

# mmmerce

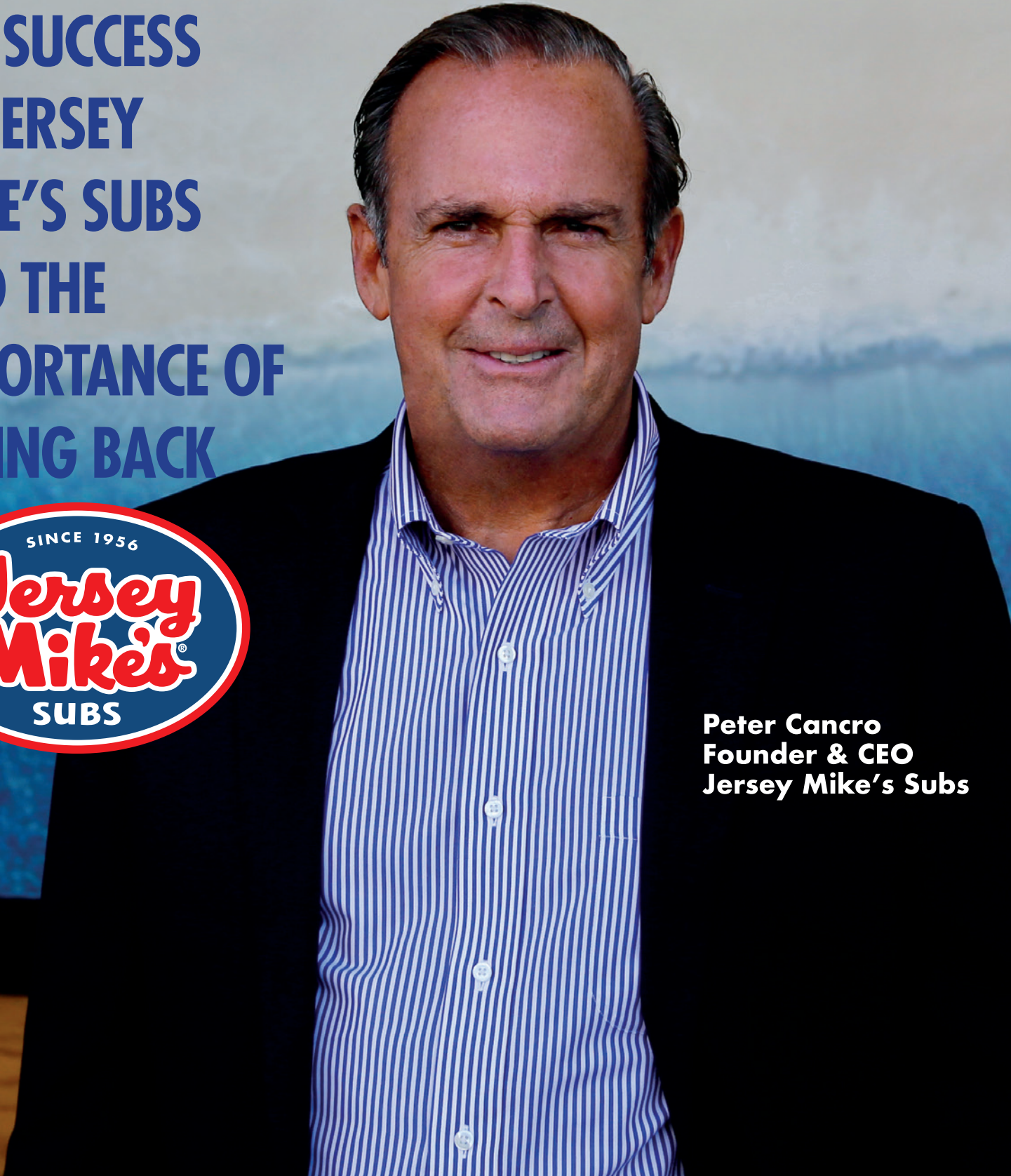
The Business of New Jersey

October 2021 • \$4.99

## THE SUCCESS OF JERSEY MIKE'S SUBS AND THE IMPORTANCE OF GIVING BACK



**Peter Cancro**  
**Founder & CEO**  
**Jersey Mike's Subs**





# The **only** plan you need.



## Your business deserves more.

That's why we offer affordable coverage, innovative well-being programs and a personalized commitment to you. For over 25 years, we've provided dependable healthcare to the communities we serve.

The only plan you need.

Visit [amerihealthnj.com](https://amerihealthnj.com)



**AmeriHealth**  
NEW JERSEY



# Lakeland Bank Manufactures Satisfaction

*No matter what your business needs,  
we've got you covered!*

We offer:

- Customized Credit Facilities
- Working Capital Lines
- Term Loans
- CapEx Financing
- Equipment Leasing
- Asset-Based Lending
- ESOP Financing
- Treasury Management Services



Visit [LakelandBank.com/Business-Loans-Credit](https://LakelandBank.com/Business-Loans-Credit) to learn more, request a business loan consultation, or find a loan office near you.

**Here to Stay. Here to Help. Here for You.**

Forbes **2021**  
**BEST-IN-STATE  
BANKS**

POWERED BY STATISTA



 **Lakeland Bank®**  
[LakelandBank.com](https://LakelandBank.com) ▪ 866-224-1379



# CONTENTS

## COVER STORY

Jersey Mike's Founder and CEO Peter Cancro ..... 10

## HISPANIC HERITAGE MONTH

Rita Ribeiro is the First Latina to Lead the UWGMC..... 16

## PHARMACEUTICAL

High-Dose Buprenorphine for Opioid Withdrawal ..... 18  
Boosting Results of Cancer Immunotherapy Drugs ..... 20

## HEALTHCARE

NJ Hospitals Turn the Tables on Breast Cancer ..... 22  
\$10M for Pediatric Cancer to Advance Treatment ..... 30  
AHS, NY Langone Health Partner on Transplants..... 34

## HIGHER EDUCATION

Rowan's School of Nursing & Health Professions ..... 36  
NJ's Pay It Forward Program: A Jobs Initiative..... 38

## ENVIRONMENTAL, ENGINEERING

AECOM's Kim Vierheilg: Building Better for the Future ..... 42

## TRANSPORTATION

Nine GSP Service Areas Renamed After NJ Icons ..... 46

## NJEDA UPDATE

NJEDA, PSEG Sign 78-Year Lease for NJ Wind Port..... 50

## SMALL BUSINESS

FDU's NJ Family Business of the Year Awards ..... 56

## COLUMNS

Advertisers' Directory ..... 2  
CIANJ Officers & Board of Directors ..... 4  
President's View ..... 6  
Business & Lifestyle..... 58

## Advertisers' Directory

AmeriHealth New Jersey..... IFC	Lakeland Bank ..... 1
Amy Delman	Lessons in Leadership ..... 58
Public Relations LLC ..... 24	Liberty Realty ..... 14
Bank of America..... 39	Lightbridge Academy ..... 15
CATSHOT Group ..... 41	Nanina's in the Park..... 9
Caucus New Jersey ..... IBC	<i>Never Fly Solo</i> ..... 53
CIANJ ..... 7	Norris McLaughlin, P.A..... 3
Clean Vapor ..... 43	NPZ Law Group, P.C..... 51
Clear Tunnels..... 49	Orbis ..... 31
Columbia Bank..... 5	PKF O'Connor Davies LLP ..... 13
Concrete Washout Systems ..... 47	ProCure Proton
Connell Foley LLP..... 43	Therapy Center..... BC
EAI, Inc. .... 45	PSEG ..... 19
Englewood Health..... 23	RWJBarnabas Health ..... 29
FEMA ..... 26	Sadat Associates, Inc. .... 44
Goldstein Lieberman	Saint Peter's
& Company, LLC..... 2	University Hospital ..... 37
GZA..... 48	SobelCo, LLC ..... 57
Hackensack Meridian Health ..... 25	Spencer Savings Bank ..... 35
Holy Name Medical Center..... 27	Stand and Deliver ..... 28
Horizon BCBSNJ ..... 17	TD Bank..... 11
IBS..... 54	Triangle Manufacturing ..... 55
JD Companies ..... 57	Valley Health System..... 33
KEV Security ..... 21	Withum..... 52

Cover image by Clear Tunnels

COMMERCE (SSN 0745-077X) is published monthly for a subscription price of \$35.00 per year by the Commerce and Industry Association of New Jersey, 365 West Passaic Street, Suite 490, Rochelle Park, New Jersey 07662, (201) 368-2100, Web site: [www.commercemagnj.com](http://www.commercemagnj.com). Postage Paid at South Hackensack, New Jersey and additional mailing offices. Postmaster: Send address changes to above address.



## Let Goldstein Lieberman & Company Bring You & Your Company to New Heights



Financial Insight. Business Instinct.

Certified Public Accountants and Business Advisors  
(800) 839-5767

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





Norris McLaughlin, P.A., is a multi-practice, commercial law firm with offices in New Jersey, New York, and Pennsylvania. Though regionally based, the firm's capabilities have grown to include counseling on matters of national and international scope.

---

Boasting a team of more than 120 attorneys practicing in over 25 legal disciplines and industry-focused groups, Norris McLaughlin is well-positioned to represent a wide range of client segments, including small business, middle-market companies, and Fortune 500 corporations, as well as individuals.

For more information, visit [norrismlaughlin.com](http://norrismlaughlin.com).

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, reflecting the sky and each other. The perspective creates a sense of height and architectural grandeur.

400 Crossing Boulevard, 8<sup>th</sup> Floor | Bridgewater, NJ 08807 | (908) 722-0700





CHAIRMAN OF THE BOARD  
**WILLIAM C. HANSON**  
*President, NAI James E. Hanson*

VICE CHAIRMAN  
**AUDREY MURPHY**  
*Executive Vice President/Chief Legal Officer,  
Hackensack Meridian Health*

TREASURER  
**KATHLEEN ALEXANDER**  
*Partner, Sax, LLP*

SECRETARY  
**JOSEPH IMPERATO, JR.**  
*Partner,  
XSolutions Consulting Services, LLC*

COUNSEL  
**LANNY S. KURZWEIL**  
*Partner, McCarter & English, LLP*

PRESIDENT  
**ANTHONY RUSSO**

#### AT LARGE MEMBERS

**PAIGE DWORAK**  
*President & CEO,  
East Orange General Hospital*

**DREW R. MALDONADO**  
*Senior Director,  
BNY Mellon*

**THOMAS J. SHARA**  
*President & CEO, Lakeland Bank*

**DAX STROHMEYER**  
*President, Triangle Manufacturing*

**KIM VIERHEILIG**  
*Vice President, Managing Principal, AECOM*

#### PAST CHAIRMEN

**RICHARD W. ABRAMSON**  
*Member, Cole Schotz P.C.*

**NORMAN ALWORTH**  
*Chief Operating Officer, Perfect Snax, LLC*

**JAMES R. BEATTIE**  
*Of Counsel, Beattie Padovano, LLC  
(in memoriam)*

**JAMES D'AGOSTINO**  
*President, JD Companies*

**WILLIAM J. HELLER**  
*Senior VP And General Counsel,  
New York Football Giants*

**MARTIN W. KAFAFIAN, ESQ.**  
*Managing Partner, Beattie Padovano, LLC*

**THOMAS MCNABOLA**  
*Senior Advisor, Sax LLP*

**B. FRANKLIN REINAUER III**  
*President, Reinauer Realty Corporation*

**ANDREW SILVERSTEIN**  
*Partner, Dorfman, Abrams, Music LLC*

**TRACY STRAKA**  
*Executive Vice President,  
Creamer Environmental, Inc.*

**LOUIS WEISS**  
*CEO, WFM Project & Construction, Inc.*

#### COMMERCE MAGAZINE

PUBLISHER/CEO  
**ANTHONY RUSSO**

*arusso@cianj.org*  
EDITOR/PRESIDENT  
**MILES Z. EPSTEIN**  
*mepstein@cianj.org*

#### CONTRIBUTING EDITORS

**SIGNY COLEMAN**  
**BETHANY COLEMAN-ATHERTON**  
**MARTIN C. DAKS**  
**BOB KLAPISCH**  
**TRACY SCHOENBERG**  
**DIANE C. WALSH**

#### ADVERTISING SALES

**RICH WALTMAN** • 646-808-5114  
**TOM WORLEY** • 917-733-5135  
*adsales@cianj.org*

#### LAYOUT AND DESIGN

**MARJORIE CAMPOLONGO**  
*Art Director,  
Clear Tunnels*  
*mjcampolongo@gmail.com*

## Mission

*"The mission of the Commerce and Industry Association of New Jersey is to be the leader in free enterprise advocacy for the purpose of providing, through education, legislative vigilance, and membership interaction, an economic climate that enhances business potential and makes New Jersey a better state in which to live, work and conduct business."*

## Directors

**RICHARD W. ABRAMSON**  
*Member,  
Cole Schotz P.C.*

**JOHN ANDERSON**  
*Vice President  
Jersey Central Power & Light*

**JAMES P. ANELLI**  
*Partner,  
White and Williams LLP*

**ROBERT "TOBY" BABEUF**  
*Regional Manager, Commercial Banking,  
Wells Fargo Bank, N.A.*

**JOHN BRENNAN**  
*Senior Vice President,  
J.H. Held LLC*

**DONALD F. BUCKLEY**  
*Market President,  
TD Bank North Jersey*

**GAIL CALLANDRILLO**  
*Vice President,  
Planning & Marketing Research,  
Valley Health System*

**BRIAN JOHN CLARK**  
*Administrative VP, Group Manager,  
Commercial Banking Division,  
M&T Bank*

**CONRAD COLON**  
*Vice President, Sales & Marketing,  
Goya Foods, Inc.*

**CHRISTOPHER W. CONWAY**  
*President,  
DialAmerica Marketing*

**JOHN CORCORAN**  
*President and CEO,  
D'Alessandro, Inc.*

**JAMES W. CRAWFORD, III**  
*Interim President,  
Felician University*

**DALE CREAMER**  
*Executive Vice President,  
J. Fletcher Creamer & Son, Inc.*

**JAMES D'AGOSTINO**  
*President,  
JD Companies*

**ULISES DIAZ**  
*Director, Government Affairs,  
Horizon Blue Cross/Blue Shield of NJ*

**DAVID DU PONT**  
*CEO,  
HEPCO, Inc.*

**ROBERT P. EVANS**  
*Consultant*

**JEFFREY J. FURBISH, SR.**  
*Chief Sales Officer/VP,  
Sales and Account Management,  
Delta Dental of New Jersey*

**TODD GALANTE**  
*Principal/Partner,  
Piro, Zinna, Cifelli, Paris & Genitempo, LLC*

**SALLY GLICK**  
*Principal & Chief Growth Strategist,  
SobelCo*

**RICHARD M. GOLDBERG**  
*President & CEO,  
R2 Associates LLC*

**PAUL HARENCAK**  
*VP, Technical Services and  
Business Development,  
LPS Industries*

**TODD HAY**  
*Regional VP, Office Director,  
Pennoni Associates, Inc.*

**RICHARD HELLDOLBER**  
*President,  
William Paterson University*

**RICH HENNING**  
*SVP, Communications,  
SUEZ North America*

**THOMAS HERTEN**  
*EVP & Director,  
Archer*

**MICHAEL HIGGINS**  
*Senior Operations Manager,  
Anheuser-Busch Newark Brewery*

**EDWARD A. HOGAN**  
*Partner,  
Norris McLaughlin, P.A.*

**ROBERT IACULLO**  
*Consultant*  
**LAWRENCE INSERRA, JR.**  
*President,  
Inserra Supermarkets, Inc.*

**KEVIN JOYCE**  
*VP, Insurance Networks,  
Atlantic Health System*

**MARTIN W. KAFAFIAN, ESQ.**  
*Managing Partner,  
Beattie Padovano, LLC*

**THOMAS J. KEMLY**  
*President and CEO,  
Columbia Bank*

**JAMES A. KOSCH**  
*Partner,  
McCarter & English, LLP*

**PAUL KRIEGER**  
*Managing Partner,  
Deloitte LLP*

**JASON KROLL**  
*VP & Chief Strategy Officer,  
New Jersey City University*

**RICHARD J. LAMBERT**  
*Founding Partner,  
Dunn Lambert LLC*

**ANTHONY J. LEE**  
*President,  
The Cardinal Hill Group, Inc.*

**KEVIN LUING**  
*Chairman of the Board,  
Berkeley College*

**DAVID C. LYONS**  
*Executive Director,  
Public Service Enterprise Group*

**PAUL B. MAIDE**  
*Executive Vice President,  
Aqua Pro-Tech Laboratories*

**JOHN MANNA**  
*SVP & Managing Director,  
PNC Wealth Management*

**JOHN MARCHIONI**  
*President and COO,  
Selective Insurance Company of America*

**PAUL MARDEN**  
*CEO,  
UnitedHealthcare of New Jersey*

**MICHAEL A. MARON**  
*President & CEO,  
Holy Name Medical Center*

**BOB MARTIN**  
*Managing Director,  
Christie 55 Solutions*

**MICHAEL X. MCBRIDE**  
*Partner,  
Connell Foley LLP*

**DEL MCLENNON**  
*Dir. of Business Development/Sales,  
Safari Solutions*

**VALERIE MONTECALVO**  
*President and CEO,  
Bayshore Family of Companies*

**WILLIAM MURRAY**  
*Executive Vice President, Public Affairs,  
MWWPR*

**CINDY MYER**  
*President,  
Ridgewood Moving Services*

**STEVEN NAPOLITANO**  
*Principal,  
SNS Architects & Engineers*

**CORETHIA V.E. OATES**  
*VP, Portfolio Manager,  
Morgan Stanley*

**TERRIE O'CONNOR**  
*President/Broker,  
Terrie O'Connor Realtors*

**JASON POURAKIS**  
*Partner,  
Mazars USA LLP*

**DAVID REPETTO**  
*Co-Managing Partner,  
Harwood Lloyd, LLC*

**MATTHEW RICKERT**  
*Market Executive/Commercial Banking,  
Chase Bank*

**STEVEN C. SCHINELLA, CPA**  
*Roseland Office Managing Partner,  
CohnReznick, LLP*

**ANDREW SILVERSTEIN**  
*Partner,  
Dorfman, Abrams, Music LLC*

**AUGUST SODORA**  
*President,  
Swift Electrical Supply Co., Inc.*

**TRACY STRAKA**  
*Executive Vice President,  
Creamer Environmental, Inc.*

**DEAN L. THOMPSON**  
*Vice President, Government Affairs,  
Enterprise Holdings*

**JAMES TROUWBORST**  
*Senior Vice President,  
Valley Bank*

**DEBORAH D. VISCONI**  
*President & CEO,  
Bergen New Bridge Medical Center*

**JOHN K. WALSH, JR.**  
*Managing Partner,  
Walsh & Walsh*

**PETER WEBSTER**  
*Resident Managing Director,  
AON Insurance*

**LOUIS WEISS**  
*CEO,  
WFM Project & Construction, Inc.*

*Information gathered and presented in this publication is presumed to be accurate. However, because of the extensive number of sources used, Commerce Enterprises, Inc. and the CIANJ cannot guarantee accuracy or be responsible for any omissions in fact or credit.*



# We make business *personal!*

Columbia Bank is committed to understanding the needs of your business.

