

# mmmerce

The Business of New Jersey

May 2022 • \$4.99

## HOSPITALITY and TOURISM – A Jersey Jewel





# Some of cancer's finest minds are here.



**Nicole  
Vilardo, MD**  
Gynecologic Oncology

**Valley welcomes gynecologic oncologist Nicole Vilardo, MD.**

Dr. Vilardo has joined Marie Welshinger, MD, at Valley's Gynecologic Oncology Program. She is fellowship trained, and specializes in ovarian, cervical, uterine, and other gynecologic cancers. She performs complex robotic and laparoscopic gynecologic surgery, has participated in extensive research, and is known for deeply caring about her patients.

Call **201-634-5401** to make  
an appointment or visit  
[ValleyHealth.com/DrVilardo](http://ValleyHealth.com/DrVilardo)



**COMPREHENSIVE CANCER CARE**



# When it comes to security, it's best to be proactive.

*Positive Pay is an essential tool to safeguard your business and we're here to help.*

Our state-of-the-art **Treasury Management Solutions** support fraud mitigation, increase efficiency, drive profitability and automate your business processes, leaving more time to focus on what matters most.



Contact our Treasury Management Team today at [TreasuryManagement@LakelandBank.com](mailto:TreasuryManagement@LakelandBank.com) or visit [LakelandBank.com/TreasuryManagement](https://LakelandBank.com/TreasuryManagement) to learn more.



**BEST-IN-STATE  
BANKS**

**Forbes  
2021**

POWERED BY STATISTA



**LakelandBank.com ■ 866-224-1379**



# CONTENTS

## NJ HOSPITALITY & TOURISM

New Jersey's Hospitality and Tourism Industry .....	8
Mansions and Former Estates Offer Good Tastes .....	10
The Beach Plum Farm: A Garden State Getaway .....	14
The Guy Fieri Foundation Fed 1,400 NJ Vets .....	15

## ACCOUNTING, BANKING & LAW

Assisting Hospitality Clients with Margins, NJ Laws .....	16
---	----

## HEALTHCARE

New Jersey Chief Nursing Officers Roundtable: COVID-19 .....	20
RWJBarnabas Health's Next Generation of Leadership ..	24
Englewood Health: New Medical Staff/Physician Leaders ..	26

## ENVIRONMENTAL BUSINESS

NJ's Law to Reduce Single-Use Plastic Bags and Polystyrene Foam Products .....	30
---	----

## COLUMNS

Advertisers' Directory .....	2
CIANJ Officers & Board of Directors .....	4
President's View. ....	6
Human Resources .....	19
Pharmaceuticals. ....	23
Mergers & Acquisitions. ....	28
Construction. ....	28

## Advertisers' Directory

Bergen New Bridge Medical Center .....	3	Horizon BCBSNJ .....	BC
Caucus New Jersey .....	25	Integrated Business Systems .....	29
Chateau Grande Hotel .....	11	Investors Bank .....	18
CIANJ .....	7	Kearny Bank .....	9
Clear Tunnels .....	27	Lakeland Bank .....	1
Concrete Washout Systems .....	31	Lessons in Leadership .....	32
Delta Dental .....	5	NJMEP .....	17
EAI, Inc. ....	IBC	Saint Peter's University Hospital ....	21
Goldstein Lieberman & Co. ....	2	Spencer Savings Bank ..	13
Haven Savings Bank ....	17	Stand and Deliver .....	29
		Valley Health System...	IFC

Cover image: Getty Images/iStockphoto/Jon Bilous

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)





A Clinical Affiliate of **RUTGERS**

# Quality Compassion Value Convenience



Check Out Our Patient Cost Estimator  
Visit [NewBridgeHealth.org/estimate](https://NewBridgeHealth.org/estimate)

Onsite, Telehealth, or Community  
**All The Care You Need**  
When and where you need it.



Bergenfield • Englewood • Paramus • Paterson





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, CareWell Health Medical Center*

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

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

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

**KIM VIERHEILIG**  
*President of Buildings and Facilities, STV*

#### 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  
rwaltman@cianj.org

**TOM WORLEY** (917)-733-5135  
tworley@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*

**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**  
*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*

**ERIC M. FRIEDMAN**  
*President, Bergen Community College*

**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, Business Development, and Technical Services, LPS Industries*

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

**RICHARD HELLDÖBLER**  
*President, William Paterson University*

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

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

**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*

**ALADAR G. KOMJATHY**  
*Owner, Komjathy & Kean, LLC*

**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*

**MICHAEL MUNOZ**  
*Market President, AmeriHealth New Jersey*

**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*

**BRENDAN O'DONNELL**  
*GM, Newark Brewery, Anheuser-Busch*

**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*

**NISHA M. SIKDER**  
*VP of Payer Strategies, Valley Health System*

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

**MICHAEL SMILOVITCH**  
*VP, Commercial Banking, Valley National Bank*

**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*

**JIM TROUWBORST**  
*SVP, Senior Credit Officer, ConnectOne 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.*





# Your employees deserve to unleash their smile power™!

Providing your employees  
with easy and affordable  
dental plans is good business.

A dental plan improves  
employee retention and  
job satisfaction.

At Delta Dental,  
we have you covered!

Call 800-624-2633 or visit  
[DeltaDentalNJ.com/CIANJ](https://www.DeltaDentalNJ.com/CIANJ)  
for an instant quote



# DoorDash is Delivering Economic Help to NJ Businesses & Charities

Project DASH partners with local New Jersey nonprofits.

