for now) and people are following diets (for now). Ok, some people are starting fresh and will continue on the straight and narrow, but most will fall off the wagon and continue their lives as they have in the past.

So what new year’s resolutions have you set? Did you decide to read more books? Or pick up a hobby? Or learn something new each day? OR did you decide to join the Princeton Regional Chamber of Commerce, get involved in a committee and begin to make a huge difference in your career! There is no doubt in my mind that participation in the Princeton Regional Chamber of Commerce can help you meet experienced business professionals, gain some useful economic insight, and truly further your business and career.

According to the Signature Agency, “45 percent of Americans made New Year’s resolutions; only 8 percent will achieve them.” In considering resolutions you should keep some simple tips in mind. In fact, that is part of the first tip — keep it simple and be specific. Make sure the goal is measurable so that you can visualize and obtain the outcome. For instance, don’t set a goal such as to increase sales — set a goal that states that you are going to increase sales by \$100,000 in 2016! It is measurable and you will know when you obtain the outcome — and when you do you can celebrate! Focus on your goal and you will achieve it!

Make the goals attainable and start with the small easy ones first. There was a movie, “What about Bob.” In the movie the psychologist advised his patient to use “baby steps.” What he meant was don’t try to do everything all at once.

Break the goal up and achieve it step by step. This procedure can help you achieve and celebrate small wins, which can help build confidence and momentum for the larger wins yet to come.

Another way to look at this is to stop the “all or nothing” thinking — we are better off doing something than nothing at all. Celebrate any success and keep your achievements moving forward in a positive direction.

It is also advisable to write your goals down. When you write them down, you can see them and focus on them. You can also refer to them on a periodic basis and this will help motivate you. In fact, there is an app for that! If you browse through the app store, there are plenty of apps available to help you track your goals. Another great way to make the goal accountable is to share your goals with someone. Discussing your goals with someone will help keep you on track and will also keep you honest! Now if you are falling behind you have more than yourself to report to.

So when you are ready to give up on your New Year’s resolutions this year, take a breath, reevaluate your resolutions and renew your energy and focus and start again! Don’t give up! After all, today is the first day of the rest of your life! And if you start now, you will be happier and thankful several weeks or months from now. Good luck in 2016 and be a part of the 8 percent (the percent of Americans who will achieve their goals)!!!

Chamber Luncheons: The Chamber’s monthly luncheon on January 7 featured Neale S. Godfrey. Neale was one of the first female executives in the banking industry and is also a leading expert on family and children’s finances. Neale gave a tremendous presentation about her thoughts, insights, and experiences throughout her career. She discovered a real need to



educate women, children, and families about money, spending, saving, and contributing.

Keeping pace with technology, Neale was able to convert her knowledge into an app — Green\$treets: Unleash the Loot! Children (5-8 years old) can learn financial literacy by rescuing their favorite endangered animal. The app allows kids to set up a budget and buy the necessities and some toys before the animal is released back in the wild. It is an awesome app — great fun and great learning!

Next month’s luncheon will provide an opportunity to hear from Mung Chiang, chair of the Princeton Entrepreneurship Council at Princeton University. Mung received the prestigious 2013 Alan T. Waterman Award for his research on networking. Through his textbook, “Networks: Friends, Money and Bytes” and his online course a quarter million students have been reached since 2012.

Further information about the Princeton Regional Chamber of Commerce can be found by checking our website at www.princeton-chamber.org or calling the Chamber at 609-924-1776.

Rick Coyne
Chairman of the Board
Princeton Regional Chamber of Commerce

February Events at the Chamber

Global Opportunities Network to Success, Wednesday, February 3, 5 to 7 p.m., Holiday Inn Princeton, 100 Independence Way, Princeton.

The Princeton Regional Chamber in partnership with the Middlesex County Regional Chamber presents a unique global opportunity to expand your corporate connections across multiple Chamber networks!

In addition to the new Middlesex partnership, the PRCC continues working with the European American Chamber of Commerce giving event attendees the opportunity to engage with three Chamber networks.

- Meet State representatives
- Network with like-minded industry professionals
- Connect on global topics
- Expand business outreach
- Ticket includes beer, wine, soft drinks, light hors d’oeuvres and networking.