▼ RECENTLY CLOSED TRANSACTIONS

**\$16.5 Million**

Construction to permanent real estate financing to build an office and warehouse building.

**\$15.7 Million**

Commercial construction loan for the development of 73 residential "for sale" townhomes.

**\$6.6 Million**

Investment real estate purchase of a medical office building.

**\$4.5 Million**

Working capital line of credit for a distributor of outdoor and home goods.

**\$2.5 Million**

Asset-based line of credit to an information technology services company.



## Columbia Bank

Count on Columbia.

19-01 Route 208 North • Fair Lawn, NJ 07410

(800) 522-4167 • ColumbiaBankOnline.com

### Northern New Jersey

Paul A. Heilmann  
SVP, Commercial Lending Real Estate  
pheilmann@columbiabankonline.com

Gordon S. Gorab  
SVP, Middle Market Manager  
ggorab@columbiabankonline.com

William Clement  
SVP, Commercial Banking Market Manager  
wclement@columbiabankonline.com

### Central and Southern New Jersey

Oliver Lewis  
EVP, Head of Commercial Banking  
olewis@columbiabankonline.com





# CIANJ's First Annual Awards for Pro-Business Legislators

Being pro-business is not just a slogan—it's a recipe for success.

By Anthony Russo  
*President, CIANJ*

**C**IANJ's mission statement says it best: "To be the leader in free enterprise advocacy for the purpose of providing, through education, legislative vigilance, and membership interaction, an economic climate that enhances

business potential and makes New Jersey a better state in which to live, work and conduct business."

Pro-business decisions are hard-fought battles in New Jersey, which is why supporting the Commerce and Industry Association of New Jersey (CIANJ) and its mission is so important. From advocating reasonable regulations to fighting for a competitive tax structure, the need for business champions in Trenton is ever present and vital. Those who appreciate what it takes to achieve economic growth and create jobs know that being pro-business is not just a slogan—it is the recipe for making our state a better place to live, work and raise a family.

To honor these qualities in the New Jersey State Legislature, CIANJ and *COMMERCE* Magazine launched the inaugural Champion of Business & Economic Growth Legislative Awards program—sponsored by AmeriHealth New Jersey; Berkeley College; Malesardi, Quackenbush, Swift & Company LLC (MQS); McCarter & English,

LLP; NAI James E. Hanson; New Jersey Jewish Business Alliance; NJCPA; and PSE&G.

The awards—presented Oct. 12, 2021, at the Brick House in Wyckoff—recognized New Jersey State Senators and Assemblymen and Assemblywomen for their legislative record of promoting the interests of New Jersey's business community, as well as sponsoring legislation that fosters economic growth statewide.

Honorees, our "Champions of Business & Economic Growth" included State Senator Steve Oroho, State Senator Paul Sarlo, Assemblyman Roy Freiman and Assemblywoman Nancy Munoz. In addition, the first two members of CIANJ's Legislative Hall of Fame were inducted—the late State Senator Anthony Bucco, Sr. and former State Senator Bob Gordon, who is currently a Commissioner of the New Jersey Board of Public Utilities, as well as a member of the NJ Transit Board of Directors.

## Champion of Business & Economic Growth Legislative Awards

Senator Steve V. Oroho has consistently opposed increasing taxes on businesses and has helped craft bipartisan tax reform in New Jersey over the past decade. He serves as the Senate Minority Budget Officer and is a member of the Legislative Manufacturing Caucus. He also sits on two committees very important to the business community—the Senate Budget and Appropriations Committee, as well as the Senate Economic Growth Committee. Currently a Certified Financial Planner with

Stonebridge Capital Management, Senator Oroho has previously worked in finance roles for Price Waterhouse, W.R. Grace and Company, as well as Young and Rubicam where he held the position of Senior Vice President of Finance.

Senator Paul A. Sarlo has earned business credentials as a senior executive with the construction firm Sanzari Companies and serves as the New Jersey Senate Deputy Majority Leader. He also serves as chairman of the Budget and Appropriations Committee and is a member of the Judiciary Committee, the Higher Education Committee, the Joint Budget Oversight Committee and the Senate Legislative Oversight Committee. He is a former chairman of the Judiciary Committee and the Labor Committee. He has also sponsored bills which reformed New Jersey's worker's compensation system, criminalized the illegal trafficking and distribution of prescription drugs, required schools to adopt bullying prevention policies and upgraded penalties for identity theft. Senator Sarlo's career in public service spans more than two decades.

Assemblyman Roy Freiman, founder of the Business Caucus, fought for tax breaks for restaurants and small businesses who have had to completely change their business model to adapt to COVID-19 restrictions and to thrive despite the pandemic. The Vice Chair of the State & Local Government Committee, Freiman also serves on the Financial Institutions and Insurance Committee, and the Transportation & Independent Authorities Committee.

*Continued On Page 8*



The 2021 "Champions of Business & Economic Growth" included (l-r) State Senator Steve Oroho, State Senator Paul Sarlo, Assemblyman Roy Freiman and Assemblywoman Nancy Munoz.



# Join Us

**Connecting Businesses  
Building Relationships**

## CIANJ

What's Good for Business

Contact us  
[www.cianj.org](http://www.cianj.org)

[info@cianj.org](mailto:info@cianj.org)  
201-368-2100





Continued From Page 6

Assemblywoman Nancy F. Munoz is the Republican Conference Leader and serves on the Assembly Health Committee, Assembly Budget Committee, Assembly Housing Committee, Legislative Services Commission, as well as the New Jersey Task Force on Child Abuse and Neglect. She has worked as a nurse in the Surgical Intensive Care Unit at Yale-New Haven Hospital and Massachusetts General Hospital, in the Recovery Room at Mass General and Bellevue Hospitals, the Emergency Room at Lenox Hill Hospital and at Memorial Sloan Kettering Cancer Center in the Ambulatory Care Center. Assemblywoman Muñoz uses her experience in nursing and health insurance (she was a Healthcare Risk Management consultant for Continental Insurance HealthCare) to speak to healthcare issues vital to the New Jersey business community.

## CIANJ's Legislative Hall of Fame

Former State Senator Bob Gordon was inducted into CIANJ's Legislative Hall of Fame. As a Commissioner of the New Jersey Board of Public Utilities (NJBPUB), a Board Member of NJ TRANSIT and as a legislator from 2004 to 2018, Bob Gordon earned a reputation for being a statesman, a smart businessman, a pragmatic lawmaker and a good listener. He served in the New Jersey State Senate from 2008 to 2018, and in the New Jersey General Assembly from 2004 to 2008. He has been recognized as a champion of transparency and accountability in government throughout his legislative career, and he is also a former mayor of the borough of Fairlawn.

In a posthumous award, the late Senator Anthony Bucco, Sr., was inducted into the CIANJ Legislative Hall of Fame for his service in the New Jersey Legislature, as a pro-business advocate and as a longtime member of CIANJ through his business, Baker Adhesives. As a business leader and manufacturer, he was passionate and knowledgeable about the key issues that impact the New Jersey business community. He served New

Jersey as mayor of Boonton, a Morris County Freeholder, a State Assemblyman and a State Senator—and combined with his business expertise—honed his skills to benefit the state economy, businesses and the well-being of the State of New Jersey.

## CIANJ's History of Support for Business and Free Enterprise

CIANJ's predecessor, the Bergen County Chamber of Commerce was founded in 1927 as an advocate for the burgeoning commercial hub located around Hackensack. The idea that forged the Chamber was to help businesses to thrive in Hackensack, New Jersey, which was fast becoming a bustling center of commerce

*CIANJ's predecessor, the Bergen County Chamber of Commerce was founded in 1927 as an advocate for the burgeoning commercial hub located around Hackensack.*

surrounded by farmland.

With some of its founding members including PSE&G, Verizon, Alexander Summer, LLC, and Reinauer Realty, the Chamber was quietly building momentum from the expansion of companies in and around Hackensack. As the industry sector grew, so too did the group—and it wielded considerable influence in the politics of the day.

Back in the '60s, the Chamber bussed executives from New York out to Northern New Jersey to show them what a great place this is to do business. In those days, the Chamber was the "Business Action Center" of its time, supporting the growth of small businesses and enabling



CIANJ, which has a Trenton office, is now recognized as New Jersey's premier free market business organization.

larger companies to gain favorable treatment from local and state government.

But it was a grander motivation to support free enterprise that made the organization stand out. For example, a billboard campaign touted the struggle to educate the public about the value of free market principles. Driving the old roadways in the 1970s, you would see billboards that said, "Free Enterprise is the Fuel that Keeps America Growing," or "Endangered Species: Free Enterprise."

By the mid- to late 1970s and early 1980s, New Jersey's business community was expanding even more aggressively in rural and urban municipalities, and the need for an organization with greater reach led the leadership of the Bergen County Chamber of Commerce to transform the group into a statewide business advocacy organization—the Commerce and Industry Association of New Jersey. The Association began raising its profile in Trenton, first by testifying on behalf of businesses and business issues before the legislature, and then by hosting top state officials at CIANJ meetings and events.

CIANJ's new-found "status" in Trenton was also raising the organization's media profile and print and television journalists were increasingly turning to CIANJ for its positions on key state business issues and for quotes from CIANJ leaders on what should be done to make New Jersey a more business-friendly state.

CIANJ, which has a Trenton office, is now recognized as New Jersey's premier free market business organization. 📌



Photo: Caucus Educational Corporation



Photo: Caucus Educational Corporation

The first members of CIANJ's Legislative Hall of Fame: The late State Senator Anthony Bucco, Sr. and former State Senator Bob Gordon, shown here speaking with Emmy Award-winning anchor and author Steve Aduabato, Ph.D.





540 Mill Street  
Belleville, NJ 07109  
973-751-1230  
info@naninasinthepark.com  
www.naninasinthepark.com



**PARK CHÂTEAU**

*Estate & Gardens*

678 Cranbury Road  
East Brunswick, NJ 08816  
732-238-4200  
info@parkchateau.com  
www.parkchateau.com

*The Park Savoy*



236 Ridgedale Avenue  
Florham Park, NJ 07932  
973-377-7100  
info@theparksavoy.com  
www.theparksavoy.com

*Dream Weddings in the Park*





# Peter Cancro Exports Jersey Passion Around the Country and the Globe

Jersey Mike's management philosophy of Giving to Give helps employees, franchisees and communities.

By Tom Worley  
Contributor

**M**any adults who worked at a restaurant in their youth count the experience among the most enjoyable jobs they've ever had. It was at the restaurant where they unwittingly learned skills they would use for the rest of their lives. Restaurateurs teach work ethic, customer service, problem solving, and teamwork to teenagers every day. Peter Cancro was one of those teenagers.

In 1971 Cancro, then 14 years old, was a student at Point Pleasant Beach high school when he started work at a local sandwich shop called Mike's Subs. The culture at Mike's was simple: focus on the customer and have passion for the product. Customers, many of whom were recognized by name and/or sandwich order, enjoyed the experience of coming to the shop that frequently had lines out the door during the busy summer months. Over the next few years, he acquired an invaluable skill set at Mike's, but instead of taking these skills with him to college, Cancro decided to buy the shop and make a career in the restaurant business. Pretty impressive considering he was just 17 years old when he became an entrepreneur.

"No one really knew it was for sale," Cancro recalls when he overheard that the owner was entertaining offers. When he mentioned what he'd heard to his mother that evening, she startled him by suggesting he buy it. Initially hesitant, he eventually decided that mom was right.

Mike's proprietor set the price for the business at \$125,000, so Cancro began his fundraising efforts by going door-to-door looking for backers in town. There was already an interested party, so he had to lock in a commitment by the following Monday. On Friday, three days before his deadline, Cancro went to finalize a loan from a local businessperson only to realize they wanted to be a partner, not just a backer. The offer was declined, leaving two days to secure funding. At 9 p.m. on Sunday, he called his Pop Warner football coach Rod Smith, a banker in town. Cancro laughs, "Coach assumed I was in some sort of trouble, so he invited me to his house to see how he could help." After reviewing the plan that his former star player pulled together, Smith agreed to the loan. Cancro took over as owner at an age when he couldn't legally run a slicer in most states.



Photo: Clear Tunnels

Jersey Mike's Peter Cancro has hasn't forgotten his sandwich-making skills even while running one of the fastest growing franchise businesses in the country.

During the next decade, Cancro and the Mike's team worked tirelessly expanding the company's business by opening additional stores at or near the Jersey Shore. He noticed how many customers would place large orders so they could take some of the Jersey specialty back to their hometowns. By 1986, he decided to start franchising.

Today, Peter Cancro is CEO of Jersey Mike's Franchise Systems Inc.; his New Jersey-based company oversees more than 2,000 locations open nationwide grossing more than \$2 billion in annual sales. Peter sat with us at Jersey Mike's impressive corporate headquarters in Manasquan to discuss what he accomplished, how he accomplished it, and where the largest franchising operation in New Jersey is headed. Interestingly, the word "I" was seldom uttered. Rather, Cancro credits his talented corporate team and dedicated franchise owners with this overnight success 50 years in the making.

"Giving and making a difference in people's lives," Mr. Cancro explains, "is the core mission of this organization. I learned at an early age

from local businesses about giving back to the community on a larger scale. Many of them, like Jack Baker's Lobster Shanty and Hoffman's Ice Cream, generously supported the local causes." Cancro has taken giving to another level, pulling his organization with him. Every March since 2011 is designated as the "Month of Giving." This past March, Jersey Mike's Subs and their customers across the country rallied to raise an incredible \$16 million to help more than 2,000 charities nationwide. Charity recipients include hospitals, youth organizations, food banks and more. Jersey Mike's locations accepted donations throughout the month, building to the final Wednesday, March 31, the "Day of Giving" when 2,000 stores donated 100 percent of sales, not just profits, to local charities of their choosing.

This fundraising total more than doubled the amount raised in 2019 when the company donated \$7.3 million to local charities. The results are even more meaningful this year as the Day of Giving celebrations were cancelled in 2020

*Continued On Page 12*

Doing good  
is always  
good for  
business.



Frank (far right), Peter Frank Salon & Color Group, 203 N. Long Beach Road, Rockville Centre, NY

We're honored to celebrate all you do  
for our community.



Connect to TD:



@TDBank

@TDBank\_US

TDBank\_US

@TDBankUS

Member FDIC, TD Bank, N.A.

America's Most Convenient Bank®



Continued From Page 10



Photo: Clear Tunnels

Peter Cancro, CEO of Jersey Mike's Franchise Systems Inc.

due to the pandemic. Since 2011, Jersey Mike's has raised almost \$50 million for local charities with no sign of slowing.

Teaching the crews to interact and talk with the customer, to share a passion for getting to know the customer, is another aspect of the Jersey Mike's culture. This customer-centric approach builds brand loyalty and fosters a connection between the store and the local community. "Customers know we're a chain, but we don't feel like one. We're the non-chain chain," Cancro quips.

The third piece of the Jersey Mike's culture is to treat employees and owners as family. As part of the vetting process, potential franchisees spend time in one of the Jersey Mike's stores so they can see what it's like to run one. This gives the Mike's team a chance to get a sense of the prospect. "Sometimes people with an impressive business background and financial qualifications are missing something. Franchisees need to fit, they must possess the ability to pull the staff along with their energy, not push them," relates Cancro. "It's difficult to describe what I'm looking for. I've seen what works and what doesn't; it's a gut feeling I have."

Among the fastest growing franchising operations in the country, Jersey Mike's exports passion for the product, passion for the customer and most importantly passion for giving. The company expects to add more than 1,000 new stores within the next three years. This growth will come from new or existing franchisees, as well as from their unprecedented plan to grow owners from within the organization.