By Anthony Russo  
*President, CIANJ*

**W**ithout a doubt, technology has revolutionized our lives. Apps help us do everything from banking to navigating through traffic, to forecasting when a rain will start. But none of them satisfies our

basic needs as well as DoorDash—the largest third-party delivery service that brings food, groceries, convenience store items and much more to our doors.

For a nine-year-old business, its impact is startling, and we are very proud to count this innovative San Francisco-based company among the newest members at CIANJ. As a statewide business advocacy organization, we are committed to helping businesses grow. We are delighted by the strides DoorDash has taken in New Jersey to empower local economies and collaborate with a wider array of merchants to help them enhance their operations.

Restaurant revenue and Dasher (driver) earnings generated through the DoorDash platform

accounted for a whopping \$13.2 billion in direct, indirect and induced economic activity in 2019, according to a study conducted by Technomic, a research firm for the food service industry.

The consulting firm surveyed restaurant operators to better understand the role third-party delivery and DoorDash played during the COVID crisis. All the findings were published in a white paper that chronicles the overwhelming benefits, including that DoorDash helped businesses grow their online presence and increase takeout orders. The technology decreased face-to-face interactions, eliminating the long phone process to receive orders because it could now be done in minutes online.

Some 75 percent of the businesses credited DoorDash for helping them reach new customers. They also reported an increase in brand awareness that fostered growth. The vast majority of the respondents said DoorDash was crucial to keep them afloat during COVID restrictions.

Technomics concluded DoorDash added \$6.9 billion to the U.S. economy that otherwise would not have existed. Furthermore, the researchers found every \$1 of incremental spending on food on DoorDash stimulated an additional \$2.37 in the economy.

The researchers also analyzed the platform's effect on the Dashers and concluded 76 percent felt their income from dashing had a positive impact on their ability to provide for their families. Some 76 percent of the Dashers suffered hardship during COVID. Among the consumers, 86 percent said the app played an important role in accessing food during COVID.

DoorDash offers a wide range of options to assist its partners with add-on services, like marketing for instance. But its reach into the community goes beyond business relationships. It is working to fight food insecurity and has developed "Project DASH" to accomplish its goals.

It's designed to meet people where there is a need and deliver goods from local food banks, solving problems that occur in that last mile of logistics.

Project DASH partners with local New Jersey nonprofits to better serve their clients, a DoorDash spokesperson explained. It's especially helpful for homebound seniors, people with disabilities, and people who face transportation access challenges. People can be reluctant to enter a food bank also. "We help connect people to convenient deliveries of charitable food that emphasize dignity as well," he said.

During the pandemic, Project DASH grew to deliver meals, groceries, household goods and school supplies to seniors, the immunocompromised, and families facing food insecurity or transportation barriers.

The spokesperson said DoorDash partnered with local policymakers from all levels of government—including U.S. Representative Josh Gottheimer (NJ-05), Assemblywoman Lisa Swain (District 38) Bergen County Commissioner Tracy Zur, and Bergenfield Borough Administrator Corey Gallo—in December to help deliver hundreds of hot meals generously donated by local restaurants to seniors in the community. Meals purchased as part of this effort came through Feed The Frontlines NJ, helping to support the organization and its efforts to provide meals for healthcare workers and local groups battling the pandemic.

Another initiative DoorDash created is the Community Credits program, which provides nonprofit organizations with DoorDash credit to help them empower the communities they serve, reduce food insecurity and encourage participation in programs that help them accomplish their mission. The initiative was launched last year and continues to serve organizations throughout New Jersey. 🍕



DoorDash is especially beneficial to homebound seniors, the disabled, and people who face transportation access challenges.



We are delighted by the strides DoorDash has taken in New Jersey to empower local economies and collaborate with a wider array of merchants to help them enhance their operations.



# 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





# Perfect Together: New Jersey, Hospitality and Tourism

The Garden State's many attractions are open for business.

By Diane C. Walsh  
Contributing Editor

**T**he president of the New Jersey Tourism Industry Association is relieved that she won't have to use the word "pivot" this season.

Lori Pepenella said last summer that's all her members did. The restaurants, hotels, museums, amusement parks and everything else connected to the state's \$41 billion tourism industry was forced to pivot practically every day due to the challenges and restrictions posed by the COVID pandemic.

Social distancing limited crowd size. Restaurants were often forced to abandon indoor seating in favor of outdoor service. Operating hours were reduced and staff shortages had owners pulling their hair out grappling with the effects of the public health crisis.

"We're not using the word pivot this year. Things are rerouting correctly. We're still cautious but things are going in the right direction," Pepenella said.

"I'm extremely optimistic about 2022," she added. "Group travel, large events, family events and weddings especially are back in the mix; it's really exciting across the board." Pepenella's perspective also reflects her experience as chief executive officer of the Southern Ocean Chamber of Commerce.

Her enthusiasm is shared by Dana Lancellotti, president and CEO of the 6,000-member New Jersey Restaurant and Hospitality Association. "Demand is huge," she said. "People are excited. They are engaged and want to be together again."

Denise Beckson, vice president of human resources and government relations at Morey's Piers in Wildwood, sees reason to hope too. Staffing shortages vexed her operation last year. But this season Beckson said "we're getting a good response to our campaign for seasonal workers." She said local workers are applying for summer jobs and students from overseas are finding embassies are cooperating to get their work visas, unlike last year when the system was mired in delays.