February Monthly Membership Luncheon, Thursday, February 4, 11:30 a.m. to 1:30 p.m., Marriott Hotel & Conference Center, 100 College Road East, Princeton. Speaker: Mung Chiang, Princeton University, Chair, Princeton Entrepreneurship Council

Mung Chiang is the Arthur LeGrand Doty Professor of Electrical Engineering and the Director of the Keller Center for Innovation in Engineering Education at Princeton University. He is also the Chairman of the Princeton Entrepreneurship Council. Mung’s research on networking received the 2013 Alan T. Waterman Award, the highest honor to US young scientists and engineers. His textbook “Networks: Friends, Money and Bytes” and online course reached 250,000 students since 2012.

He founded the Princeton EDGE Lab in 2009, which bridges the theory-practice gap in edge networking research by spanning from proofs to prototypes. He co-founded a few startups in mobile, IoT and big data areas and co-founded the Open Fog Consortium.

Greater Trenton: Catalyst for Growth in Trenton, Tuesday, February 9, 7:30 to 9:30 a.m., Wyndham Garden Trenton, 1 West Lafayette Street, Trenton.

Learn more about Greater Trenton, the new nonprofit organization that will leverage private funds to promote economic development and revitalization projects in the Capital City.

Speakers:

Bernie Flynn, President & CEO, New Jersey Manufacturers Insurance

Caren Franzini, former CEO of the state Economic Development Authority

Nelida Valentin, Director of Cluster & Business Development, New Jersey Innovation Institute

Opening Remarks from Mayor Eric Jackson

February Business After Business, Thursday, February 11, 5 to 7 p.m., Mrs. G TV, Appliances and Sleep Center, 2720 Route 1, Lawrenceville. Come mingle over wine and light appetizers at Mrs. G TV, Appliances & Sleep Center!

February Business Before Business, Wednesday, February 17, 7:30 to 9:30 a.m., Nassau Club of Princeton, 6 Mercer Street, Princeton. Speaker: Debra Vizzi, President & CEO, Community FoodBank of New Jersey

Debra Vizzi is the president & CEO of the state’s largest anti-hunger and anti-poverty organization serving people in 17 counties.

Princeton Region Young Professionals 5th Birthday Celebration, Tuesday, February 23, 5:30 to 7:30 p.m., Agricola Eatery, 11 Witherspoon Street, Princeton.

Join us to celebrate the fifth anniversary of the Princeton Region Young Professionals with networking and delicious food and drink from Agricola Eatery!

Sustaining Sponsors 2016

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

Bank of America, Bristol Myers Squibb, Capital Health, Domain Computer Services Inc., Fox Rothschild, Heartland Payment Systems, Morgan Stanley Wealth Management, NJM Insurance Group, Novo Nordisk, PSE&G, Thomas Edison State University, RWJ University Hospital Hamilton, Wells Fargo Bank, WithumSmith+Brown

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BRONZE

Allegra Princeton, Creative Marketing Alliance, ETS, HBK CPAs & Consultants, JM Group, Madolyn Greve — Callaway Henderson, Mrs. G TV, Appliance and Sleep Center, Munich ReAmerica, Paychex Inc., Princeton Internet Group, Inc., Princeton Marriott Hotel & Conference Center, Sam’s Club, Sandler Training, SES Engineering, Sound Choice DJs, St. Lawrence Rehabilitation Center, StimulusBrand Communications, United Way of Greater Mercer County, US 1 Printing Solutions

Interested in Joining the Chamber?

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 step forward and 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.

Chamber Events: 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 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 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.



January Chamber Luncheon: Peter Crowley, left, president & CEO, Princeton Regional Chamber of Commerce; January Champion for Business Michelle Everman, principal, the Mercadien Group; and Rick Coyne, chairman, Princeton Regional Chamber of Commerce.

Exciting News in the Princeton Region!

Cast your vote for Downtown Princeton in the JerseyArts.com People’s Choice Awards! Downtown Princeton has been nominated for the JerseyArts.com People’s Choice Awards in the “Favorite Arts District” category! Visit <http://jerseyarts.votezca2016.sgizmo.com/s3/> to cast your vote! Voting ends February 11. Thanks for your support!

SERV now accepting donated vehicles to support programs from special needs. SERV Behavioral Health System, Inc., a state-wide nonprofit organization serving more than 1,400 special-needs adults and youth in New Jersey, has teamed up with Donate For Charity, Inc., so individuals can easily donate an unwanted car, boat, RV or other vehicle as a way to help support innovative programs for SERV consumers.