Cancro and his team regularly visit each of the Jersey Mike's stores around the country. During these visits, they scout the most talented workers and offer them the opportunity to own a restaurant. Named after the man who gave Cancro his start, the Coach Rod Smith Ownership Program provides an opportunity to convert employees into owners. The goal of the program is to grow 100 new owners per year from within the organization. The program includes co-signing the lease and loan agreements for the new stores that cost about \$375,000 to

***"Customers know we're a chain, but we don't feel like one. We're the non-chain chain."***

build, handling the books, teaching, training and even helping to scout locations for the new stores. While many corporations claim to treat their employees like family, Jersey Mike's lives by its commitment. Managers at their corporate stores are given a generous salary and enjoy a good quality of life. Cancro contends, "Every business is about relationships and people. If you put people first, you pull people with you."

To further demonstrate the company's commitment to owners, Cancro approved the investment of more than \$180 million to retrofit

every store in the chain. While the franchise agreement puts the onus on the owners to fund updates, the team decided to spend around \$75,000 on each of its franchise partners' units, implementing new technology, updating the look and tweaking the menu. Cancro, explains that owners are considered part of the Jersey Mike's team, so they should be treated as such. "The company mantra is giving, making a difference in someone's life. If I'm going to say that, then we've got to be all in. This is a new beginning—this kind of re-launches the company like nothing else. Instead of waiting three, four, five years, we know we can do it right away. We'll shut down on a Monday night and reopen on a Friday." Owners were in tears when he announced the plan. The initiative, completed in a mere 18 months, has boosted unit sales and fueled expansion. With the increased cash flow, current franchisees can build more stores; the investment paid for itself in just two years.

The first part of our day with the charismatic CEO concluded, we took the short ride to the Jersey Mike's location on Main Street in Belmar for lunch. The hype isn't exaggerated; Jersey Mike's makes an excellent sandwich. After a short meeting with an Asbury non-profit Interfaith Neighbors, Cancro joined us at the restaurant for the photo shoot where he jumped behind the counter, and made sandwiches while engaging in banter with the customers. Struck by his easy nature and genuine charm, it's easy to see how this nice guy has managed to finish first. 🍔



Photo: Clear Tunnels

The Jersey Mike's team takes a moment to pose with the CIANJ crew, who were happy to take a sampling of goodies home with them.





# KNOW GREATER VALUE

Value...a simple word, yet so hard to attain. For many firms, it's become an afterthought. **Not here.**

PKF O'Connor Davies is a new breed of accounting and advisory firm that holds itself to a higher standard — going beyond passive value calculation to active value creation for leading business owners, organizations and individuals in the United States and abroad.

With unmatched client focus and connections, we continually drive efficiencies, uncover opportunities and manage risk — delivering value where others can't.

That's why we're not the typical accounting firm. Our clients know greater service. They know greater connections. PKF O'Connor Davies — **Know Greater Value®**



**Brian Flynn**  
Partner  
201.712.9800  
bflynn@pkfod.com

**Joseph R. Doren**  
Partner  
646-699-2863  
jdoren@pkfod.com

[pkfod.com](http://pkfod.com)



GET BACK TO WORK  
IN THE PERFECT OFFICE SPACE  
B & W CAN PUT YOU THERE



**B&W**  
COMMERCIAL



**Thomas Worley**  
Real Estate Associate  
Liberty Realty  
Phone: 732.996.8442  
Email: [tworleyhomes@gmail.com](mailto:tworleyhomes@gmail.com)  
525 Washington Street  
Hoboken, NJ 07030

Information deemed reliable but not guaranteed. If your property is currently listed or you are currently represented by another realtor kindly disregard this notice.



# ILLUMINATING YOUNG MINDS



Lightbridge Academy encourages a love of learning, prepares children academically and stimulates development through every stage and “aha!” moment.

- Infant, Toddler & Pre-K Programs
- STREAM, Spanish, Sign Language, Yoga & Mindfulness & Music
- Interactive Whiteboards & iPad Technology
- ParentView® Internet Monitoring
- Parent eCommunication App
- Enhanced Health & Safety Protocols



[LightbridgeAcademy.com](http://LightbridgeAcademy.com)



# Rita Ribeiro Leads UWGMC to Help At-Risk Populations

By Diane C. Walsh  
Contributing Editor

**A**s the first Latina board president of the United Way of Greater Mercer County (UWGMC), Rita Ribeiro says her Hispanic heritage has made her extremely sensitive to needs of the at-risk community and she is committed to developing programs that will have the most impact on them.

“With every breathe I take every day, I want to make a difference,” says Ribeiro, who grew up in Brazil and has traveled extensively throughout North America and Latin America during her career.

“I am very hypersensitive to the needs of the underserved and disenfranchised populations. As a Latina, I personally relate to the issues faced by my community and recognize the urgent intervention needs related to food insecurity, housing and access to education and healthcare,” she explains.

Ribeiro is a bilingual marketing leader with 20 years of experience in the national and international healthcare industry. She is a Diversity and Inclusion advocate and a corporate social responsibility strategist. At Bristol Myers Squibb, she leads oncology digital engagement and serves as corporate responsibility lead for the Organization for Latino Achievement.

Throughout her career she worked on campaigns that United Way orchestrated with employers to raise funds for its mission. Her enthusiasm led Sandra Toussaint-Burgher to recruit her to the UWGMC. Toussaint-Burgher is president and CEO of the UWGMC and the first African American to serve in that role. “From the moment I met her I knew I had to figure out how to get her on the board,” says Toussaint-Burgher.

Ribeiro credits Toussaint-Burgher with recasting the board as a more diverse, engaged and younger group. She says it now represents the “fabric of Mercer County—a true mosaic of professional and ethnic backgrounds.” Ribeiro succeeds Jennifer Woods, training and development officer at the Robert Wood Johnson Foundation, who now serves as a board advisor.

UWGMC is unique, they explained, because it includes urban, rural, high- and low-income areas with a diverse pool of constituents and supporters. Mercer County is also home to nearly 60,000 households which are financially vulnerable and their needs have increased greatly with the pandemic’s pressures.

Since the organization was founded about 130 years ago, Toussaint-Burgher says its

mission has shifted from its primary focus on fundraising. The president likes to say the United Way is no longer aloof, surveying the community from an “ivory tower.” Instead, she and her board members are committed to “rolling up our sleeves” to help.

Ribeiro and Toussaint-Burgher are most proud of the strategic planning done by UWGMC to identify areas where they offer

---

***“As a Latina, I personally relate to the issues faced by my community and recognize the urgent intervention needs related to food insecurity, housing and access to education and healthcare.”***

---

value and can continue to be relevant. One program that Ribeiro points to with great pride is the college prep course offered free of charge by the UWGMC.

The new board president grew up as the oldest of three children and she was the first person in her family to graduate from college. She earned

her bachelor’s degree while working fulltime. She later attained a master’s degree in business administration with an emphasis on marketing, which served her well as she advanced through her career.

“I understand the life-changing power of higher education,” Ribeiro explains, as she discussed how the college prep course provides essay writing workshops to help students with college applications. It also assists in navigating them through the financial aid application. “Students from low-income backgrounds are not completing their FAFSA [financial aid applications], in disproportionate amounts compared to higher-income students,” she added, noting “the gap is only widening when you factor in the pandemic.”

The UWGMC carefully developed its programming because it did not want to duplicate efforts by other social service agencies. They believe their free tax prep program, known as VITA, serves a special niche. Toussaint-Burgher says not only are clients completing their tax returns, they are also learning about other services and program available on the local, county and state level, which will benefit the entire family.

Toussaint-Burgher and her new board president say they are committed to keeping UWGMC nimble to respond to the needs of the community as they arise. Ribeiro’s term will expire in June but the CEO said she wants to extend her time beyond the ordinary limit. “I’m not going to let her go,” says Toussaint-Burgher. 🍷



Rita Ribeiro

Horizon®



HorizonBlue.com

# Health and wellness for mind and body.

Here when you need us most. Now and always.



Horizon Blue Cross Blue Shield of New Jersey is an independent licensee of the Blue Cross Blue Shield Association. The Blue Cross® and Blue Shield® names and symbols are registered marks of the Blue Cross Blue Shield Association. The Horizon® name and symbols are registered marks of Horizon Blue Cross Blue Shield of New Jersey.  
© 2021 Horizon Blue Cross Blue Shield of New Jersey, Three Penn Plaza East, Newark, New Jersey 07105.



# High-Dose Buprenorphine for Opioid Use Disorder Treatment

Emergency departments are finding success with this approach.

Compiled by John Joseph Parker  
Contributing Editor

**H**igh-dose buprenorphine therapy, provided under emergency department care, is safe and well tolerated in people with opioid use disorder experiencing opioid withdrawal symptoms, according to a study supported by the National Institutes of Health's National Institute on Drug Abuse (NIDA) through the Helping to End Addiction Long-term Initiative, or the NIH HEAL Initiative.

Lower doses of buprenorphine, a medication approved by the U.S. Food and Drug Administration to treat opioid use disorder, are the current standard of care. However, elevated doses of the medication may provide a critical extended period of withdrawal relief to people after being discharged from the emergency department that may help them navigate barriers to obtaining medications as well as accessing care for the treatment of opioid use disorder. The findings appeared today in *JAMA Network Open*.

"Emergency departments are at the front lines of treating people with opioid use disorder and helping them overcome barriers to recovery such as withdrawal," says Nora D. Volkow, M.D., director of NIDA. "Providing buprenorphine in emergency departments presents an opportunity to expand access to treatment, especially for underserved populations, by supplementing urgent care with a bridge to outpatient services that may ultimately improve long-term outcomes."

Some emergency departments already use higher doses of buprenorphine for the treatment of withdrawal and opioid use disorder in response to the increasing potency of the illicit opioid drug supply and commonly encountered delays in access to follow-up care, but this practice has not been evaluated previously.

In this study, researchers used a retrospective chart review to analyze data from electronic health records documenting 579 emergency department visits at the Alameda Health System Highland Hospital in Oakland, California, made by 391 adults with opioid use disorder in 2018. Many of the patients were from vulnerable populations, with 23 percent experiencing homelessness and 41 percent having a psychiatric disorder. Most patients were male (68 percent). Forty-four percent of patients were Black, and 15 percent were Hispanic or Latino.

The data analysis showed that in 63 percent of cases, the clinicians administered more than the standard upper limit of 12 mg of sublingual



Photo: Getty Images/Stockphoto/Haishadow

Buprenorphine therapy has proven effective in treating opioid withdrawal symptoms.

buprenorphine during emergency department induction, and in 23 percent of cases, patients were given 28 mg or more. Higher doses of buprenorphine were safe and tolerable, and among those given the higher doses, there were no reports of respiratory problems or drowsiness—possible side effects of the medication. The small number of serious adverse events that occurred were determined to be unrelated to high-dose buprenorphine therapy.

Studies have shown that initiating buprenorphine in emergency departments improves engagement in treatment and is cost effective, but barriers to the medication's use persist. At the time of the study, there were strict controls on buprenorphine prescribing. While clinicians could dispense the medication in the emergency department, only those who had fulfilled the federal certification requirements related to training and ancillary services needed to obtain a buprenorphine prescribing waiver could provide a prescription upon discharge. Patients discharged without a prescription for buprenorphine may experience a return of withdrawal symptoms before they have a chance to access follow-up care.


Recent changes to prescribing guidelines by the U.S. Department of Health and Human Services now allow some clinicians treating up to 30 patients to prescribe buprenorphine without the previous training and services criteria.

"Once discharged, many people have difficulty linking to follow-up medical care," says study

leader Andrew A. Herring, M.D., of Highland Hospital Department of Emergency Medicine. "Adjusting the timing and dosage of buprenorphine in the emergency department, along with resources and counseling aimed at facilitating the transition to outpatient services, may provide the momentum needed to access continuing care."

"This study enhances the evidence we know about emergency-department buprenorphine induction, and could be a game-changer, particularly for vulnerable populations who would likely benefit from a rapid induction at the time of the visit," says study author Gail D'Onofrio, M.D., of Yale University, New Haven, Connecticut, who published the original studies on emergency department-initiated buprenorphine, as well as recent consensus recommendations on the treatment of opioid use disorder in the emergency department.

While the researchers note that their findings need to be prospectively confirmed in other emergency departments, this study suggests that with proper support and training, emergency medicine providers may safely and effectively initiate high-dose buprenorphine therapy.

This work was supported by NIDA's Clinical Trials Network (UG1DA015831), a nationwide consortium aimed at testing drug use interventions and delivering evidence-based therapies to diverse patient populations. Additional support was also provided by the NIH HEAL Initiative. 





# P O W E R I N G   P R O G R E S S

EMPOWERING PEOPLE > POWERING LIFE

*Our vision for the future of New Jersey is one where  
we use less energy and the energy is cleaner, more  
reliable, more resilient and affordable.*



**PSEG**



# New Study: Boosting Results of Cancer Immunotherapy Drugs

**Fecal microbiota transplants help patients with advanced melanoma.**

Compiled by John Joseph Parker  
Contributing Editor

**F**or patients with cancers that do not respond to immunotherapy drugs, adjusting the composition of microorganisms in the intestines—known as the gut microbiome—through the use of stool, or fecal, transplants may help some of these individuals respond to the immunotherapy drugs, a new study suggests. Researchers at the National Cancer Institute (NCI) Center for Cancer Research, part of the National Institutes of Health, conducted the study in collaboration with investigators from UPMC Hillman Cancer Center at the University of Pittsburgh.

In the study, some patients with advanced melanoma who initially did not respond to treatment with an immune checkpoint inhibitor, a type of immunotherapy, did respond to the drug after receiving a transplant of fecal microbiota from a patient who had responded to the drug. The results suggest that introducing certain fecal microorganisms into a patient's colon may help the patient respond to drugs that enhance the immune system's ability to recognize and kill tumor cells. The findings appeared in *Science* on Feb. 4, 2021.

"In recent years, immunotherapy drugs called PD-1 and PD-L1 inhibitors have benefited many patients with certain types of cancer, but we need new strategies to help patients whose cancers do not respond," says study co-leader Giorgio Trinchieri, M.D., chief of the Laboratory of Integrative Cancer Immunology in NCI's Center for Cancer Research. "Our study is one of the first to demonstrate in patients that altering the composition of the gut microbiome can improve the response to immunotherapy. The data provide proof of concept that the gut microbiome can be a therapeutic target in cancer."

More research is needed, Dr. Trinchieri says, to identify the specific microorganisms that are critical for overcoming a tumor's resistance to immunotherapy drugs and to investigate the biological mechanisms involved.

Research suggests that communities of bacteria and viruses in the intestines can affect the immune system and its response to chemotherapy and immunotherapy. For example, previous studies have shown that tumor-bearing mice that do not respond to immunotherapy drugs can start to respond if they receive certain gut microorganisms from mice that responded to the drugs.

Changing the gut microbiome may "reprogram" the microenvironments of tumors that resist immunotherapy drugs, making them more favorable to treatment with these medicines, notes Dr. Trinchieri.

To test whether fecal transplants are safe and may help patients with cancer better respond to immunotherapy, Dr. Trinchieri and his colleagues developed a small, single-arm clinical trial for patients with advanced melanoma. The patients' tumors had not responded to one or more rounds of treatment with the immune checkpoint inhibitors pembrolizumab (Keytruda) or nivolumab (Opdivo), which were administered alone or in combination with other drugs. Immune checkpoint inhibitors release a brake that keeps the immune system from attacking tumor cells.

In the study, the fecal transplants, which were obtained from patients with advanced melanoma who had responded to pembrolizumab, were analyzed to ensure that no infectious agents would be transmitted. After treatment with saline and other solutions, the fecal transplants were delivered to the colons of patients through colonoscopies, and each patient also received pembrolizumab.

After these treatments, six out of 15 patients who had not originally responded to pembrolizumab or nivolumab responded with either tumor reduction or long-term disease stabilization. One of these patients has exhibited an ongoing partial response after more than two years and is still being followed by researchers, while four other patients are still receiving treatment and have shown no disease progression for over a year.

The treatment was well tolerated, though some of the patients experienced minor side

effects that were associated with pembrolizumab, including fatigue.

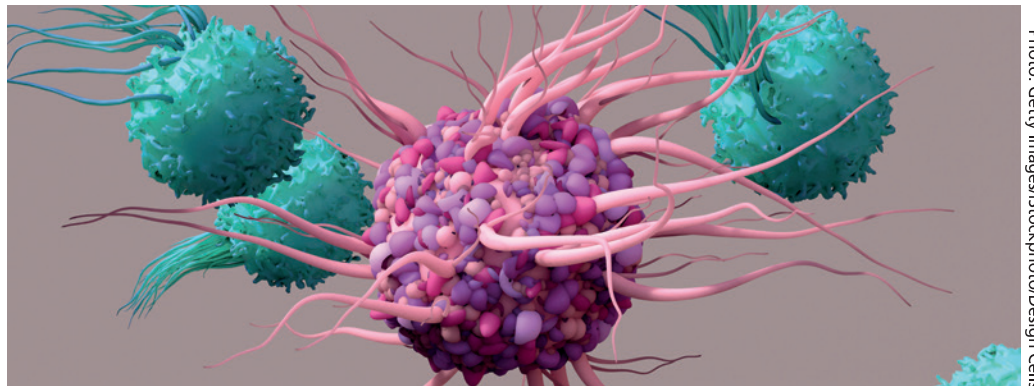
The investigators analyzed the gut microbiota of all of the patients. The six patients whose cancers had stabilized or improved showed increased numbers of bacteria that have been associated with the activation of immune cells called T cells and with responses to immune checkpoint inhibitors.