Morey's Piers, one of the New Jersey shore's iconic amusement parks, opened on April 29. "It's later than normal," Beckson said, adding, however, "We're hopeful to be back to normal this summer." She is eager to see visitors' numbers increase.



Lori Pepenella

A study commissioned by the state Division of Travel and Tourism late last year predicted visits to the Garden State's many attractions would reach 110.4 million this year—a sizable improvement over the 99.9 million in 2021. The 2019 peak in tourism was 116.2 million visits before the pandemic struck and shuttered much of the industry. The study by Tourism Economics believes steady growth will bring tourism back by 2023.

The authors of the study credited the COVID vaccines with renewing people's confidence and desire to travel again. Another indication that tourism will be on the upswing is since last summer the demand for hotel rooms has averaged 93 percent of the 2019 levels, according to the study.

New Jersey is a prime destination because it is within a gas tank's reach of many Northeast metropolitan areas. "We have the lure of 126 miles of beaches, mountains, great culinary destinations, festivals, concerts, arts and cultural attractions, plus campgrounds and amazing hotels," Pepenella emphasized.

One of the key indicators for a resurgence for Pepenella is the Wedding Roadshow organized by her chamber of commerce. For 14 years the event attracted throngs of couples and their families eager for an opportunity to speak with owners and management of some of the best wedding venues offered at the shore.

It's a self-guided tour. But for the past two years it fell victim to the restrictions of COVID. Instead of touring the properties in person and



Dana Lancellotti

meeting with the owners face to face, it became a virtual event. The alternative program did not come near to the success of the original.

But the roadshow was back last month. Twelve venues participated, along with more than 50 other businesses, such as photographers, florists and disc jockeys, which brides and grooms employ for their special day.

"We're anticipating a very busy summer season," Pepenella said.

This month also marked the return of the Spring Lake 5 Mile Run—an exuberant race through the picturesque streets of Spring Lake that attracts more than 10,000 participants over Memorial Day weekend. COVID precautions forced its suspension for two years.

George D'Amico, president of the Greater Spring Lake Chamber of Commerce, said the downtown merchants hold sidewalk sales that weekend as a "jumpstart to the summer season." Memorial Day is the unofficial start of the season as the shore shakes off its winter doldrums, families flock to beach, summer houses are opened and the boardwalks are filled.

"This is going to be an outstanding season," predicted D'Amico, who also owns D'Amico & McConnell Realtors in Spring Lake. He said Spring Lake and its neighboring towns of Sea Girt, Lake Como and Spring Lake Heights enjoyed a robust season last year because people preferred "to stay close to home and took trips down the shore."

*Continued On Page 12*



COMMERCIAL FINANCING

# THERE'S NO APP FOR THIS.

We believe there's no substitute for banking with real partnership — supported by real conversation and real interest in helping you finance your business growth plans, improve cash flow or expand your fixed assets.

Recent projects financed by our Commercial & Industrial Lending Team ...

#### COMMERCIAL MORTGAGE

**\$15,000,000**

*Manufacturer owner  
occupied warehouse*

#### NON-REVOLVING GUIDANCE LINE

**\$9,000,000**

*Private golf club*

#### COMMERCIAL TERM LOAN

**\$4,500,000**

*Local food franchise*

#### OPERATING LINE OF CREDIT

**\$3,000,000**

*Wholesale distributor*

#### OPERATING LINE OF CREDIT

**\$2,500,000**

*Marble, granite  
& stone distributor*

#### COMMERCIAL LINE OF CREDIT & TERM LOAN

**\$1,800,000**

*Wholesale distributor*

***When you're looking for commercial financing, visit Kearny Bank.***



**Robert L. Melchionne**  
SVP/Director of C&I Lending  
(P) 973.244.4027  
rmelchionne@kearnybank.com

800.273.3406 | kearnybank.com



# Nanina's in the Park, The Park Savoy, Park Chateau Estate....

These mansions and former estates offer good tastes.

By Diane C. Walsh  
Contributing Editor

**T**wenty years ago, two brothers and a friend from Nutley pooled their talents, charm and expertise to realize a dream that grew into an empire of banquet facilities unrivaled in the industry.

Barry Maurillo, his brother, Joseph, and their friend, Vito Cucci, started with Nanina's in the Park, a storied property in Belleville, nestled inside the landmark Branch Brook Park, where glorious Cherry Blossom trees drape across the roadways.

Nanina's came with a reputation when they bought it in 2002. It was the place everyone in New Jersey's Essex County celebrated their special moments. But the Maurillos and Cucci catapulted it beyond the expectations of the old neighborhood. They completed a multi-million-dollar renovation, transforming it into a lavish Tuscan-style villa.

Their success and acclaim spurred them on to buy The Park Savoy Estate in Florham Park – a stately mansion dating back to the 19th century. In its past lives, the property was a dairy farm

and even a “speakeasy” under the control of a local crime syndicate, whose owners included the likes of Lucky Luciano.

When Nanina's partners acquired it in 2011, they were intent on breathing new life into the historic property and ordered extensive renovations, adding details reminiscent of the great mansions of Newport. The owners' vision created a standard of excellence for their guests. “We're creating a fantasy,” said Barry Maurillo.