Donate For Charity will arrange for a vehicle — whether it is running or not — to be picked up free of charge anywhere in the United States. Donors will receive a receipt showing what the vehicle sold for at auction or for parts so that it can be claimed as a tax deduction, and The SERV Foundation will receive 70 to 80 percent of net proceeds of the auction sales price.

Funds raised from this program support the SERV Foundation Scholarship Fund for consumers and the annual SERV Wellness & Development Conference for consumers and family members.

To donate a vehicle, visit www.donateforcharity.com and select The SERV Foundation as your charity of choice, or call toll-free 866-392-4483. To learn more about SERV, visit www.servbhs.org.

Save the Dates: March Events

Tuesday, March 1: Discover Kingston at Eno Terra

Thursday, March 3: March Monthly Membership Luncheon

Tuesday, March 8: 2016 Mercer County Economic & Technology Summit

Thursday, March 10: Business After Business

Monday, March 14: 2016 Albert Einstein Memorial Lecture

Wednesday, March 16: Business Before Business Breakfast

Thursday, March 17: March Networking Madness

Thursday, March 24: Independent Business Alliance Breakfast

Wednesday, March 30: Trenton Breakfast

Save the Dates: Special Events

2016 Mercer County Economic & Technology Summit, Tuesday, March 8, 7:30 to 11:30 a.m., Rider University, 2083 Lawrenceville Road, Bart Luedeke Center, Lawrenceville.

Keynote Address: Gene Waddy, Diversant

Local Economic Overview: Brian Hughes, County Executive

Regional Economic Update: James W. Hughes, Ph.D., Edward J. Bloustein School at Rutgers University

Panel Discussion: “Making Technology Work for your Business”

- Bill Bartzak, MD Online
- Representative from NJ Department of Homeland Security
- Chris Mangano, Mercadien Technologies

Moderator: Mary Sue Heniffin, Buchanan Ingersoll & Rooney

Welcome, New Members

AmeriHealth New Jersey

Apple Construction & Landscape Contractors

Celebrity Cruises

Copper River Salon & Spa

Edyes Naturals

Fairbridge Partners

HR 4 Your Small Biz

Pandolfo Capital, LLC

Patton, Heide & Associates

SMB Strategic Media

Spin Doctor Laundromats, LLC

The Parkinson Alliance, Inc.

United Wealth Group, LLC

Survival Guide

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school has added more graduate studies, now up to 14, including a master of science in nursing, and a number of business-related degrees. Pruitt said the school will soon offer a doctorate in nursing practice, its first doctoral level program.

The school specializes in adult learners, and many of its students take classes remotely rather than at TESU’s eight-building campus in downtown Trenton. A large portion of Edison’s student body is made up of actively serving members of the military.

Pruitt said that the name change to “university” will bring a new focus on graduate studies to the school, which offers more than 100 undergraduate programs.

The reaction from students and alumni has been positive, Pruitt said. “I haven’t heard a single alumni say it’s a bad idea,” he said. “We have already had 500 requests from graduates to have new diplomas issued.”

The name change, which took effect at the end of December, went hand in hand with a marketing effort, with the school giving away Thomas Edison State University branded merchandise on Facebook, and building a brick archway to commemorate the occasion.

Edison is not the only New Jersey school to make an upgrade recently. Stockton and Felician also renamed themselves as universities in 2015.

One institution that plans to remain a college is The College of New Jersey. Founded as the New Jersey State Normal School in 1855, the institution now known as TCNJ has changed its name five times since then but never once had “university” in its title.

TCNJ spokesman David Muha said that’s not going to change any time soon.

“I think most importantly that in the public’s mind, a college tends to be viewed as a smaller institution with small class sizes and the opportunity for close interaction between students and faculty. And that’s what TCNJ offers,” he said.

He said since TCNJ was focused on undergraduate education and didn’t offer any doctoral programs, the term “college” best described the institution.

Pruitt said the new designation or Thomas Edison was just nomenclature catching up to reality. “Institutions that look like us are more commonly described as universities,” he said.

— Diccon Hyatt

Business Meetings

Wednesday, January 20

1:30 p.m.: Computer Learning Center of Ewing, iPad Basics, Mary Kay Podlecki. \$15. 999 Lower Ferry Road. clcewing.org, **609-882-5086**.