In addition, by analyzing data on proteins and metabolites in the body, the researchers observed biological changes in patients who responded to the transplant. For example, levels of immune system molecules that are associated with resistance to immunotherapy declined, and levels of biomarkers that are associated with response increased.

Based on the study findings, the researchers suggest that larger clinical trials should be conducted to confirm the results and identify biological markers that could eventually be used to select patients who are most likely to benefit from treatments that alter the gut microbiome.

"We expect that future studies will identify which groups of bacteria in the gut are capable of converting patients who do not respond to immunotherapy drugs into patients who do respond," says Amiran Dzutsev, M.D., Ph.D., of NCI's Center for Cancer Research, co-first author of the study. "These could come from patients who have responded or from healthy donors. If researchers can identify which microorganisms are critical for the response to immunotherapy, then it may be possible to deliver these organisms directly to patients who need them, without requiring a fecal transplant."

The clinical trial was conducted in collaboration with Merck, the maker of pembrolizumab. 📌



Increasing gut bacteria has been associated with the activation of T cells.

Photo: Getty Images/Stockphoto/Design Cells



PROTECTING MILLIONS OF DOLLARS CAN BE A HEAVY BURDEN...  
IN A STRESS-FREE, EASY TO SLEEP AT NIGHT, SORT OF WAY.



Offering turn-key and fully-integrated solutions, KEV Security makes securing your financial institution simple. With over 35 years of experience and industry know-how, combined with parts and inventory for all major types of banking equipment; we can consult, install, maintain and service your financial security system with worry-free assurance.

We ensure your systems stay protected and communicating regardless of telephone or power outages with our full-service UL listed Central Station Monitoring and private KEV-IntelliNet 2-way Radio Backup Network. KEV Security offers you peace of mind, so you can concentrate on other things... like customer service.



ALL THE SECURITY YOU'LL EVER NEED. COMMERCIAL • RETAIL • FINANCIAL



FIRE



INTRUSION



ACCESS  
CONTROL



NETWORK  
MONITORING



24-7 CUSTOMER  
SERVICE/MONITORING

973-773-1397 [www.kevsecurity.com](http://www.kevsecurity.com)

NJ Business License # AL000001 Fire/Burglar/Locksmith

NJ Division of Fire Safety #P00556



# Saving Lives: NJ's Top Hospitals Turn the Tables on Breast Cancer

Breast cancer affects one in eight women during their lives.

Compiled by John Joseph Parker  
Contributing Editor

**B**reast cancer kills more women in the United States than any cancer except lung cancer, but more women are surviving than ever before. In fact, more than two million women are breast cancer survivors. There are several ways to treat breast cancer, but all treatments work best when the disease is found early. As a matter of fact, when it is caught in its earliest stages, 98 percent of women with the disease are alive five years later. *COMMERCE* asked New Jersey's top hospitals to discuss the latest advances for detecting and treating breast cancer; and any special programs offered for patients after diagnosis and treatment that may increase the likelihood of their wellbeing, survival and return to health.



**Atlantic Health System,  
Morristown Medical Center**  
By Mona Karim, M.D.,  
Vice Chair, Radiation Oncology

Morristown Medical Center and Hackettstown Medical Center are the only hospitals in New Jersey to offer tattoo-free and mark-free Align-RT® breast cancer radiation treatment. The new

technology protects the heart when radiating the left breast and eliminates the need for permanent tattoos that are used in positioning a patient for treatment. AlignRT uses 3D cameras to monitor a patient's skin surface in real-time and compare it to the ideal position. This Surface Guided Radiation Therapy (SGRT) ensures that radiation is delivered only when a patient is correctly positioned, enhancing their safety and comfort. Radiation can be a highly effective treatment for breast cancer, but the left breast is very close to the heart. This leaves the heart vulnerable to radiation exposure, which has been shown to sometimes lead to cardiac complications. We use Deep Inspiration Breath Hold (DIBH) to move the heart away from the breast during therapy. With the addition of AlignRT,

*“Advances in imaging, medical oncology, surgery and radiation oncology have revolutionized the way we detect and treat breast cancer.”*

breast cancer patients have additional assurance that their hearts are protected. Our priority is providing the highest quality breast care services in a safe and caring environment. We have implemented vigorous health and safety standards to ensure the care you receive is evolving for today's needs.



**Atlantic Health System,  
Overlook Medical Center**  
By Bonni Guerin, M.D.,  
Director of Breast Cancer  
Treatment and Prevention

Overlook Medical Center's Comprehensive Breast Cancer Treatment Program streamlines the treatment process. During one convenient visit, patients can meet with a breast surgeon, radiation oncologist and medical oncologist—each of whom will discuss the diagnosis, answer questions and outline every step of the recommended treatment plan. Advances in imaging, medical oncology, surgery and radiation on-

colony have revolutionized the way we detect and treat breast cancer. Patients at Overlook benefit from a comprehensive array of procedures and treatments, including 3-D mammography; nipple-sparing mastectomy; DIEP flap breast reconstruction; and SAVI SCOUT®, a wireless localization system benefitting women undergoing breast lumpectomy. Our patients have access to personalized immunotherapies, early- and late-stage clinical trials, genetic counseling and integrative therapies designed to heal the whole patient. Overlook's program empowers patients to be engaged in their treatment planning process and facilitates relationships with their physicians before treatment has begun. Getting three expert opinions in one afternoon saves time and expedites treatment. Our team of specialists have a standing appointment to review breast imaging together, discuss the patient's history, and collaborate on the best course for a cure. Patients are on a path to recovery the moment they walk through our door.



**Englewood Health**  
By Violet M. McIntosh, M.D.,  
Chief of Breast Surgery

Genetic testing and early detection have changed outcomes for breast cancer patients. At Englewood Health, we use a combination of diagnostic tools, patient reminder systems and community outreach to find breast cancer in its earliest stages when it is most treatable. All women should have a personal and family history obtained at age 30 to determine if they fall into a high-risk category. For those at average risk, annual screening mammography should begin at age 40. Our breast team calculates a risk score for every patient who has a screening mammogram. For those at high risk for breast cancer, advanced genetic testing is scheduled, and a personalized treatment plan is developed, which can include breast MRI in addition to screening mammography to rule out disease that may not be visible in other tests. Our early detection message is urgent: throughout the pandemic, many women have delayed annual screening mammography, which is significant because when patients adhere to regular screening schedules, the incidence of late-stage diagnosis is reduced, and outcomes are better.

*Continued On Page 22*



Radiation therapy has proven to be an effective treatment of breast cancer.

Photo: Getty Images/Stockphoto/Mark Kostich



# We need your help to reach the women in your lives.

As breast cancer specialists, we continually ask ourselves *"What will it take to get women back to taking care of themselves?"*

At Englewood Health, our goal is to find breast cancer in its earliest stages when it is most treatable. Throughout the pandemic, we've seen that many women have delayed their annual mammography—often extending the months between screenings from one year to 18 months or longer. This is significant because when patients adhere to regular screening schedules the incidence of late-stage diagnosis is reduced, and the outcomes are better.

By encouraging each other to get an annual mammogram, we can help those we love to stay healthier. Talk with your daughter, your mom, your sister, your wife, your mother-in-law, your friends and urge them to go for their mammogram.



Today, a large majority of women with early-stage breast cancer are cured—an important reason to adhere to annual screening mammography.

You can help! Ask her to make the appointment. Remind her that it is because you care. If she says she's "too busy" – free her up! Babysit the kids, make a meal, offer a ride, encourage her to take a vacation day and get her "mammo!" Call, email, or visit our

website and our team will find an appointment.

*Concerned about Covid? We have extensive safety protocols in place. Afraid of what we'll find?* Our compassionate team is there every step of the way. *Run out of reasons to delay needed medical care?* It's time to prioritize health and resume normal screenings.

As family, friends, and loved ones of the women in your lives, you can have an impact by sharing this urgent message: Get screened for breast cancer—Get a mammogram.

**Mindy Goldfischer, MD**

Medical Director  
Chief of Breast Imaging

**V. Merle McIntosh, MD**

Chief of Breast Surgery



To book an appointment at one of our locations, visit [englewoodhealth.org/appointments](https://englewoodhealth.org/appointments), scan this QR code, or call **201-894-3622**.



*Continued From Page 20*



**Hackensack Meridian Health,  
Hackensack University  
Medical Center**  
By Rebecca Gamss, M.D.,  
*Breast Imaging Radiologist*

Mammography reduces the risk of breast cancer death by 30 percent by finding more tumors that are

small and curable. The newest standard of care is 3D mammography—also called tomosynthesis—and is offered to all women who come to Hackensack University Medical Center for breast cancer screening. Multiple images are taken from different angles—minimizing the impact of overlapping breast tissue and yielding a more accurate image than 2D mammography, and also reducing the need for more images. In addition to mammography, women with dense

breasts may benefit from ultrasound imaging and those with an elevated risk of breast cancer may be advised to have breast MRI. Women at average risk of breast cancer should begin annual screening mammograms at 40 (earlier if you have a family history of the disease). Some people put off their mammograms due to the pandemic—increasing the chance that an undiagnosed cancer may grow to a larger size, when it is harder to treat successfully. Hackensack University Medical Center ensures patient safety through rigorous sanitization, universal masking and physical distancing. Don't delay screenings—mammography saves lives.



Advanced technology can detect breast cancer at its earliest stages—when it is most treatable.



**Holy Name Medical Center,  
Patricia Lynch Cancer Center**  
By Yadyra Rivera, M.D.,  
*Program Director,  
Breast Oncology*

Photo: Getty Images/Stockphoto/JohnnyGreig

Within the specialization of breast cancer, we are finding that using personalized medicine—based on each patient's unique cancer biomarkers—is enabling oncologists to make major inroads in treating and curing the disease. At the Patricia Lynch Cancer Center at Holy Name, we are utilizing new medications and therapies for many types of breast cancer. For example, we are making significant progress in treating

*Continued On Page 24*



**AMY DELMAN  
PUBLIC RELATIONS LLC**  
“KEEPING YOU IN THE NEWS”

Everybody in business has a story to tell. A public relations professional is an objective set of eyes who knows how to drill down and find the thread of what makes your company, service or product unique.

## What Exactly Is Public Relations?

It is an invaluable tool in creating favorable public opinion. It differs from advertising in that it is an unpaid endorsement of a company, a person, a product or a service, and that fact alone, lends tremendous credibility.

## How Does Public Relations Pay Back Big?

Your uniqueness, your story is what differentiates you from everyone else in your field. Being quoted in newspaper and business publications as well as appearing on broadcast media brands you as an ‘expert’. This type of credibility creates a ‘buzz’ or publicity that associates you and your firm with excellence. Publicity builds on itself and opens doors where entrée was never previously anticipated or envisioned.

*Make sure your story is told.*

Contact **Amy Delman**  
**amydelmanpr@verizon.net** or **201.563.4614**  
***www.amydelmanpr.com***

# HACKENSACK UNIVERSITY MEDICAL CENTER

## THE ONLY PLACE WITH NJ'S #1 ADULT AND CHILDREN'S HOSPITALS

We are honored that *U.S. News & World Report* has ranked Hackensack University Medical Center and Joseph M. Sanzari Children's Hospital as the #1 adult and children's hospitals in New Jersey. Hackensack University Medical Center is also proud to be home to the state's best cancer center, and three specialties ranking in the top 50 nationally, including Cardiology & Heart Surgery, Neurology & Neurosurgery and Urology. And we're among the state's best for Geriatrics, Orthopedics and Gastroenterology & GI Surgery. Now more than ever, being recognized among the best only inspires us to keep getting better.

Learn more at [HackensackMeridianHealth.org](https://HackensackMeridianHealth.org).

**BEST**  
REGIONAL HOSPITALS

**U.S. News** & WORLD REPORT

NEW YORK METRO  
RECOGNIZED IN 22 TYPES OF CARE  
2021-22

**BEST**  
CHILDREN'S  
HOSPITALS

**U.S. News** & WORLD REPORT

CANCER  
2021-22



Hackensack Meridian  
Hackensack University  
Medical Center



Hackensack Meridian  
Children's Health at  
Joseph M. Sanzari Children's Hospital



## Healthcare

*Continued From Page 22*

metastatic HER2+ breast cancer and triple-negative breast cancer. New oral and infusion medications prevent the cancer's progression and prolong patients' survival. Other medications called CDK4/6 inhibitors, in combination with anti-estrogen hormone therapy, are extending the lives of patients with metastatic breast cancer and allowing them to have a better quality of life. These therapies result in long remissions without using chemotherapy. Holy Name's Institute for Clinical Research is conducting national multi-site clinical trials to investigate new therapies and improve patient outcomes. Our patients benefit from a comprehensive program of compassionate cancer care, which includes nutrition counseling, integrative therapies, and the Cancer Support Community of enriching virtual activities, support groups and education.



### Jefferson Health— New Jersey

By Kristin Brill, M.D., FACS,  
Enterprise Director,  
Breast Oncology,  
Sidney Kimmel Cancer Center;  
Assistant Professor,  
Thomas Jefferson University

A breast lump followed by a breast cancer diagnosis is never an easy experience. For Janeen, it was particularly devastating, having watched

her mother and grandmother suffer from breast and ovarian cancer. At age 34, struggling with her own diagnosis, managing two young children, a household, work and the multitude of responsibilities women often carry, she felt completely overwhelmed. Janeen had incredible family support but found further support with a dedicated multidisciplinary team. The Thomas Jefferson Breast Health Program, based in Washington Township, New Jersey, became her education, support and treatment resource. Her nurse navigator introduced her to the physi-

cian team: medical oncologist, breast surgeon, plastic surgeon, geneticist, radiation oncologist and support services, such as a nutritionist and physical therapist. They outlined the options of the comprehensive treatment plan to Janine and her family. With the guidance of her breast cancer specialists, she learned about the newly identified BRCA mutation, options to manage risk, clinical trials that may benefit her, as well as extraordinary reconstructive options. Janine was treated with chemotherapy, followed

*Continued On Page 26*



Photo: Getty Images/Stockphoto/FatCamera

Chemotherapy and radiation are often used together in treating breast cancer.

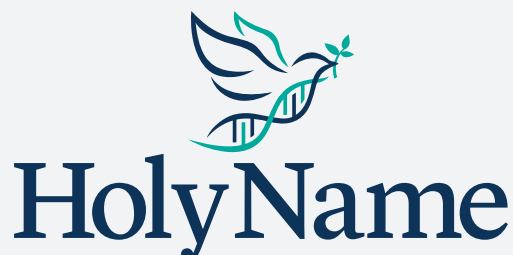
**WITHOUT AN EMERGENCY PLAN  
YOUR BUSINESS CAN END UP HERE.**

[Ready.gov/business](https://www.ready.gov/business)

Up to 40% of businesses never recover after experiencing a major disaster. Do you have a plan to keep your business running if disaster strikes? For a free online tool that helps you develop an emergency plan, visit [Ready.gov/business](https://www.ready.gov/business).



# NEW ERA, NEW BRAND



"This place is different." We hear that a lot—about our facilities, our staff, and the high quality of care we deliver every day. ***And now, you'll notice something else that's different... our name and logo.***

Emerging from the pandemic, our organization has continued to expand at a rapid pace, gaining national recognition and excelling as New Jersey's only independent Catholic health system.

To better reflect this growth and position us for continued success, our flagship hospital—Holy Name Medical Center—and the wider network of world-class care centers, specialized services, and companion health facilities it supports, will unite under a new streamlined brand: **Holy Name.**

This simplified brand encompasses both our commitment to Christian principles and the devotion that guided our founding by the Sisters of St. Joseph of Peace nearly a century ago.

The symbol that represents us has changed too, and now our classic dove logo soars with two wings, signifying the uncommon strength and fortitude formed during the recent crisis and serving as the foundation of our work every day.

The breast of the dove has been intertwined with a strand of DNA, signaling our commitment to advanced sciences and precision medicine, as well as the immense value we place on the inherent beauty of life and the humanity at the heart of our mission to provide compassionate care to those in need.

Our colors have changed as well, now with a darker blue representing determination paired with the green of the olive branch, a symbol of hope.

In the coming months, you will see us complete this transition into the **new Holy Name.**

I hope you will join us in welcoming this exciting new chapter in the long history of Holy Name's service to this community. Serving you is truly a privilege and inspiration, and we are grateful for your support.

**MIKE MARON**

President and CEO  
Holy Name

See our new look at [HolyName.org](https://www.HolyName.org)



# Healthcare

*Continued From Page 24*

by a nipple-sparing procedure. She now serves as a “buddy” to other newly diagnosed young women, giving patients an opportunity to see the future through her eyes.



## Rutgers Cancer Institute of New Jersey

By Bruce Haffty, M.D., MS,  
Chair, Radiation Oncology;  
Associate Vice Chancellor  
for Cancer Programs,  
System Director of  
Radiation Oncology,  
RWJBarnabas Health.