Their latest enterprise is the Park Chateau Estate and Gardens and its adjacent Chateau Grande Hotel in East Brunswick. The palatial estate evokes the style and grandeur of a French chateau. Classic French antiques adorn the interior of the chateau, creating a magical ambience. The owners drew upon their decades of experience to fashion this unique venue. The chateau was bought in 2016 and the remodeling took a year. The Chateau Grande Hotel was added to the to the property two years ago.

Each venue is different and offers its own unique features, Cucci said. No matter which property their guests select, they are all afforded “commitment to excellence,” he stressed. “From

the minute they walk through the front door we are 100 percent committed to their needs.”

With more than 850 weddings celebrated at the venues every year, the Maurillos and Cucci have received countless awards for their premiere wedding destinations. Brides and grooms cannot be more effusive in their praise. In online reviews, the superlatives they use describe everything from the gourmet food and private bridal suites to the lush gardens and beautiful dance floors.

The trio of owners brought different yet complimentary talents to their partnership. Cucci grew up in a restaurant family. He had worked for the Radisson hotel chain and had experience as a food and beverage director. Before partnering with his buddies, he also worked at the Crystal Plaza in Livingston, a well-regarded local catering facility. Joseph and Barry Maurillo inherited their business savvy from their dad, who operated service stations.

The Maurillos' first love was the nightclub business. They also operated the Hop Restaurants before collaborating with Cucci. True entrepreneurs, they were always looking for new opportunities. An attractive space in

*Continued On Page 12*



The Park Savoy Estate in Florham Park



Nanina's in the Park in Belleville



# THE CHÂTEAU GRANDE HOTEL



The Château Grande Hotel offers extraordinary refinement in a destination setting for executive retreats and social events. Centrally located within the Tri-state area in East Brunswick, NJ, our idyllic French-American facilities suggest a proper measure of grandeur fit for your most important occasions. Superb dining & catering by chef innovator, David Burke, enliven rehearsal dinners and day-after brunches.

EXCLUSIVE HOTEL FOR THE PARK CHÂTEAU  
(732) 724-4600 | [info@chateaugrandehotel.com](mailto:info@chateaugrandehotel.com)



## ■ NJ Hospitality & Tourism

*Continued From Page 8*

He expects shore vacations will continue to be popular this year. There's not a vacant storefront in Spring Lake, he said. A bookstore and a new restaurant opened during the pandemic. D'Amico said the restaurant, Spring Lake Seafood, is faring so well "my wife and I could hardly get a reservation...and that was at 5:15."

Pepenella shares his optimism. "We're anticipating a very busy summer season," she said.

To meet the demand, the industry is trying new approaches to overcome the staffing shortages. Lancellotti said, "We are trying to elevate the perception of the industry. People don't realize there are good lifelong career positions available."

She pointed to management positions in hotel, as well as "rewarding and exciting careers" in the back and front of the house in restaurants. A new apprenticeship program is also being developed by the association. Restaurants and hotels that take on apprentices will be reimbursed for the staffer's salary while they are in training. The success of the program will also rely on collaboration among restaurants, hotels and colleges, she said.

The industry is also banking on the resurgence of the J1 visa program that had formerly been responsible for bringing 5,000 foreign students to work in New Jersey, especially in jobs down the shore.

Last summer the state Department of Labor and Workforce Development relaxed the restrictions on teenage workers, enabling New Jersey companies to offer them more hours on the job. Beckson hopes the state considers making the changes permanent. "It would be good for New Jersey teens," she said.

Lancellotti said she and her colleagues will continue to lobby the state for changes to support the industry. There is more than \$3 billion from the American Rescue Act in the state coffers and she hopes some of it can be allocated to small businesses, restaurants and hotels to compensate them for the expenses they bore during COVID. Some examples of extraordinary costs would be the tents and heaters restaurants used for their outside operations.

Lancellotti said her membership is "exhausted and burned-out. But they are survivors and they keep on going. It's amazing to see."

She marveled over the ingenuity that was born during the pandemic. Restaurants learned new and better ways to do business. They improved their websites, revamped their takeout procedures, adopted new technology, used QR codes and even brought robots into some kitchens to do prep work.

"Many of these things we never saw before. They were developed fast and it was inspiring. These are entrepreneurs. When they see a void

or a need, they fill it. That's America for you," Lancellotti said.

Some of it comes with drawbacks, however, because automation can eliminate jobs. But Lancellotti said "hopefully they come back on the other side" as technology companies expand to deliver the automation.

She remains positive about her industry. "The restaurant industry and hospitality are all people-oriented. People want to gather. They enjoy being face-to-face. There will always be a demand for that." 🍷



Photo: Getty Images/Stockphoto/Kirikis

Victorian inns and their gardens bring a vintage elegance to the shore town of Spring Lake, New Jersey.

## ■ NJ Hospitality & Tourism

*Continued From Page 10*

Lyndhurst soon caught their eye. When they found it, it included a ballroom, and they drew in Cucci. It became their first venture together but it was short-lived. When the lease expired, they were buying Nanina's.

"It was always our intent, when we got into this business, to provide for our guests that special occasion or experience that they are going to remember the rest of their lives," Cucci said. They employ more than 300 workers to whom they have instilled their culture of excellence. Cucci and his partners are also especially proud that their families have committed to their dream and the second generation is involved.

Over the years they counted themselves lucky for the pride and satisfaction they glean from their growing business. But they concede it was "very challenging" during the COVID pandemic. The restrictions imposed on wedding venues and other banquet facilities forced them to postpone many weddings. It was difficult breaking the news to the wedding parties and their families. "The emotions were horrible. You would get off the phone and have tears in your eyes," Cucci said. The owners hope COVID is behind them.