Thursday, January 21

7 a.m.: BNI Growth by Referral (Montgomery), free. Cherry Valley Country Club, 125 Country Club Drive, Skillman. www.bninjpa.org, **908-359-2200**.

7 a.m.: BNI Tigers, networking. West Windsor Athletic Club, 99 Clarksville Road. www.bni-tigers.com, deborah.frazier@rbc.com.

7 a.m.: BNI Top Flight, Free. Americana Diner, Route 130 North, East Windsor, **609-915-0458**.

7 a.m.: Pennington Elite Networking, free. Ulrichsen Rosen and Freed, 114 Titus Mill Road Unit 200, Pennington, **609-529-5491**.

11:30 a.m.: MidJersey Chamber, State of Mercer Address with County Executive Brian Hughes. \$45, \$65 nonmembers. Hyatt Regency. www.midjerseychamber.org, Stephanie@MIDJerseychamber.org, **609-689-9960**.

5 p.m.: Princeton Chamber, ceremony to welcome new chairman, Richard Coyne of WithumSmith+Brown. \$50. Mercer Oaks. www.princetonchamber.org, **609-924-1776**.

6:30 p.m.: Startup Grind Princeton, With Kef Kasdin. \$10. Tigerlabs, 252 Nassau Street. www.startupgrind.com/princeton.

Friday, January 22

7 a.m.: BNI Driven, Networking. Dolce and Clemente’s, Robbinsville, **609-575-3318**.

7 a.m.: BNI Growth Connections, Hopewell Railroad Station, 2 Railroad Place. www.bnimercer.com/chapters, **877-317-1077 x7**.

7 a.m.: BNI Ivy League, Free networking event. Eatery at Overlook, 100 Overlook Center. www.bniivyleague.com, **609-529-3371**.

9:45 a.m.: Professional Service Group, Maria Heidkamp of New Start Career Network. Princeton Public Library. www.psgofmercercounty.org, psgofmercercounty@gmail.com, **609-924-9529**.

1:30 p.m.: Computer Learning Center at Ewing, iPad Basics with Mary Kay Podlecki. \$15. 999 Lower Ferry Road. clcewing.org, **609-882-5086**.

Monday, January 25

5 p.m.: Community Works, For volunteers and non-profit agencies to network, develop skills, and raise community awareness. \$35 includes two workshops. Princeton University, Frist Campus Center. www.princetoncommunityworks.org, **609-924-8652**.

7 p.m.: Princeton Public Library, Personal branding and technology. Free workshop with John LeMasney. 65 Witherspoon Street. www.princetonlibrary.org, **609-924-8822**.

Tuesday, January 26

7 a.m.: BNI Business Synergy, Networking. Ibis Plaza, 3535 Quakerbridge Road, Hamilton. www.bnimercer.com/chapters, **609-581-2211**.

8 a.m.: MidJersey Chamber, Worksite Wellness networking breakfast. \$10. Hamilton Area YMCA, JKR Branch, 1315 Whitehorse Mercerville Road, Hamilton. www.midjerseychamber.org, Stephanie@MIDJerseychamber.org, **609-689-9960**.

6:30 p.m.: Princeton SCORE, “Business Structure and Entrepreneurship” seminar. Register. Free. East Brunswick Public Library, 2 Jean Walling Civic Center. princeton.score.org/localworkshops, info@scoreprinceton.org, **609-393-0505**.

6:30 p.m.: Princeton SCORE, Free seminar on e-mail marketing, with John Biancamano. South Brunswick Public Library. princeton.score.org/localworkshops, info@scoreprinceton.org, **609-393-0505**.

Wednesday, January 27

7 a.m.: BNI Falcons, Networking. Prestige Diner, 610 Route 33, East Windsor. www.bnimercer.com/chapters, **732-425-5733**.

4 p.m.: Edison Partners open house, 281 Witherspoon Street, Princeton. www.edisonpartners.com, **609-873-9224**.

Thursday, January 28

7 a.m.: BNI Growth by Referral (Montgomery), Free Networking. Cherry Valley Country Club, 125 Country Club Drive, Skillman. www.bninjpa.org, **908-359-2200**.

7 a.m.: BNI Tigers Chapter, Weekly networking. West Windsor Athletic Club, 99 Clarksville Road, West Windsor. www.bni-tigers.com, deborah.frazier@rbc.com.