Proton therapy is a unique type of radiation treatment that can precisely target and deliver high radiation doses to a tumor to kill cancerous cells and has seen rapid growth in recent years. Rutgers Cancer Institute of New Jersey and the Laurie Proton Therapy Center at Robert Wood Johnson University Hospital New Brunswick, an RWJBarnabas Health facility, is the only hospital-based program in the state to offer this select form of treatment. Proton therapy can be beneficial for select breast cancer patients by minimizing damage to nearby tissue and critical organs. A patient in her late 30s and in the early months of her first pregnancy was facing a second breast cancer diagnosis in 2016. Because she already received radiation during

her first diagnosis, our team decided that proton therapy would be the best treatment option for her. Following her pregnancy, she received treatment to the impacted area while radiation was spared to the surrounding tissue previously irradiated. Given the prior radiation, proton therapy offered a distinct advantage. There are also other situations where proton therapy may have an advantage based on the location, patient’s anatomy and other factors. Rutgers Cancer Institute of New Jersey, the state’s only National Cancer Institute-designated Comprehensive Cancer Center, also participates in a national clinical trial evaluating proton therapy in breast cancer.

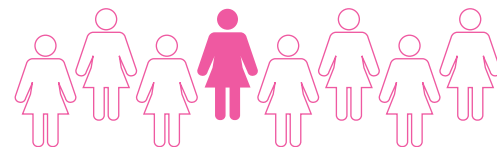


## RWJBarnabas Health, Robert Wood Johnson University Hospital Hamilton

By Firas Eladounikdachi, M.D.,  
Director, Breast Cancer  
Program; Breast Surgical  
Oncologist in the  
Stacy Goldstein  
Breast Cancer Center,  
Rutgers Cancer Institute of New Jersey

Treatment for many diseases, including breast cancer, has improved due to findings from clinical trials. As New Jersey’s only National Cancer Institute-designated Comprehensive Cancer Center, Rutgers Cancer Institute of New Jersey,

together with RWJBarnabas Health, is able to provide breast cancer patients with novel treatments due to the availability of clinical trials that are not available at other hospitals, clinics or doctor’s offices, as well as targeted treatments and multidisciplinary care. Recently, a 26-year-old patient was diagnosed with triple-negative breast cancer, an aggressive type of breast cancer with a high risk of recurrence and worse prognosis than other invasive cancers. This normally would be treated with upfront traditional chemotherapy followed by surgery; however, we were able to enroll the patient in a phase 2 clinical trial at Rutgers Cancer Institute in which a different regimen of two chemotherapy drugs were given before surgery and resulted in complete response of the cancer to this treatment. The patient continued the clinical trial by finishing the third chemotherapy drug and then proceeding with radiation therapy after surgery at Robert Wood Johnson University Hospital Hamilton, an RWJBarnabas Health facility, and is currently cancer free and being followed closely with mammogram and MRI imaging. 📌



Breast cancer affects one in eight women during their lives.

## STEVE ADUBATO'S

## LESSONS IN LEADERSHIP

with co-host Mary Gamba

Sunday 10:00am

news12+



Stand-Deliver.com

Promotional Partner:



# You just ran a 10K. You still need a mammogram.



At RWJBarnabas Health, together with Rutgers Cancer Institute of New Jersey, the state's only National Cancer Institute-designated Comprehensive Cancer Center, we offer the latest in comprehensive breast health services including mammograms, 3D mammograms, breast MRI, genetic testing, breast surgery and more — like peace of mind. And with breast health centers conveniently located throughout New Jersey, finding us is simple, too.

Schedule your mammogram at [rwjbh.org/mammo](https://rwjbh.org/mammo)

## RUTGERS

Cancer Institute  
of New Jersey

**RUTGERS HEALTH**

**RWJBarnabas**  
**HEALTH**

Let's beat breast cancer together.





# \$10M for Pediatric Cancer Will Advance Research, Treatment

The Rutgers Cancer Institute of New Jersey will lead this effort.

Compiled by John Joseph Parker  
Contributing Editor

**A**iding in the longtime mission to increase investment in cancer research, New Jersey Governor Phil Murphy signed a fiscal year 2022 state budget which included a \$10 million appropriation to support pediatric cancer research. This legislation, which was sponsored by Senate President Stephen M. Sweeney and Senator Anthony M. Bucco, will support the establishment of the Pediatric Cancer Center at Rutgers Cancer Institute of New Jersey, which in partnership with RWJBarnabas Health, is a leader in pediatric cancer research and care.

Currently, fewer than five percent of federal funding for cancer research is dedicated specifically to understanding and seeking cures for pediatric cancer, and only two drugs targeting childhood cancer have been approved in the past 20 years, according to the American Cancer Society. The American Cancer Society also predicts approximately 10,500 children in the United States under the age of 15 will be diagnosed with cancer this year. While cancer survival rates for children have improved significantly over the past 50 years, cancer remains the leading cause of death from disease among children.



NJ State Senator Stephen Sweeney

"New Jersey is a leader in the fight against cancer, but we know that more research will help to identify ways to prevent and treat pediatric cancers, says New Jersey State Senator Stephen Sweeney. "Additional support for pediatric cancer research is a top priority so that we can continue to make progress to reduce cancer incidence and improve outcomes for young cancer victims. This funding will support the establishment of the Pediatric Cancer Center at the Rutgers Cancer Institute of New Jersey so we can increase awareness, support more research and work for a cure to a disease that impacts so many."

"As New Jersey's only National Cancer Institute-designated Comprehensive Cancer Center, our mission is to conduct cutting-edge research and translate those findings into new and improved therapies," notes Rutgers Cancer Institute Director Steven K. Libutti, M.D., FACS, who is also the senior vice president of oncology

***"Cancer is the number one disease-related cause of death for children in America. In spite of that, currently, 29 states have no mention of childhood cancer in their state cancer action plan..."***

services at RWJBarnabas Health. "This is a huge step forward to ensure that our pediatric cancer researchers have the funding necessary to continue to advance pediatric cancer research and care. We are extremely grateful for this support, as well as all of the continued support provided by the legislature and governor."

The funding was championed by Grace Eline, a 12-year old survivor of brain cancer and childhood cancer awareness advocate who was treated at Rutgers Cancer Institute and RWJBarnabas Health, and her mother Aubrey Eline in collaboration with the American Childhood Cancer Organization (ACCO). The ACCO is the nation's oldest and largest grassroots organization dedicated to childhood cancer and spearheaded the movement to increase investment in pediatric cancer research in all 50 states.

Grace shares, "We are excited that the legislators have chosen to support this worthy cause. It



New Jersey Governor Phil Murphy

is inspiring that this is the first-of-its-kind funding for pediatric cancer in this state. I know firsthand how amazing Rutgers Cancer Institute is at helping childhood cancer warriors and I am thankful that they can help even more now."

"Cancer is the number one disease-related cause of death for children in America. In spite of that, currently, 29 states have no mention of childhood cancer in their state cancer action plan as identified by the American Childhood Cancer Organization's landscape analysis," explains Ruth Hoffman, CEO of the ACCO. "Most cancer research at the national and state level is dedicated to adult cancers. Through advocates like Grace Eline and her mom, we are grateful for the collaboration with Rutgers Cancer Institute of New Jersey to prioritize the inclusion of pediatric cancer research in the New Jersey state cancer budget."

"This funding will be transformational in continuing to advance our research and treatment for children with cancer," says Peter Cole, M.D., chief of Pediatric Hematology/Oncology and Embrace Kids Foundation Endowed Chair in Pediatric Hematology/Oncology at Rutgers Cancer Institute and professor of pediatrics at Rutgers Robert Wood Johnson Medical School. "Funds dedicated to pediatric cancer research

*Continued On Page 30*



...it all began on a plane.

ORBIS, a non-profit dedicated to eliminating avoidable blindness, operates the Flying Eye Hospital (FEH), a fully equipped mobile teaching hospital. On the outside, the plane is like most other aircraft. Inside, it is like no other — it hosts an ophthalmic hospital and teaching facility right on board.

navigate

Pilots volunteer their time to fly to program sites around the world.

learn

Medical professionals are taught new sight-saving skills to share with their colleagues.

transform

Hundreds of visually impaired people have their sight restored as thousands of medical professionals are trained each year.

heal

New lives begin when patients can see again.



Visit [www.orbis.org](http://www.orbis.org) to learn more and donate today



*Continued From Page 28*

will allow researchers to broaden our scientific understanding, raise survival rates, improve quality of life and allow us to continue to offer an array of investigational treatments to pediatric cancer patients at Rutgers Cancer Institute.”

As New Jersey’s only National Cancer

Institute-designated Comprehensive Cancer Center, Rutgers Cancer Institute, together with RWJBarnabas Health, offers the most advanced cancer treatment options including bone marrow transplantation, proton therapy, CAR T-cell therapy and complex surgical procedures. Along with clinical trials and novel therapeutics such

as precision medicine and immunotherapy—many of which are not widely available—patients have access to these cutting-edge therapies at Rutgers Cancer Institute of New Jersey in New Brunswick, Rutgers Cancer Institute of New Jersey at University Hospital in Newark, as well as through RWJBarnabas Health facilities. 📌



Photo: Getty Images/stockphoto/Phyart Studio



Photo: Getty Images/stockphoto/FatCamera

The American Cancer Society predicts approximately 10,500 children in the United States under the age of 15 will be diagnosed with cancer this year.

# New Surgeon at Valley-Mount Sinai Comprehensive Cancer Care

**V**alley-Mount Sinai Comprehensive Cancer Care is pleased to welcome Robin Friedman, M.D., a colon and rectal surgeon. Dr. Friedman is board certified in general surgery and board eligible in colon and rectal surgery. She also has expertise in minimally invasive and robotic surgical techniques. She has made numerous presentations regarding colon and rectal cancer and surgery at national medical meetings.

Dr. Friedman’s clinical interests and specializations include colon and rectal cancer, advanced robotic and laparoscopic colon and rectal surgery, benign colon and anorectal disease, diverticulitis, and the surgical management of inflammatory bowel disease and pelvic floor disorders.

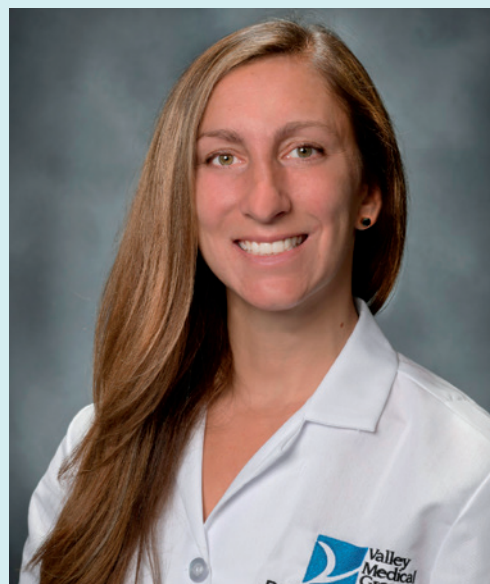
“I am excited to provide surgical care to communities near the area where I grew up,” says Dr. Friedman. “Valley provides me with the opportunity to use my advanced robotic skills, which can translate to less-invasive surgical

procedures and a quicker recovery for patients.”

Valley-Mount Sinai Comprehensive Cancer Care is a partnership between Valley Health System and the Mount Sinai Health System, offering personalized, leading-edge, and patient-centered cancer care in northern New Jersey. The specialized programs, distinctive technologies, and specialists in each disease, combined with compassionate attention, are what makes a real difference for patients and their families every day.

“Dr. Friedman will be a great asset to the team at Valley,” said Thomas Ahlborn, M.D., Chair, Surgical Services, Valley Medical Group. “Her surgical skills will be an essential part of our cancer care program.”

Dr. Friedman received her medical degree from Rutgers Robert Wood Johnson Medical School. She completed a General Surgery residency at Cooper University Hospital and a fellowship in Colon and Rectal Surgery at Beaumont Health in Michigan. 📌



Robin Friedman, M.D.



# The most innovative breast cancer care not only heals the body.



## It treats the soul.

**Everything medicine can do. A few things medicine can't.**

Can a well-timed smile be just as important as new cancer technology? Can the love and support of a new circle of friends be as vital as innovative treatments? Valley thinks so. That's why for breast cancer patients, both the body and the soul get the attention they need.

Call **201-634-5557** to make an appointment  
or visit [ValleyHealth.com/BreastCancer](https://ValleyHealth.com/BreastCancer)



**COMPREHENSIVE CANCER CARE**



# Atlantic Health System, NY Langone Health Partner on Organ Transplants

Health systems coordinate care for heart and liver patients.

Compiled by John Joseph Parker  
Contributing Editor

**N**ew Jersey-based Atlantic Health System and New York-based NYU Langone Health are teaming up to give patients greater access to heart and liver transplants and the coordinated, high-quality care needed to stay healthy.

The clinical affiliation will partner NYU Langone's nationally recognized transplant program with the nationally ranked Atlantic Health System Heart Care program located at Morristown Medical Center's Gagnon Cardiovascular Institute (Morristown, New Jersey) and the pioneering liver services at Overlook Medical Center (Summit, New Jersey).

"This new affiliation will strengthen our nationally ranked cardiac program, while significantly enhancing our ability to care for patients with advanced liver disease," says Atlantic Health System President and CEO Brian Gragnolati. "Our patients will now have the combination of access to one of the nation's leading transplantation programs, with expert care both in New York and close to home in

New Jersey that will ensure continuity of care and the best outcomes."

Eligible patients throughout the region will be able to receive comprehensive pre- and post-transplant care close to home from Atlantic Health System's top-ranked hospitals and healthcare providers and have transplants performed through the renowned NYU Langone Transplant Institute.


"This new partnership will elevate transplant care for thousands of New Jersey families—and save many lives," says Robert Montgomery, M.D., D.Phil., director of the NYU Langone Transplant Institute and the H. Leon Pachter Chair of Surgery at NYU Langone. "Our comprehensive team of specialized surgeons, physicians, nurse coordinators, pharmacists, nutritionists and social workers is excited to offer world-class care to patients of the Atlantic Health System and advance our joint mission to expand access to organ transplantation."

At Morristown Medical Center, which is nationally ranked for cardiovascular medicine, pre- and post-op care for heart transplant patients will take place at Atlantic Health System's Heart

Failure program, a multidisciplinary team that includes physicians, advanced practice nurses, and registered nurses, led by Abhishek Singh, M.D., Ph.D., who is boarded in advanced heart failure and transplant cardiology.

At Overlook, Atlantic Health and NYU Langone will collaborate to develop a robust liver disease and transplant service that will diagnose and treat a broad spectrum of liver disease. Overlook Medical Center's vascular lab is already pioneering the diagnosis and treatment of fatty liver disease through a combination of transient elastography and portal duplex ultrasound.

Liver transplant care will begin on-site at Overlook with Harmit S. Kalia, D.O., a board-certified hepatologist and director of liver transplant outreach at NYU Langone, who will join Overlook's medical staff while continuing to practice at NYU Langone.

The majority of pre- and post-op care for liver transplant patients can be provided by Atlantic Health System at Overlook, which offers a full radiological suite of services, including interventional radiologists who treat advanced liver disease, led by Yousaf Mahmood, M.D. 



AHS President and CEO Brian Gragnolati



Abhishek Singh, M.D., Ph.D.



Yousaf Mahmood, M.D.



# **Act Now!** *Limited-Time* **Loan Promos**

## **BusinessEdge® Loans**

- ◆ Loan Amounts up to \$300,000
- ◆ No Annual Clean-Up Option
- ◆ Simplified Application

## **Cash Management Services**

Simplify, streamline, and safeguard your finances with our dynamic Cash Management suite.

- ◆ ACH Originations
- ◆ Positive Pay / Account Rec ACH Filters
- ◆ Remote Deposit Capture
- ◆ Online Wire Transfers
- ◆ EDI Reporting
- ◆ Remote Official Check Printing

## **BusinessEdge® Line of Credit**

**3.25%** APR\*  
**or Prime Rate**

## **BusinessEdge® Term Loan (12-36 Months)**

**3.74%** APR\*

## **BusinessEdge® Term Loan (48-60 Months)**

**3.99%** APR\*

***Move your business forward with Spencer.***

**Speak with a specialist today.**

**[spencersavings.com/loan-promos/](https://spencersavings.com/loan-promos/)**



[spencersavings.com](https://spencersavings.com) • 1-800-363-8115  
20 Financial Centers throughout New Jersey

\*APR=Annual Percentage Rate. Spencer refinances are not eligible for these promotions. Rates and terms are subject to change without notice. All loans are subject to credit approval. Line of Credit rate is based on the total non-interest deposit account relationship of the borrower(s) and guarantor(s) as well as the Prime Rate as published on the last business day of the month in the Wall Street Journal. Rates as low as Prime with a Floor Rate of 3.25%. As of 8/31/2021 the Prime Rate was 3.25% resulting in a promotional rate of 3.25%. BusinessEdge Term Loan rates are as follows: 3.74% (12-36 months) and 3.99% (48-60 month terms). There is a \$299 Closing Fee on all promotional BusinessEdge Loans and Lines of Credit. An active primary business operating checking account with Spencer is required to receive these promotional rates. Other rates and terms available for borrowers that do not qualify for these promotional offers. Offers valid through October, 31, 2021.





# Rowan Opens New School of Nursing & Health Professions

Healthcare careers comprise six of the top 10 fastest-growing occupations.

Compiled by John Joseph Parker  
Contributing Editor

**R**owan University's Board of Trustees approved the creation of a new School of Nursing & Health Professions, a move that's expected to expand programs and opportunities for students. Dr. Peter Rattigan, a professor of health and exercise science, will serve as the school's founding dean. A Rowan faculty member since 2000, Rattigan previously served as an associate dean in the College of Science & Mathematics, where the school was housed until July 1 this year.