As they look to the future the three owners said they want to continue to expand their empire. "We are always looking for opportunities," Cucci said. 🍷



Photo: Nanina's in the Park

Owners/Partners Vito Cucci, Barry Maurillo and Joseph Maurillo



# Take Your Business to the Next Level

Reach new heights with our suite of commercial & industrial lending solutions. We understand the complex needs of our clients and work together to build tailored solutions, keeping businesses growing and thriving. We know it's not just about finding out what's right in the commercial credit landscape – it's about figuring out what's right for you.

- ◆ Working Capital Support
- ◆ Owner-Occupied Mortgages
- ◆ Finance Equipment and Machinery
- ◆ Renovations to Existing Facilities

**We're not just lenders,  
we're experts.**

**Get in touch today.**



**Juan Oelofse**  
*SVP, Director  
of C&I Lending*

201-703-3817  
[joelofse@spencersavings.com](mailto:joelofse@spencersavings.com)

**OWNER-OCCUPIED MORTGAGES | LINES OF CREDIT | TERM LOANS | CASH MANAGEMENT SERVICES**

**Learn more at [spencersavings.com/next-level](https://spencersavings.com/next-level)**



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

*\*Loans subject to credit approval.*

Member  
**FDIC**





# The Beach Plum Farm: A Garden State Getaway for 2022 Retreats

**Plan a company meeting on a 62-acre working farm in New Jersey.**

Compiled by John Joseph Parker  
*Contributing Editor*

**B**each Plum Farm, Cape May's idyllic 62-acre working farm, is launching new group offerings featuring immersive team-building experiences for corporate retreats and leadership events.

Located within driving distance from major cities on the East Coast, Beach Plum Farm provides unique and flexible outdoor meeting environments for group and leisure travelers. In 2022, the farm will expand its offerings for executive and senior-level teams looking to reconnect in-person, strengthen relationships and spend time outdoors.

The farm's natural outdoor space combined with comfortable and customizable luxury cottage accommodations creates a charming, relaxed retreat for group gatherings. From elegant farm-to-table dining and sightseeing excursions, to team-building and philanthropy activities, the farm will offer a variety of distinct activities with a range of topics and focus for group enrichment.

"With many companies continuing hybrid and remote work models, it's important, now more than ever, for businesses to offer options for teams to reconnect and get together in person," said Curtis Bashaw, managing partner of Cape Resorts. "Conveniently located to nearby cities like New York and Philadelphia, Beach Plum Farm offers an escape with dynamic outdoor space and opportunities to participate in authentic farm and local programs that support team building as well as philanthropic efforts."

The farm's team building activities, which range from competition-style options to fun and educational opportunities, include everything from horseshoe crab rescue, fishing charters, beach clean-ups, drum circles, scavenger hunts, farm yoga, and even participating in integral farm operations like chicken harvesting.

The farm's collection of five well-appointed cottages and barns sleep six to eight guests per cottage and offer completely customizable interior spaces featuring hotel-like privacy of separate bedrooms, as well as the convenience of shared cottage amenities like full kitchens, dining rooms and living rooms, each perfect for breakout sessions and team meetings.

Outside, beautiful settings abound—from brainstorming sessions at a table set up by the garden, to after-lunch walks around backfields.

Guests requiring more room may also take advantage of accommodations, dining and private rooms at nearby Cape Resorts properties including the historic Congress Hall, America's oldest seaside resort and the adults-only boutique hotel, The Virginia Hotel and its luxury cottages.

Since 2008, the 62-acre working Beach Plum Farm has grown more than 100 kinds of fruits and vegetables as well as chickens, eggs and hogs, providing ingredients to several local award-winning Cape May restaurants. In the past few years, Beach Plum Farm has expanded with its on-site luxury cottage accommodations, farm kitchen and market, and popular seasonal farm dinners held throughout the year.

## More Than a Retreat

Created by owners Curtis Bashaw and Will Riccio, this farm, located less than two miles from Cape May's famed historic downtown, has been providing food to Cape May restaurants since 2008. The Ebbitt Room, Blue Pig Tavern,

Rusty Nail, The Boiler Room, Louisa's Cafe and Exit Zero Filling Station are all served by the farm.

Right now, and the number is growing all the time, more than 100 varieties of fruits, vegetables, herbs, and flowers are grown and harvested for the restaurant's kitchens. Three mornings a week, fruit and vegetables are hand-picked at the farm and delivered so the farm's chefs can develop daily menu specials.

At the Beach Plum Farm Market, visitors can browse two floors of fresh produce harvested from the farm, local artisanal products, plus cool, farm-inspired merchandise, from cookbooks to kitchen knick-knacks. Meanwhile, the Farm Kitchen is serving up ridiculously good breakfast sandwiches plus irresistible lunches.

Beach Plum Farm also welcomes overnight guests in five historic cottages and barns situated right on the farm. The cottages may sleep anywhere from six to twelve guests, making them perfect for family vacations, reunions or getaways with friends. 🍷



A sample of the many amenities offered by Beach Plum Farm.

Photos: Courtesy of Cape Resorts



# The Guy Fieri Foundation Fed 1,400 New Jersey Vets

Veterans and their families enjoyed good food and company.

Compiled by John Joseph Parker  
Contributing Editor

In an incredible weekend in New Jersey last month, the Guy Fieri Foundation fed more than 1,400 veterans and their families at VFW Post 2179 and VFW Post 2290, and more than 400 meals to veterans living at the Gordon H. Mansfield Veterans Village in Tinton Falls and to Penrose One Thompson Veterans Affordable Apartments in Dover.

Community partners and supporters decorated both VFW Halls in patriotic red, white, and blue, and made sure the veterans were taken care of and served all day long. It was an exciting day to have these veterans come out and let them know they are not forgotten, and they are respected and loved. The Guy Fieri Foundation Founder, Guy Fieri, spent two days honoring and showing appreciation for their service and sacrifice.

Volunteers from Suburban Propane, including President and CEO Michael Stivala, joined

Fieri and his team to show appreciation for and to provide handmade meals to veterans. Suburban Propane Partners, L.P., a nationwide distributor of propane, renewable propane, fuel oil and related products and services, as well as a marketer of natural gas and electricity and investor in low carbon fuel alternatives, collaborated with the Guy Fieri Foundation to prep, cook and serve meals for the veterans.

In addition to volunteers from Suburban Propane and the Guy Fieri Foundation, New Jersey's First Lady Tammy Murphy stopped by to lend a helping hand. Middletown, New Jersey Mayor Tony Perry also donated his time to serve the attending veterans. Former NFL stars Christian Peter and Rasheed Simmons were also in attendance.

This meaningful event is part of Suburban Propane's "SuburbanCares" corporate initiative which supports philanthropic, community-based efforts across the company's 42-state footprint in the United States.

Suburban Propane is dedicated to supporting U.S. veterans throughout the year through their "Heroes Hired Here" employment program, Veteran Buddy Program and offerings like a Military Relocation Allowance.

"Throughout our more than 90-year history in our home state of New Jersey and beyond, supporting veterans has been a cornerstone of our mission at Suburban Propane," said Suburban Propane Spokesperson Nandini Sankara. "We are honored and humbled to serve alongside Guy Fieri and his wonderful foundation staff and volunteers in support of their benevolent efforts using food, cooking and education to uplift and encourage our heroes and community members."

In addition to the Guy Fieri Foundation and Suburban Propane, generous supporters of this event include: King's Hawaiian; U.S. Foods; Feeding Our Heroes; Chef Works; Marcee Katz; Stylized Events; Ultimate Foods Inc.; Imperial Dade; SoupKitchen411; TSTBBQ Country; Zelis Productions; NFL Alumni; and VFW. 🇺🇸



Guy Fieri poses with Suburban Propane President and CEO Michael Stivala at the Guy Fieri Foundation's New Jersey event for veterans on Friday, April 1, 2022.



Suburban Propane collaborated with the Guy Fieri Foundation to feed 1,400 New Jersey veterans.

# Assisting Hospitality Clients with Margins, Financing and NJ Laws

The recipe for success requires various expertise.

Compiled by Miles Z. Epstein  
Editor, COMMERCE

**K**nowing your numbers is important in every business and industry, especially for hospitality companies. Thus, reaching out to accountants, bankers and attorneys for assistance really pays dividends for firms in this industry. The key ingredients to the success of every business in this niche include technical knowledge, proper planning and adequate capital, an indefatigable spirit, passion for customer service and total commitment. Here are some examples that show how accounting firms, banks and law firms can assist hospitality clients in achieving long-term business success.

### ACCOUNTING



**Citrin Cooperman & Company LLP,  
Citrin Cooperman  
Advisors LLC**  
By Bob Gilbert, CPA,  
Partner, Co-Leader,  
Restaurant & Hospitality  
Practice

Among the numerous challenges and problems that restaurant and hospitality clients have had to deal with over the past two years, the most common are labor shortages and the uncertainty over cashflow as they try to navigate COVID-related declines in sales. Citrin Cooperman was able to assist clients by helping them navigate the Paycheck Protection Program, Employee Retention Tax Credit, Restaurant Revitalization Fund and any other government assistance made available to them. We were hands-on with clients in navigating these programs, but where we set ourselves apart from other firms was our assistance with the 2021-2022 labor shortage. Restaurant owners have been forced to spread themselves and their teams quite thin. Citrin Cooperman's Business Process Outsourcing professionals were able to ease the burden of back-office finance functions by staffing a professional with industry-expertise to handle all things finance and tax. Not only did this allow management to focus their time and energy on operations, but having an

elevated finance function provided timely and meaningful information that simplified management's decision-making process.



**EisnerAmper LLC**  
By Deborah Friedland,  
Managing Director,  
Practice Leader, Hospitality  
Advisory Services Group

One of our clients—a family office real estate investor—is developing a large mixed-use project in northern New Jersey. The development will include two select service hotels, approximately 900 apartments, and more than 80,000 square feet of retail and entertainment space. While the family members are experienced real estate investors and developers, they have never been active in the hospitality sector. EisnerAmper's hospitality team is advising with services that span the entire process of development, from initial project conception to the detailed analysis and recommendations surrounding facility programming, market positioning, architect team engagement, and operator and brand selection. EisnerAmper assisted the client with the selection of the hotel management group that would be aligned with the objectives of the owner. We also worked with the client to select a hotel brand that would build value and guest loyalty. We analyzed the market, competition and opportunities, as well as completed numerous asset valuations including forecasting cash flows under different scenarios, analyzing competitive and market positioning, and evaluating cost/benefits of different brands and operating structures. These analyses aided in the selection of the brand and operator. While we are in the starting phases of this project, it is well underway to success.