Provost Tony Lowman called Rattigan an outstanding educator with a track record of leadership who will drive the new school forward.

"Rowan University is committed to preparing students for these much-needed jobs in healthcare," says Lowman. "Given the national nursing shortage we're seeing, it's the right time for the university to invest in the health and well-being of our region by growing the School of Nursing & Health Professions. Peter will ensure Rowan

continues its tradition of excellence, while giving more students access to a high-quality, affordable education."

The School of Nursing & Health Professions is expected to increase the visibility of its nursing programs, lead to joint allied health professions offerings, provide oversight for internships and clinical affiliations, foster relationships with other colleges and the medical schools, and offer diverse educational pathways for students interested in nursing and health professions careers.

Nationally, the shortage of registered nurses is expected to worsen over the next decade, as more nurses—and nurse educators—retire or leave the workforce. And, as more hospitals strive to achieve Magnet Recognition by the American Nurses Credentialing Center, the healthcare industry is seeing a growing demand for nurses with bachelor's and graduate degrees.

The COVID-19 pandemic has also demonstrated the vital roles skilled health professionals serve in public health, health promotion, nutrition and exercise science.

"By becoming its own stand-alone school, the School of Nursing & Health Professions can focus on strategic program growth and preparing more students to fill these critically important jobs," explains Rattigan. "Even before the pandemic, U.S. nursing schools turned away more than 80,000 qualified applicants because they just didn't have the capacity to train them. More broadly we know that healthcare and health professions careers comprise six of the top 10 fastest-growing occupations, according to the Bureau of Labor Statistics.

"We also know there's a need for a more diverse workforce," says Rattigan. "We're looking forward to giving aspiring nurses and health professionals a quality education that's also accessible, affordable and close to home."

The new school is a major milestone for Rowan's nursing program, adds Dr. Mary Ellen Santucci, a registered nurse and associate professor who heads the Department of Nursing.

"When I started here six years ago, we were Rowan's best-kept secret," says Santucci. Today, the number of master's students studying to become nurse practitioners at Rowan has more than doubled and the program now has three nurse practitioner concentrations: adult gerontology acute care, family, and psychiatric mental health. The school also offers graduate



Dr. Peter Rattigan will serve as the school's founding dean.

programs for nurses interested in becoming educators or executives.

More nursing students are also streaming into the bachelor's degree program through Rowan's 3+1 arrangement with affiliated community colleges, Santucci notes. The program allows nursing students to graduate with a Bachelor of Science degree for about \$30,000, or what many institutions charge for one year of tuition.

The Department of Health & Exercise Science offers five undergraduate programs, three graduate programs and three certificates designed to prepare students to become healthcare professionals: from registered dietitians and public health workers to athletic trainers and clinical exercise physiologists.

With the creation of the new school, faculty in both departments are collaborating to expose students to other health disciplines, says Dr. Greg Biren, who leads the Department of Health & Exercise Science.

"Years ago, everyone was in their own silo," says Biren. "But the human body is so complex, you can't just exercise or just eat right or just manage stress and expect to be healthy. Everything is interrelated. We're preparing our students to think holistically, so when they go into any healthcare field, they'll already have connections with the other disciplines. We all need to work together." 📌



Photo: Getty Images/Stockphoto/SDI Productions

As more hospitals strive to achieve Magnet Recognition by the American Nurses Credentialing Center, the healthcare industry is seeing a growing demand for nurses with bachelor's and graduate degrees.

# Sharper, more precise 3D mammography with one focus...you.



## *Exceptional care and safety for exceptional times.*

The 3D technology of the Hologic®Genius™3D Mammography™ at Saint Peter's University Hospital's Women's Imaging Center is clinically proven to detect 20-65% more invasive breast cancers compared to traditional 2D mammography.

And, through the Hologic® SmartCurve™ Saint Peter's is providing a more contoured mammography experience. SmartCurve is a curved compression paddle that is shaped more like a woman's natural breast. Saint Peter's is the only hospital in Middlesex County offering the Genius 3D in tandem with the SmartCurve comfort feature.

**To schedule a mammogram,  
call Saint Peter's Women's Imaging Center at 732.745.6686.**



***Safely treating you better...for life.***

Sponsored by the Roman Catholic Diocese of Metuchen  
Genius 3D and SmartCurve are registered trademarks of Hologic Inc.





# NJ's Pay It Forward Program: An Innovative Jobs Initiative

New Jersey is committing public dollars to a new career training fund.

Compiled by John Joseph Parker  
Contributing Editor

New Jersey Governor Phil Murphy and the New Jersey CEO Council, a coalition of Chief Executive Officers (CEOs) from some of the state's largest and most widely recognized companies, have launched the New Jersey Pay It Forward Program. This innovative program will provide interest-free and fee-free loans from a revolving fund to support low-income New Jersey career seekers participating in approved training programs. New Jersey is the first state in the country to dedicate public resources to a fund of this nature.

"As we emerge from the COVID-19 pandemic, it is crucial that we remain focused on building a stronger, fairer New Jersey economy," says Gov. Murphy. "The New Jersey Pay It Forward Program will play a key role in achieving this goal by opening up new opportunities for New Jerseyans who have been shut out of good, family-sustaining jobs in the past. I am excited to partner with the members of the New Jersey CEO Council to launch this first-in-the-nation program that will bolster New Jersey's recovery from COVID-19 and set the stage for long-term, equitable economic growth."

The Pay It Forward Program will provide zero-interest loans and grants to students who are enrolled in non-degree credential and certificate programs at approved training providers. The program will focus on helping students enrolled in short-term training programs that offer high-quality, industry-recognized credentials and certificates in high-demand fields, and participants will not be required to make any repayments until they have successfully completed the training program and their income exceeds a specific level.

The NJ CEO Council arose from meetings of the Governor's Restart and Recovery Commission, named by the Governor in April 2020 to advise the administration on the safe reopening of the state's economy. The Council is made up of the CEOs of BD, Campbell Soup Company, Johnson & Johnson, Merck & Co., Prudential Financial, PSEG, RWJBarnabas Health, Verizon and Zoetis.

The program is a direct result of the Council's October 2020 pledge to hire or train more than 30,000 New Jersey residents from under-represented communities of color and other underserved communities by 2030, and their challenge to the rest of New Jersey's corporate community to train or hire an additional

40,000 workers. In line with this commitment, CEO Council members have pledged to contribute grants to the Pay It Forward Program, and the state plans to add to this commitment with a grant of approximately \$5.5 million in FY22.

"The pandemic has severely undermined the financial well-being of people across New Jersey, especially in vulnerable communities," says Charles Lowrey, chairman and CEO of Prudential Financial, and co-chair of the NJ CEO Council. "We have seen firsthand how job training can unlock financial opportunity for families, and greater economic mobility for the next generation. Thanks to the commitment of the governor and members of the CEO Council, the Pay It Forward program will help low-income New Jerseyans access training programs that were previously out of reach."

"It is incredibly heartening to see so many respected New Jersey companies stepping up to support the recovery of our hardest hit com-

---

***"As we emerge from the COVID-19 pandemic, it is crucial that we remain focused on building a stronger, fairer New Jersey economy," says Gov. Murphy.***

---

munities as we emerge from this long-lasting and devastating crisis," says Kenneth C. Frazier, chairman and CEO of Merck and co-chair of the NJ CEO Council. "The New Jersey Pay It Forward Program sets a high bar for states and their business communities as the entire country takes stock and rallies to recover from the pandemic."

To keep costs low for loan recipients, funds provided through the Pay It Forward Program will serve as a "last-dollar" option, providing zero-interest loans for only the gap left over after students have exhausted all the free resources for which they are eligible.

To reinforce Governor Murphy's priority for ensuring fair consumer protections while delivering affordable pathways to education and training, the New Jersey Higher Education Student Assistance Authority (HESAA) will require all contractors engaged in the Pay It Forward Program to follow strong



Gov. Murphy and the NJ CEO Council have launched an innovative, new education loan program.

student-centric program design criteria. The zero-interest, zero-fee Pay It Forward loans will feature an income-based repayment model that calculates affordable monthly payments as a percentage of participants' discretionary income and requires no payments when participants' post-training income falls below a certain threshold, enabling trainees to support their families without incurring unmanageable debt.

If repayment is not complete five years after the participant completes the training program, the remaining balance will be forgiven. Participants will also receive wrap-around services such as help with child care and transportation needs as well as stipends to support their living expenses, and they will not be required to repay these non-tuition costs.

This is all possible because the Pay It Forward Program is not designed to turn a profit. Unlike similar private funding mechanisms, the expenses that are repaid by trainees receiving Pay It Forward Loans will recycle back to support the next round of training for their fellow New Jersey residents. Hence the name "Pay It Forward."

"NJ Pay It Forward will enable New Jersey workers whose careers have been derailed by the pandemic and economic turmoil to pursue valuable training that will ease their entry into more lucrative and sustainable jobs," explains HESAA

*Continued On Page 38*



# Stepping up when it matters most

Last year, we committed \$1.25 billion over five years to build on our long-standing work in support of driving racial equality and economic opportunity. To date, we've directly funded or invested nearly \$400 million of this commitment, in addition to other ways we continue to make an impact in our communities.

## Our actions include:

- \$36 million to 21 Minority Deposit Institutions (MDIs) and Community Development Financial Institution (CDFI) banks that support minority-owned businesses. This is in addition to our approximately \$100 million in deposits to MDIs and our existing \$1.8 billion CDFI portfolio.
- \$300 million to 100 equity funds to provide capital to diverse entrepreneurs and small business owners
- \$10 million grant to fund the Center for Black Entrepreneurship (CBE), in partnership with Spelman and Morehouse colleges
- \$25 million to 21 Historically Black Colleges and Universities (HBCUs), Hispanic-serving institutions (HSIs) and community colleges in support of job skilling and placement
- Establishing new partnerships and coalitions focused on building skills and creating job opportunities for people of color
- \$60 million to increase access to capital and career opportunities for Black, Indigenous and People of Color (BIPOC) affordable housing developers
- 33 million+ masks, more than 272,000 bottles of hand sanitizer and 8 million gloves to communities in need
- \$1.35 million in grants to support mental health initiatives for young people of color
- \$25 million founding partnership in the Smithsonian's new initiative on race, Our Shared Future: Reckoning with Our Racial Past

These are just some examples of how we're working with community partners, business leaders, experts and academics across the public and private sectors to continue to drive progress.

**At Bank of America, we call this a nice start.**



*Alberto*

Alberto Garofalo  
President, Bank of America New Jersey

**BANK OF AMERICA** 

What would you like the power to do?®

Go to **[bankofamerica.com/newjersey](https://bankofamerica.com/newjersey)** to learn more.



## HIGHER EDUCATION

*Continued From Page 36*

Executive Director David J. Socolow. “We are delighted to work with Governor Murphy, many of New Jersey’s prominent business leaders and our partner state agencies to help New Jerseyans recover and thrive.”

Eligible recipients of Pay It Forward Loans will include New Jersey residents who are receiving public assistance, people who have been unemployed long-term, individuals who were formerly incarcerated, workers who have been temporarily or permanently laid off because of the COVID-19 pandemic, and self-employed individuals who became unemployed or underemployed as a result of the COVID-19 pandemic.

Pay It Forward Loans will only be used for state-approved training programs that undergo a rigorous screening process and demonstrate a strong track record of successfully preparing students for in-demand career opportunities. The review and selection of high-quality training providers will build on the state’s participation as an inaugural grantee of the Data for the American Dream initiative, led by the NJ Department of Labor and Workforce Development, which is developing an interactive web site containing smart disclosure tools designed to help career seekers make informed decisions about training.

The Pay It Forward Program builds on Governor Murphy’s commitment to a stronger,

fairer economy and his administration’s groundbreaking investments to make postsecondary education and training more affordable and accessible. These efforts include the Community College Opportunity Grant (CCOG) program, which allows qualified students to attend any

New Jersey community college without tuition or educational fees, as well as the Governor’s proposed \$50 million budget allocation for the Garden State Guarantee (GSG) initiative to offer up to two years of free tuition at New Jersey’s four-year public colleges and universities. 📌



Photo: Getty Images/Stockphoto/monkeybusinessimages

The Pay It Forward Program will focus on helping students enrolled in short-term training programs that offer high-quality, industry-recognized credentials and certificates in high-demand fields.

# Union County College’s Board of Trustees Chair Honored by ACCT

**U**nion County College Board of Trustees Chair Victor M. Richel will receive the Association of Community College Trustees (ACCT) 2021 Northeast Regional Award for Trustee Leadership. Richel will formally accept the award this month at the Regional Awards Presentation during the 52nd Annual ACCT Leadership Congress in San Diego.

Richel is a community leader, philanthropist and businessman. He was a Vice President for Elizabethtown Gas and it was under his leadership that the company gifted its building in Elizabeth to Union County College. He has been a member of the Union County College Board of Trustees for almost 40 years and has served as chair for almost 30 years. Richel also serves as Chairman of the Board of Trinitas Health and Regional Medical Center in Elizabeth.

In 2018, Richel received the New Jersey Hospital Association Hospital and Healthcare System Trustee of the Year award for his service to Trinitas Regional Medical Center. In 2017, he was recognized by the YWCA of Union County for Advancing Education & Economic

Empowerment for Girls and Women. In 2016, he was honored by the New Jersey Council of County Colleges with the Ronald D. Winthers Community College Trustee Leadership Award. Each year, this award is bestowed upon a single New Jersey community college trustee who exemplifies visionary trustee leadership at the local, state and national levels.

It is a testament to Richel’s leadership and commitment to improving outcomes, that Union County College was named one of the top 150 community colleges in 2021 by the Aspen Institute College Excellence Program, the nation’s signature recognition of high achievement and performance among America’s community colleges. Only the top 15 percent of community colleges nationwide are recognized.

Richel was born in Elizabeth and resides in Berkeley Heights with his wife Andrea. In addition to his many civic and business accolades, he is a beloved father and grandfather.

“We are honored and thrilled by ACCT’s recognition of our devoted Board Chair Mr. Richel. He has given many years of dedicated



Victor M. Richel

service to our board. We are indebted to him for the invaluable and steadfast leadership he has provided to the college. He loves our students, our community and our college,” says Union President Dr. Margaret M. McMenamin.

The ACCT represents more than 6,500 elected and appointed trustees who govern more than 1,100 community colleges throughout the United States. The ACCT annually recognizes trustees and other community college leaders in each of its five regions for their contributions. 📌



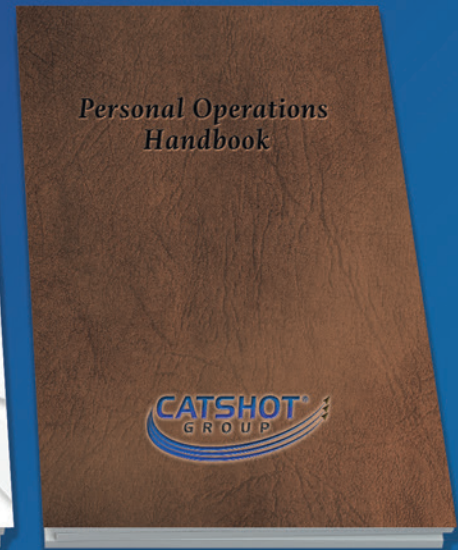
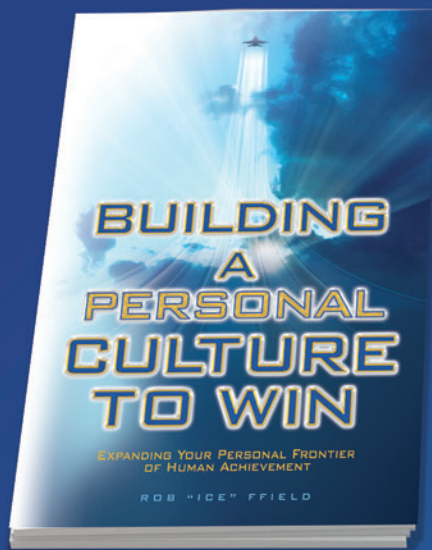
## Expanding the Frontier of Human Achievement

Ride along as a pilot on one of these thrilling edge-of-your seat experience designed to inspire excellence. Acquire behind-the-scenes insights from Rob Ffield, a world-class Blue Angel's Pilot and former Air Combat Instructor at TOPGUN.

**BUILDING A CULTURE TO WIN:** Apply flight combat wisdom to business strategy to inspire your team to achieve world-class performance.

**BUILDING A PERSONAL CULTURE TO WIN:** This self-coached training program provides all the tools you need to accomplish your personal goals and experience a powerful transformation.

**Personal Operations Handbook:** Take the elements of Building a Personal Culture to Win and put them straight into actions by using the Personal Operations Handbook



Learn more at [www.CATSHOTgroup.com](http://www.CATSHOTgroup.com)



# AECOM's Kim Vierheilg: Building Better for Future Generations

An NJIT graduate, she has deep roots in New Jersey.

By Diane Walsh  
Contributing Editor

**W**hen Kim Vierheilg was young, her family moved a lot because of her dad's work in the aviation industry.

"It seemed like we were always looking at houses, and I thought 'wouldn't it be amazing to design a house with exactly what you want,'" she says.

These experiences drew her to a career in design. By eighth grade, she knew she wanted to be an architect.