### BANKING



**Valley Bank**  
By Luis De La Hoz, Regional  
Director of Community Lending

We worked with GroMex, the largest distributor of food products from Mexico in the Northeast, to provide financing for a \$6

million food distribution facility at a seven-acre site in Paterson, New Jersey. GroMex had been looking to relocate and expand into a larger space for years. We were able to connect the owner with the mayor of Paterson and the Economic Development Authority to secure a site that will be eligible for millions in tax credits due to its physical location, which is considered a food desert. The company, which has sales of more than \$50 million annually, brings in thousands of food products from Mexico and distributes them primarily to restaurants, food stores and bodegas.



### LAW



**Brach Eichler LLC**  
By Bob Kasolas, Esq.,  
Member, Litigation Practice

Brach Eichler represented a plaintiff restaurant operator against its landlord to be relieved of its rent obligations due to Governor Murphy's COVID-19 Executive Orders. In *The Office at Ridgewood, Inc. v. Mouzakitis, et al.*, Docket # BER-L-001353-21, the plaintiff restaurant operator filed a Complaint alleging, among other things, that its rental obligations under the lease should be excused because Governor Murphy's Executive Orders limiting indoor dining frustrated the purpose of the parties' lease, and made it both impractical and impossible for the parties to perform as originally intended and envisioned pursuant to the lease. The landlord also filed counterclaims seeking to recover unpaid rent. In an issue of first impression, and while not fully dispositive or final on the merits, the court denied the landlord's motion to dismiss the restaurant tenant's complaint.



**Chiesa Shahanian & Giantomasi PC**  
By Gemma M. Giantomasi, Esq.,  
Practice Group Leader,  
Real Estate, Development &  
Land Use Group

Population caps limiting the number of liquor licenses a municipality may

*Continued On Page 18*



# Commercial Mortgages from Haven Savings Bank

**We've helped hundreds of local businesses prosper.  
See how we can help you grow.**

Haven Savings Bank provides commercial real estate loans for a variety of property types and uses. We also offer a line of commercial loan products, including real estate backed term loans for acquiring equipment, property improvements, or other business purposes.

**Our Commercial Lending Products include:**

- Loans from \$750,000 to \$6,000,000
- Terms to 30 years
- Apartment Buildings
- Mixed Use
- Strip Retail Centers
- Office Buildings
- Purchase and Refinance
- Construction and Renovation
- Bridge Financing



To inquire about a loan for your specific needs, please contact:  
Bryan Houston, Senior Vice President & Senior Loan Officer  
[bhouston@havenbk.com](mailto:bhouston@havenbk.com) • 201-291-2500  
80 Route 4 East, Suite 350, Paramus, NJ 07652



**Haven**  
Savings Bank

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



## 2022 STATE-OF-THE-STATE OF MANUFACTURING

JOIN THE CONVERSATION

◀ **MAY 5, 2022 - 9am TO 1:30pm** ▶

### REAL CONVERSATIONS, REAL SOLUTIONS

Have your voice heard. The only way manufacturing will move forward is by coming together as an industry. NJMEP's State-of-the-State will host open, honest, and candid conversations between industry and government. Ask legislators the questions impacting your business. This event is for manufacturers, STEM firms, and NJ elected officials only. **NO COST to ATTEND!**

**FIND OUT MORE AT [NJMEP.ORG/SOTS](http://NJMEP.ORG/SOTS)**

## Accounting, Banking & Law

*Continued From Page 16*

issue have impacted the New Jersey hospitality industry since 1948. The statutory restriction of one plenary retail consumption license (the type used in a bar or restaurant) for every 3,000 people in a municipality has long been a thorn in the side of bars, restaurants and catering venue operators. Our CSG liquor licensing team has been able to work with licensees that already own one liquor license to address this issue. Through a creative approve involving reconfiguring and/or adding on to their current bar or restaurant space and creating contiguous, connected spaces—each containing a different restaurant concept but operated as a single business—we have been successful in maximizing the value of our clients' liquor licenses within the framework of liquor licensing laws and regulations.



### **Mandelbaum Barrett PC**

By Damian P. Conforti, Esq.,  
Partner

On behalf of a franchisee, Mandelbaum Barrett PC successfully ejected a hotel guest who was not paying for his room and refused to leave the hotel. The firm commenced the matter on an emergent basis. At the hearing, the court ordered that the guest must immediately vacate his room and awarded the hotel a money judgment for all unpaid daily room

charges. The decision is a victory for small business owners against guests who try to take advantage of customer-friendly initiatives enacted during these unprecedented times.



### **NPZ Law Group, P.C.**

By David H. Nachman, Esq.,  
U.S. Managing Attorney

The immigration and nationality lawyers at NPZ Law Group regularly assist individuals in the hospitality industry. As part

owner of a Japanese Restaurant called Yaki-tori39 located in Teaneck, I understand the eclectic nature of the hospitality industry and its staffing needs. NPZ has assisted chefs and hospitality managers to apply for the O-1B "artist" visas, and also assisted restaurant investors to apply for the E-2 visa. Recently, NPZ secured P-3 visas for specialty chefs for two New Jersey regional restaurants serving "culturally unique" cuisines. NPZ continues to secure nonimmigrant visas and green cards for highly skilled country club staff as well as caterers both locally and throughout the United States. 🍣



Photo: Getty Images/Stockphoto/Massimo Giachetti

Adjusting to COVID-19 restrictions, restaurants and hotels needed to reinvent how they do business and interact with their customers.