"Architecture has a profound impact on our lives because we spend most of our day indoors," explains Vierheilg, who is an executive at AECOM, a premier engineering firm that employs more than 56,000 people around the globe.

Vierheilg leads a team of 220 as vice president, business line leader for buildings and places in the New York metropolitan area. Her team's skills are immersed in a wide range of practice areas, including urbanism and planning, architecture, interiors, building engineering, asset advisory and strategy+, and the projects they handle span many markets—transportation, education, justice, healthcare, sports, technology and logistics, corporate/commercial and federal.

In her role at AECOM, Vierheilg married her fascination with architecture to the business acumen she developed as a dual major at NJIT. With more than 20 years in the industry, Vierheilg says success demands a "well-rounded individual" who has the technical knowledge plus the ability to interact with the client and manage the project from design through implementation.

AECOM nimbly adapted to the challenges of the pandemic. As a multinational company, the firm already had remote working capabilities. The technology allowed the firm to ensure business continuity for employees and projects.

It also repurposed its groundbreaking transportation scenario-planning tool to help transit agencies and departments of transportation across the nation as they grapple with the effects of the pandemic.

The tool is called "AECOM Mobilitics for Pandemic Response," and Vierheilg explains that it assesses how pandemic infection rates, stay-at-home orders, availability and deployment of the vaccines, economic recovery and reopening, and other factors are expected to impact transportation patterns, in order to help clients better recover and strengthen resiliency.

Teams also worked round the clock at the SUNY Old Westbury campus in Long Island, N.Y., to build a 104-bed facility inside the Clark Athletic Center gym to care for non-COVID patients, Vierheilg says. At the same site, the firm was also charged with building four free-standing temporary structures to accommodate 920 COVID-19 patients.

Closer to home, Vierheilg said AECOM's New Jersey team partnered with the Bergen County Utilities Authority and Columbia University to test wastewater for SARS-CoV-2, the virus that causes COVID-19. Wastewater testing can provide early indications of increases in infection rates and the effectiveness of vaccine deployment in specific areas. "It's very exciting to be part of," says Vierheilg, who lives in Bergen County with her husband, Kurt, and their 12-year-old son.

Vierheilg has deep roots in New Jersey. She serves as president of the state Board of Architects and is also a board member of the Commerce and Industry Association of New Jersey (CIANJ). The association is a statewide business advocacy organization and in addition to the board seat, Vierheilg was appointed to the executive committee, which oversees the day-to-day operations.

At CIANJ, she has an opportunity to meet other executives and together they try to make certain that business' voice is heard by officials in Trenton when they enact laws and implement policies and regulations. The association is also responsible for "one of the best mentors" Vierheilg ever met—Kathleen Alexander, a partner at the accounting firm, Sax, LLP.

"She has given me clarity to see things for what they are, but through a different lens," says Vierheilg, adding that Alexander is "an amazing woman—and fun to be around." A mutual friend on the board suggested the two work together.

Vierheilg is the epitome of a trailblazer in Alexander's estimation. "The state is lucky to have her. She's smart as can be. She's a mother. She's doing it all and she's grooming other young architects." The two women meet regularly. They discuss goals and how to achieve them. Alexander was wowed by Vierheilg's design concepts for the schools of the future.

The design of K-12 grade schools is Vierheilg's professional focus. She has researched the correlation between design, building environment and study achievements. Her goal is to balance design form and curriculum to create the best schools for the next generation.



Kim Vierheilg

"Nothing is more rewarding than to see your clients' face when they first enter a building," she says.

In her role at AECOM, Vierheilg is also well-positioned to identify trends in the industry. One of the most prevalent is investment in infrastructure and transportation. There are multiple benefits, she adds, because it "not only addresses the need to update and invest in older infrastructure assets, but also has the potential to stimulate the economy."

AECOM's latest project in this realm is the Moynihan Train Hall at New York's Penn Station. The firm was part of the team that designed the recently opened East End Gateway on W. 33rd St. close to 7th Avenue. The entrance is marked by a dramatic glass canopy designed to increase passenger flow, light and air in this transportation hub, considered the busiest in the Western Hemisphere.

In New Jersey, Vierheilg says "transit-oriented developments" continue to grow. They focus on developing and optimizing land around transport hubs, maximizing space and promoting well-connected communities where people want to live, work and visit, triggering wider urban regeneration.

While some urban areas have witnessed an exodus in the pandemic as people seek more space, Vierheilg says she expects New Jersey's transit villages will continue to thrive because of their access to Manhattan. People will still want quick access to the city, even if the new work-life balance makes the trips less frequent than before, she says. Vierheilg also expects that public-private partnerships, commonly known as P3s, will continue to offer innovative funding solutions for infrastructure projects.

Her profession is very fulfilling. "It's an exciting thing to be part of the research, education and thought leadership to drive innovation and provide real-time solutions," she says. 📌



# The power of...

insight

perspective

innovation

relationships

With perspective formed by more than 80 years of legal experience and insight, Connell Foley LLP provides businesses with the tools to succeed in an ever-changing market.



[www.connellfoley.com](http://www.connellfoley.com) | New Jersey | New York | Pennsylvania

ATTORNEY ADVERTISING



**Reducing Risk through Vapor Intrusion Mitigation  
Better Air. Better Environment. Better Health.**

#### THE CLEAN VAPOR PROCESS

Diagnose the Site | Design the VIMS | Build the System | Monitor System for Long-Term Liability

**Specializing in Brownfield Redevelopment, such as Teterboro Landing**

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





Photo: Getty Images/Stockphoto/digicomphoto

AECOM's New Jersey team partnered with the Bergen County Utilities Authority and Columbia University to test wastewater for SARS-CoV-2, the virus that causes COVID-19.



## Providing Creative Solutions to New Jersey Clients for over 30 Years

- Brownfields Redevelopment
- Solid Waste Management
- Renewable Energy Development
- Geotechnical Services & Testing
- LSRP Services
- Site Remediation & Development
- Soil & Groundwater Remediation
- Landfill Closure & Redevelopment
- Land Use & Environmental Permits
- Isotopic & Fingerprinting Studies
- Wetlands & Habitat
- Air Pollution Control
- Expert Testimony & Litigation Support
- Energy Service

---

1545 Lambertson Road \* P.O. Box 4129 \* Trenton, NJ 08610  
Phone 609-826-9600 \* [info@sadat.com](mailto:info@sadat.com) \* [www.sadat.com](http://www.sadat.com)





# EAI, INC.

**ENVIRONMENTAL MANAGEMENT SERVICES  
SPECIALTY CONTRACTING AND COATINGS**

## Services:

- Vapor Barrier Installations
- Waterproofing
- Sub-slab Depressurization System Installation (SSDS)
- Venting/Monitoring System Installations
- Liquid Boot/GeoVent Installations
- Air Barrier Installations
- Tank Services
- Remediation
- Air Monitoring System Installations
- Asbestos/Lead Services
- Sandblasting
- Specialty Contracting Services

**EAI, INC.**

**50 PRESCOTT STREET • JERSEY CITY, NJ 07304**

**TEL: (800) 886- EAI 1 (3241)**

**[WWW.EAIENVIRO.COM](http://WWW.EAIENVIRO.COM)**



# 9 Garden State Parkway Service Areas Renamed After NJ Icons

This will further extend the Hall of Fame's statewide outreach.

Compiled by John Joseph Parker  
Contributing Editor

To showcase the outstanding talent of the people of New Jersey and their contributions to the world, Governor Phil Murphy announced that the New Jersey Turnpike Authority is renaming nine service areas on the Garden State Parkway after iconic New Jersey Hall of Fame (NJHOF) inductees in the arts, entertainment and sports.

Nine service areas will be renamed as follows:

- Montvale: James Gandolfini Service Area;
- Brookdale North: Larry Doby Service Area;
- Brookdale South: Connie Chung Service Area;
- Vauxhall: Whitney Houston Service Area;
- Cheesequake: Jon Bon Jovi Service Area;
- Monmouth: Judy Blume Service Area;
- Forked River: Celia Cruz Service Area;
- Atlantic: Frank Sinatra Service Area;
- Ocean View: Toni Morrison Service Area.

"This is about putting New Jersey greatness on full display," says Governor Phil Murphy. "This is the first part of an extended statewide exhibition of New Jersey heroes throughout our state. From military heroes on the Battleship New Jersey to historical figures on the New Jersey Turnpike to science and technology trailblazers at Newark Penn Station, New Jerseyans will find pride in our contributions to society and the world."

"Our state's rich cultural history has fostered an incredible number of talented individuals who have brought great pride to New Jersey through their contributions in entertainment, sports, arts and more," says First Lady Tammy Murphy. "By highlighting the past achievements of New Jersey residents, we aim to encourage hope for the future success stories of our great state, and maybe even inspire the next Toni Morrison or Jon Bon Jovi to achieve all that they can through the opportunities afforded in New Jersey."

"Millions of New Jersey drivers travel on the Garden State Parkway every day," says New Jersey Department of Transportation Commissioner Diane Scaccetti-Gutierrez. "The service areas they visit during those travels are

a fitting place to call attention to the accomplishments of their fellow New Jerseyans in the arts, entertainment and sports. And there is no organization better suited to identify the New Jerseyans worthy of this recognition than the New Jersey Hall of Fame."

"New Jersey's leaders have joined with New Jersey Hall of Fame to inspire people to become leaders in their own fields as they travel along the Garden State Parkway," says NJHOF Chairman Jon F. Hanson. "We're grateful to the governor, the First Lady, the New Jersey Turnpike Authority and Senator Patrick Diegnan for their leadership. We heartily thank Robert C. Garrett, FACHE, CEO of Hackensack Meridian Health, as our Lead Sponsor and Premier Healthcare Partner."

"We encourage patrons in each service area to identify with one of our inductees and take to heart the advice our inductees provide on how to reach the pinnacle of their respective professions," says Steve Edwards, president of the New Jersey Hall of Fame. "The rest is up to you."

The New Jersey Turnpike Authority Board of Commissioners voted unanimously to rename

*Continued On Page 46*



Garden State Parkway

Photo: Getty Images/Stockphoto/Johnrob



# WHAT IS GETTING INTO YOUR GROUND WATER?



- Aluminum
- Cadmium
- Iron Oxide
- Arsenic
- Copper
- Lead
- Hexavalent & Trivalent Chromium

## WASH OUT WITH THE CWS SOLUTION



CWS has established itself as the Best Available Technology (BAT) and the Best Management Practice (BMP) when it comes to concrete washout and wastewater containment and recycling.



### CONCRETE WASHOUT SYSTEMS

179 Ryerson Avenue, Paterson, NJ 07502

Phone: 973.942.3131 Fax: 973.956.8056

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



# Transportation

*Continued From Page 44*


the nine service areas in honor of these notable New Jerseyans.

In keeping with the New Jersey Hall of Fame's mission, the Garden State Parkway service area exhibits will encourage people to purposely choose their own heroes and learn about their paths to success.

Garden State Parkway service area parking lots will now welcome visitors with banners of NJHOF inductees, and each service area will contain Hard Rock Cafe-style exhibits including

inspirational posters designed by renowned New Jersey architect Michael Graves, compelling artifacts and an interactive Wall of Fame featuring a life-sized video monitor showcasing more than 200 biographical vignettes of all inductees and their acceptance speeches. Service area patrons will be invited to pose with various Jersey legends and share the photos on their social media platforms.

While all New Jersey Hall of Fame inductees will be showcased, each service area will be themed in the categories of arts, entertainment and sports.

The planned Parkway service area exhibitions further extend the Hall of Fame's state-wide network of museums, exhibits and poster installations in partnership with Newark Liberty International Airport, NJ TRANSIT, Battleship New Jersey, Meadowlands Chamber of Commerce and the New Jersey Motor Vehicle Commission. Later this year, the Hall of Fame will announce updated plans for its permanent home at American Dream while the mobile museum continues to serve local communities. 



Battleship New Jersey

Photo: Getty Images/Stockphoto/DenisTangneyr



Newark Liberty International Airport

Photo: Getty Images/Stockphoto/Westerse



Environmental sampling at brownfield site



Foundation recommendations for warehouse development



Land use consulting

## INTEGRATED SERVICES SOLVING COMPLEX DEVELOPMENT CHALLENGES

Our engineers and scientists provide geotechnical engineering, environmental services, and land-use consulting, supporting New Jersey's development:

- Over five decades of award-winning geotechnical experience
- LSRP leadership and four decades of award-winning environmental experience
- Resiliency, dam engineering and other water resources consulting
- Comprehensive ecological and land-use planning and permitting experience

For more information about GZA's services:

### Southern NJ/Philadelphia

John J. Oberer, LSRP  
John.Oberer@gza.com  
215.591.3800

### Central NJ

Melick-Tully, a Division of GZA  
Eugene Gallagher, P.E.  
Eugene.Gallagher@gza.com  
732.356.3400

### Northern NJ

David Winslow, Ph.D., PG  
David.Winslow@gza.com  
973.774.3300



Known for excellence.  
Built on trust.

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

# CLEARLY UNDERSTOOD

Easy to read, clean graphic elements,  
crisp pull quotes and images.

That's the **Clear Tunnels** style.

With extensive expertise and access  
to significant outsource partners,  
the **Clear Tunnels** team has developed,  
designed and executed countless  
editorial and marketing projects.

LET US HELP CLARIFY YOUR COMMUNICATIONS.



# CLEAR TUNNELS

## PUBLISHING SOLUTIONS

rich@cleartunnels.com 646 808 5114  tom@cleartunnels.com 917 733 5135



# NJEDA, PSEG Sign 78-Year Lease for the NJ Wind Port

The deal will drive billions of dollars of economic activity in South Jersey.

Compiled by John Joseph Parker  
Contributing Editor

**T**he New Jersey Economic Development Authority (NJEDA) and PSEG have signed a lease allowing for a term of up to 78-years on land that will be home to the New Jersey Wind Port in Salem County, New Jersey, further positioning the state as a hub for clean energy and the U.S. offshore wind industry.

The port will provide a location for essential staging, assembly and manufacturing activities related to offshore wind along the East Coast. The Wind Port is located adjacent to PSEG's nuclear generating site, which today provides more than 90 percent of New Jersey's carbon-free electricity, and together, offshore wind and nuclear energy will deliver powerful support for our state and national clean energy ambitions.

"The New Jersey Wind Port is a transformational investment that will create hundreds of good jobs and drive billions of dollars of economic activity in South Jersey and throughout the State," says NJEDA Chief Executive Officer

Tim Sullivan. "This is a vital project that will help communities recover from the devastating impacts of the COVID-19 pandemic and move us closer to Governor Murphy's vision for a stronger, fairer New Jersey economy. The NJEDA is proud to partner with PSEG to bring this valuable new infrastructure asset to life."

"The lease signing with the NJEDA is cause for celebration as the New Jersey Wind Port will provide a foundation for even more carbon-free energy in our region," PSEG Chief Operating Officer Ralph LaRossa explains. "Alongside PSEG's nuclear plants, the New Jersey Wind Port will establish South Jersey as the heart of New Jersey's clean energy economy. By supporting the development of renewable offshore wind power, this lease and the facility to come will establish New Jersey as the destination for clean energy development, operations, training, skills and innovation."

***"PSEG and PSEG Nuclear welcome broad partnerships such as ours with the NJEDA and we look forward to continuing to drive innovation, growth and investment in the clean energy economy."***

"Salem County and South Jersey are already home to exceptional innovation, operations, and a workforce skilled in generating clean energy for millions of customers. And now, with the addition of the New Jersey Wind Port, PSEG is proud to support the state as we become the hub for development of carbon-free resources for the East Coast," PSEG Nuclear President and Chief Nuclear Officer Eric Carr says. "PSEG and PSEG Nuclear welcome broad partnerships such as ours with the NJEDA and we look forward to continuing to drive innovation, growth and investment in the clean energy economy."

Offshore wind is a central component of Governor Phil Murphy's Energy Master Plan to achieve 100 percent clean energy by 2050. As part of that plan, New Jersey has committed to producing 7,500 megawatts of offshore wind energy by 2035. Up and down the East Coast,



NJEDA CEO Tim Sullivan



PSEG COO Ralph LaRossa

offshore wind investment through 2035 is anticipated to exceed \$150 billion. The U.S. offshore wind industry is expected to create 83,000 new (direct) jobs by 2030, most of which will be in the Northeast and Mid-Atlantic. Through strategic investments and development, New Jersey can become a national leader in numerous portions of the offshore wind supply chain and become central to the clean energy economy.

The New Jersey Wind Port is located on an artificial island on the eastern shores of the Delaware River, southwest of the City of Salem. With its expansive footprint, lack of height restrictions, and easy access to the Atlantic Ocean's wind farm lease areas, the Wind Port is one of a select few ports on the East Coast that can house offshore wind turbine marshalling and manufacturing. A key component of offshore wind turbine marshalling is the vertical assembly of turbine towers, which are hundreds of feet tall and cannot fit beneath bridges, power lines and other naturally occurring barriers that would impose height restrictions. No other port in the region can support the marshalling and

*Continued On Page 50*

# U.S. AND CANADIAN IMMIGRATION AND NATIONALITY LAW

## Immigration Woes?

## VISASERVE KNOWS!



## GLOBAL BUSINESS AND FAMILY IMMIGRATION LAW SERVICES

NONIMMIGRANT AND IMMIGRANT VISA PROCESSING AND COMPLIANCE

CONSULAR PROCESSING AND COACHING AT US PORTS-OF-ENTRY

UNFAIR IMMIGRATION-RELATED EMPLOYMENT DISCRIMINATION POLICIES

EMPLOYMENT ELIGIBILITY VERIFICATION (FORM I-9) COMPLIANCE

H-1B SITE VISIT COUNSELING AND H-1B DOL INVESTIGATIONS

NONIMMIGRANT PETITIONS FOR EMPLOYERS AND PERM

PREVAILING WAGE COMPLIANCE AND EMPLOYER WAGE SURVEYS

NATIONAL ORIGIN AND CITIZENSHIP DISCRIMINATION COMPLAINTS

SOCIAL SECURITY MISMATCH ISSUES AND IDENTITY FRAUD

TRAINING PROGRAMS RELATED TO IMMIGRATION AND EMPLOYMENT ISSUES FOR HR PROFESSIONALS


CROSS-BORDER IMMIGRATION ISSUES BETWEEN THE US AND CANADA

FAMILY-BASED AND MARRIAGE-BASED GREEN CARDS

PROVISIONAL WAIVERS AND OTHER IMMIGRANT AND NONIMMIGRANT WAIVERS

REMOVAL DEFENSE / IMMIGRATION COURT

ONSITE IMMIGRATION COMPLIANCE TRAINING FOR EMPLOYERS AND THEIR HR STAFF

 **VISASERVE**  
Nachman, Phulwani, Zimovecak  
Law Group, P.C.  
Immigration and Nationality Law

NORTHERN NEW JERSEY

VISASERVE Plaza  
487 Goffle Road  
Ridgewood, NJ 07450

CENTRAL NEW JERSEY

907 U.S. 202 North  
Raritan, NJ 08869

NEW YORK CITY

1001 Avenue of the Americas  
12th Floor  
New York, NY 10018

AFFILIATED OFFICES IN  
INDIA AND CANADA

Phone: 201-670-0006

Toll-Free Nationwide and  
Canada:  
1-866-599-3625

E-mail: [info@visaserve.com](mailto:info@visaserve.com)

Website:  
[www.visaserve.com](http://www.visaserve.com)

TEXT “npzlawgroup” to 22828 to SignUp for Our FREE Bimonthly Newsletter



## NJEDA Update

*Continued From Page 48*

manufacturing operations that will take place at the Wind Port.

The New Jersey Wind Port also has the potential to create more than 1,500 manufacturing, assembly and operations jobs, as well as hundreds of construction jobs. Many positions at the Wind Port will be trade jobs and require skill certifications, like welding or an electrician's license, but will not require a college degree. The construction phase of the Wind Port also will create hundreds of union jobs.

Construction Manager (CM) AECOM-Tishman signed a project labor agreement (PLA) with the United Building Trades Council of Southern New Jersey AFL-CIO. The NJEDA is also working with AECOM-Tishman to ensure at least 25 percent of subcontractors for the port construction are small businesses and at least 15 percent are women-, minority-, or veteran- owned. The Wind Port project includes worker diversity goals of 18 percent people of color and 6.9 percent women.

The New Jersey Wind Port site was selected in June 2020 after a 22-month assessment process, including engagement with industry, government and environmental stakeholders. The NJEDA has been preparing the site and finalizing design since summer 2020. It is more than five miles from the nearest New Jersey residential area and provides ample space to grow operations over time. 📌

*Continued On Page 52*



Photo: Getty Images/Stockphoto/artlazz

The NJEDA and PSEG have signed a 78-year lease on land that will be home to the New Jersey Wind Port in Salem County.

**withum**   
ADVISORY TAX AUDIT

**Jim Hannan**

**Manufacturing, Distribution & Logistics Practice Leader**  
Partner, CPA

Each link of the supply chain - manufacturing, distribution and logistics - requires an assessment of risks, innovation and investment to create reliable, efficient and cost-effective options. Withum's MDL Team, led by Jim, shows companies how to embrace cognitive technologies and artificial intelligence to save time and money, increasing operational efficiencies. Whether you're a multi-national manufacturer, large wholesale distributor, logistics/fulfillment company or a start-up looking to explore new markets and opportunities, our team is here to help.

See how Jim can help you and your business at [withum.com](https://www.withum.com)

Profiles in Success





*“Every executive and entrepreneur needs this book.”*

– Bridgett Price, Chief Learning Officer, Marriott International, Inc.



# NEVER FLY SOLO®

**Lead with Courage, Build Trusting Partnerships  
and Reach New Heights in Business**

Would you like to develop more *collaborative, trusting* leaders in your organization or create a *powerful theme* for your next meeting or event?

Become the ultimate trusted partner and let your team know that they will NEVER FLY SOLO!

Waldo's new book will inspire your team to break their performance barriers and partner for success in today's competitive business environment.

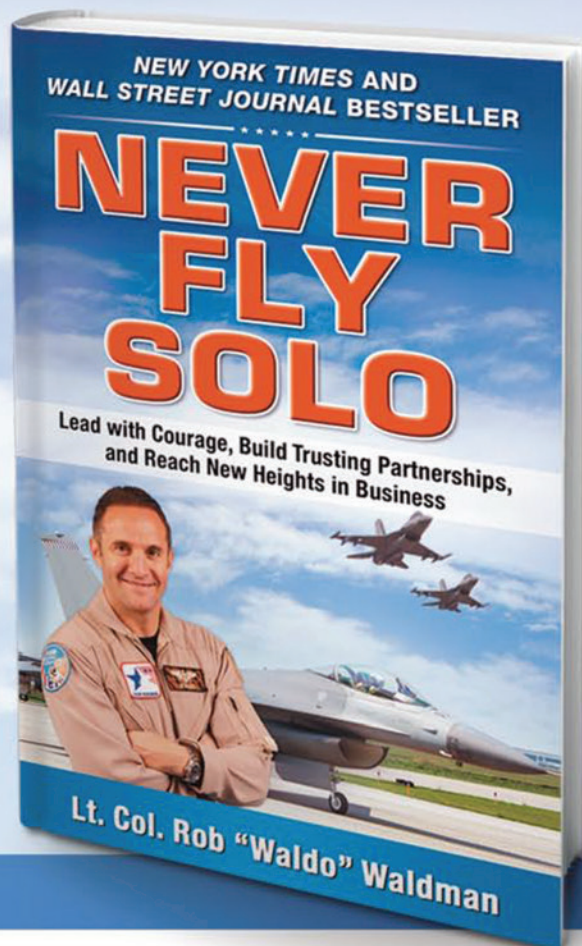
**A portion of the books proceeds will be donated to Veterans in need.**

Visit [www.NeverFlySolo.com](http://www.NeverFlySolo.com) to purchase.

**NEW YORK TIMES AND  
WALL STREET JOURNAL BESTSELLER**

Published by McGraw-Hill

As seen on:





# Additional \$75M for Commercial Projects Under ERG Program

**T**he NJEDA has announced a \$75 million extension of the commercial component of the Economic Redevelopment and Growth (ERG) Program, which has been expanded from \$50 million to \$125 million.

“Thanks to the foresight of Governor Phil Murphy and the legislature in reopening the ERG Program, essential commercial and residential projects throughout New Jersey will be able to move forward while the new programs created by the Economic Recovery Act (ERA) are under development,” says NJEDA CEO Tim Sullivan. “These programs will drive economic growth and attract new businesses and workers to New Jersey. This is always important, but it is especially crucial now as we begin recovering from the economic impacts of COVID-19.”

The Commercial ERG Program is an incentive to help developers and businesses address project financing gaps in development or redevelopment projects, including below market development margins or rates of return. Qualified projects can receive an incentive grant reimbursement of up to 30 percent of total eligible project costs. Projects in Atlantic City, Camden, Paterson, Passaic, and Trenton can

receive reimbursements up to 40 percent of eligible project costs. Subsidies awarded through the ERG Program are not meant to be a substitute for conventional debt and equity financing. Before applying, applicants must have the balance of their funding identified or in place or be able to demonstrate that any terms of other financing are reasonable.

The new phase of the Commercial ERG Program is subject to the existing ERG regulations and statutes, as amended by the New Jersey Economic Recovery Act of 2020 (ERA) (L. 2021, c. 156) and subsequently by L. 2021, c. 160. Among other requirements, projects must:

- Be predominantly commercial and contain 100,000 or more square feet of retail, office and/or industrial uses for purchase or lease.
- Be located in a qualifying incentive area.
- Not have commenced any construction at the site of a proposed redevelopment project prior to submitting an application or demonstrate to the NJEDA that the project would not be completed otherwise or is to be undertaken in phases.

- Demonstrate that a project financing gap exists.
- Demonstrate the tax revenues the state will realize from the project will be greater than the incentive being provided.

Comprehensive information on eligibility for the extended Commercial ERG Program is available at <https://www.njeda.com/erg>. Applications will be accepted on a first-come, first-served basis until funds are exhausted or Thursday, Dec. 30, 2021.

In addition to the expanded ERG Program, the ERA creates and expands a suite of programs that includes tax credits to incentivize job creation, new construction, and revitalization of brownfields and historic properties; financial resources for small businesses; support for new supermarkets and healthy food retailers in food desert communities; new funding opportunities for early-stage companies in New Jersey; and support for the growing film and digital media industry. The NJEDA will continue to engage the public as new programs and rules are developed. For more information, visit <https://www.njeda.com/economicrecoveryact/>.

## Connected Business. Delivered.

Integrated Business Systems and Acumatica provide the best business management solution for transforming your company to thrive in the new digital economy.



A man with a shaved head, wearing a blue work jacket and blue nitrile gloves, is focused on measuring a small metal component with a digital caliper. The background is a blurred industrial setting.

Join us in honoring our  
frontline healthcare heroes.

**We are Triangle. #NJSTRONG.**

Precision Contract Manufacturing | Engineering Consultation | Design for Manufacturability  
Vendor Managed Inventory | Supplier Owned Quality | Risk Mitigation



25 Park Way  
Upper Saddle River, NJ  
201.825.1212 | [www.trianglemfg.com](http://www.trianglemfg.com)  
**POWER KNEE HIP SPINE**

**triangle**

Innovative. Life. Solutions.



# FDU's 2021 Annual NJ Family Business of the Year Awards

The Oct. 27, 2021 event is being held at the Glen Ridge Country Club.

Compiled by John Joseph Parker  
*Contributing Editor*

This month, Fairleigh Dickinson University's Rothman Institute of Innovation and Entrepreneurship will mark its 29th year of honoring family businesses in New Jersey. The program, the Annual family Business of the Year Awards, recognizes the significant contributions to the economy and community made by extraordinary family businesses. These firms are recognized for innovative strategies, personal achievements and business practices—all necessary to continue the legacy that can be created within the fabric of a successful family business.

"The challenges companies are facing this year are unprecedented and COVID-19 took everyone by surprise," says Rothman Institute Executive Director Dr. Dale Caldwell. "We would like to use this opportunity to highlight the struggles and successes these businesses have experienced and elevate their profile in the business community. Family businesses form the foundation of the New Jersey economy. It is therefore essential that we support these businesses and celebrate their success."

The 2021 honorees include: Beacon Converter, Inc. (Saddle Brook); Braunschweiger Jewelers (Morristown); Burke Motors Group (Cape May); Cranford Movie Theater and Drive-In (Cranford); Diane Turton Realtors (Point Pleasant Beach); Estro Digital Communications (Westwood); Heritage's Dairy Stores (Thorofare); JD Companies



Photo: Getty Images/Stockphoto/dragana991

Small businesses drive New Jersey's economy forward.

(Hackensack); McMahon Insurance Agency (Ocean City); Ravitz Family Markets (Cherry Hill) and Triangle Manufacturing (Upper Saddle River).

SobelCo Principal and Chief Growth Strategist Sally Glick, MBA, will team up with Dr. Caldwell as Master of Ceremonies. She has more than 30 years of experience working as a marketing consultant dealing with a wide range of CPA firms nationwide.

"For several years, SobelCo has been a proud sponsor of the annual Fairleigh Dickinson University Family Business of the Year program," says Glick, a member of the board of the Commerce and Industry Association of New Jersey. "Since our inception more than 60 years ago, our firm has served the middle market,

family-held business community. As such, it is an honor to partner with FDU to spotlight some of the best representatives of successful privately held companies across the state."

"This is the only event that recognizes New Jersey family businesses, and it is exciting to reward their efforts and celebrate their significant impact on the state's economy and quality of life," adds Rothman Institute Program Director Susan Slavin.

Part of Silberman College of Business since 1989, the Rothman Institute of Innovation and Entrepreneurship supports, promotes and researches entrepreneurship with a special focus on family owned and veteran-owned businesses. For more information on FDU's Rothman Institute programs, visit [www.fdu.edu/rothman](http://www.fdu.edu/rothman).



Rothman Institute Executive Director Dr. Dale Caldwell



SobelCo Principal/Chief Growth Strategist Sally Glick, MBA



Triangle Manufacturing (Honoree) President Dax Strohmeier

A Heritage of Excellence  
A Focus on Results  
A Partner for Success

SobelCo is a regional accounting, tax and consulting firm headquartered in Livingston, New Jersey founded in 1956. Serving mid-sized, family-owned businesses, privately-held companies and nonprofit organizations in the tristate region of New Jersey, Pennsylvania and New York across a wide variety of industries.



Livingston, NJ | Paoli, PA | Woodcliff Lake, NJ

Audit & Accounting | Tax | Advisory | Forensic and Valuation Services



**DEVELOPERS - CONTRACTORS - MANAGERS**

*411 Hackensack Ave, Hackensack, NJ 07645*

*Phone (201)661-8390 Fax (201)661-8386*

*[www.jd-companies.com](http://www.jd-companies.com)*



# In the Day-to-Day of Business, the Best "Costume" is You

By Wendy Tait,  
CIANJ's EVP,  
Business Development and  
Strategic Initiatives,  
Sommelier

**H**alloween is a day featuring costumes of ghoulish goblins and superheroes, where we may not even recognize our own neighbor's kids at the front door looking up at us for

that sweet candy bounty, bags half dragged and opened wide. Interesting then, when we take a closer look at our own selves and how we operate in the business world, that we too effectively don a costume every day.

You know the one, it starts with the old business suit followed by a smorgasbord of fancy overused buzzwords such as "pivoting" and "synergy," words I find myself using at work but never actually using at home with



Photo: Getty Images/Stockphoto/PeopleImages

Maintaining your authenticity makes you, and your ideas, memorable.

family or friends. So, who are we trying to be if not ourselves?

Authentic people, the ones who are vulnerable enough to be themselves, are typically the ones that we remember. They are the ones who stand out because there are so few of them, it seems, in the day-to-day of business.

This Halloween and every day thereafter, I invite you to take your costume off, to embrace your own uniqueness, however that may look and sound because you are what people are buying into as much as the product or service you represent each day. Your authentic you is better than any costume, after all. 🍷

## "Funnel" Your Questions for Positive Results

Asking questions is an art form. The most effective professionals in sales, customer service or consulting are those who truly understand how to ask questions. One of the most effective questioning techniques is called the "funnel" approach. Consider the following:

**--What is the "funnel" approach to asking questions?** Picture what a funnel looks like, wide at the top and narrow at the bottom. The idea is to ask broad, very general questions at the start of a conversation and continue to narrow the focus of your questions with greater specificity.

**--Move from general to more specific questions.** Your first question opens the door. You want to get the person talking. For example, "What do you like most about your work?"

**--Actively listen.** After you ask the question, the key is to truly listen and make sure the next questions you ask tap into what you've heard.



**--Get even more specific.** Now you are getting to the bottom of the funnel. "What was the reaction of those around you to how you took on the challenge?" Then finally, at the bottom of the funnel, you might say; "What's the biggest lesson you've taken away from this?"

**--Have a game plan.** One of the biggest questioning mistakes people make is to ask questions without a game plan. They are all over the map. It is as if they think that magically they are going to unearth some crucial information with this haphazard technique. It is not going to happen. Plus, you are wasting valuable time and turning people off.

**Steve Adubato, PhD**, is the author of five books including his latest, "**Lessons in Leadership**". He is an Emmy® Award-winning anchor with programs airing on Thirteen/WNET (PBS) and NJ PBS who has appeared on **CNN**, **FOX5 NY** and **NBC's Today Show**. Steve Adubato's "**Lessons in Leadership**" video podcast with co-host Mary Gamba airs **Sundays at 10:00 a.m. on News 12+**. For more information visit [www.Stand-Deliver.com](http://www.Stand-Deliver.com)

# THINK TANK WITH STEVE ADUBATO

THIRTEEN NJ PBS  
WHYY YouTube news12+  
nj.com  
True Jersey.  
nj.com/SteveAdubato

EMMY®  
AWARD  
WINNING  
ANCHOR





Dear Cancer,  
I did my homework  
and chose treatment  
at ProCure

Now I can  
continue  
living my  
best life!



- Proton therapy at ProCure targets cancer tumors more precisely than traditional radiation, which means less damage to nearby healthy tissues
- Proton therapy requires no surgery, minimal downtime, and virtually no side effects
- Located in Somerset, ProCure is NJ's most experienced proton therapy Center, offering the most advanced form of radiation with the most precise technology

To learn more, visit [ProCure.com](http://ProCure.com)  
or call 877-314-2058.

**ProCure**  
Proton Therapy Center  
*Precision Therapy. Passionate Care.*

103 Cedar Grove Lane | Somerset