## Banking that's as *business-ready* as you are.

Managing a business can be challenging. That's why Eli Manning chose Investors Bank – a team that has his back and will help him reach his business goals with:

- Business Loans with flexible terms up to 10 years and competitive interest rates
- 24/7 digital banking options
- Enhanced treasury management solutions

We'll get to know your needs so you can always be ready for what's next.

**Learn more at [investorsbank.com](https://investorsbank.com)**



**InvestorsBank®**

**GIANTS**

Official Bank of the New York Giants

Member FDIC  Equal Housing Lender

Investors Bank is a division of Citizens Bank, N.A. Deposits of Investors Bank and Citizens Bank, N.A. are combined and not separately insured for FDIC insurance purposes.

Investors Bank name and weave logo are registered trademarks. Copyright © 2022 Investors Bank. All rights reserved.

**Eli Manning**  
New York Giants Icon  
& Business Owner





# Hiring People with Disabilities for the Hospitality Industry

A commentary on the UP Employment Initiative, a new pilot program.

By **Jeremy Einbinder**  
Contributing Editor

**A**n upstart organization is working hard to give people with disabilities the opportunity to thrive in the hospitality industry. Asia Wilson for *WSPA News* in Greensboro, North Carolina writes, “The ‘Up Employment Initiative’, which stands for Upward Professionals, is a pilot program designed to bring people with disabilities into the industry. The program will help support the employment of eight people with disabilities and one intern who will work a variety of jobs at a hotel...from front desk to housekeeping.”

People with disabilities remain one of the most underemployed demographics of people in the country. Sure, there is lots of work that someone with disabilities might not be able to do, but equally so, there is lots of work that they might be able to perform in a proficient way if they were only given the opportunity.

A blog for *whosonthemove.com* expands on the proposal, thusly: “The UP Employment Initiative will provide employment opportunities to eight individuals with disabilities and one intern through Hospitality America and the Windsor Aughtry Hotel Group in Greenville. The Barbara Stone Foundation will support the program by providing a job liaison who will work with each employee on an individual basis to ensure sustainability and success.”

This disability community is clearly capable of showcasing stability and success, which the program seeks to foster and unleash.

The blog continues: “The Foundation’s UP Employment Initiative offers a pathway to employment and a common-sense solution to a complicated problem for individuals living with disabilities who need employment opportunities,” said Lara Ceisel, executive director of the Barbara Stone Foundation. “With the right programs and support, more people can thrive in the proper workplace environment. By aligning with two business leaders in this area, the Barbara Stone Foundation is launching a program that will impact Greenville and local citizens for generations to come.”

In the peak of the COVID-19 pandemic, the hotel management company, Hospitality America was having trouble retaining employees. UP Employment Initiative, partnering with the Barbara Stone Foundation, could change this. While it is sad that people with disabilities have been historically excluded from employment opportunities, any small window of opportunity is worth exploring.

“The numbers before the pandemic, Hospitality America employed about 700 employees; post pandemic, we’re a little over half of that, so the need to go out and find creative ways for employment in our industry as tourism comes back, specifically in Greenville, to go out and find ways to keep our businesses thriving with good people that have passion and

want to work, we came across the Barbara Stone Foundation,” said Hospitality America Chief Operating Officer David Berger.

Inclusion in the hospitality industry is important for the disability community. Hospitality is one of most front-facing industries. Unfortunately, the prevailing attitude for the able-bodied and neurotypical public seems to be to forget about us for as long as they can. People with disabilities, however, are one of the largest minority groups. We can be anywhere. The public might not even recognize some people as disabled, but being disabled in invisible ways can be just as much of a struggle. Being disabled in invisible ways can have the same effects of underemployment as being disabled visibly.

This sort of targeted searching, affirmative action of sorts; has excellent potential and could easily spread nationally. It is a small initiative now, but it needs a chance to prove itself successful, to give the disabled population a sort of hope that they did not have before, to work in a sort of program which has their needs at the front.

With the initial reluctance of employers to hire disabled people out of their own funding, it is at least promising that non-profit organizations are funding such an effort. It is also extremely promising that job liaisons will work to ensure our employment skills are properly cultivated and our accommodations assured.

Crucially, with enough time and enough chances to prove ourselves in front-facing industries such as hospitality, any hotel company, restaurant group or the like could become a go-to spot for people with disabilities and their families. Chances are that enough disabled employees will have appropriate suggestions on how to properly accommodate disabled guest. If this happens, any company boasting about a conscious effort to ensure disability inclusion at their company has an excellent chance to become more known, more famous, more prosperous.

Upon seeing this active effort, should it spread across the country, people with disabilities have the chance to feel safe, to be part of the outside world. People with disabilities have unique challenges when it comes to finding jobs. They also have unique challenges with receiving proper accommodations as guests. This is a chance to solve both problems at once. 🍷

*Jeremy Einbinder is a freelance writer specializing in disability advocacy.*



Inclusion in the hospitality industry is important for the disability community.

Photo: Getty Images/Stockphoto5050Stock

# 2022 New Jersey Chief Nursing Officers Roundtable: COVID-19

**COVID-19 changed the role of nurses and the profession.**

Compiled by Miles Z. Epstein  
Editor, *COMMERCE*

**N**urses have been on the front lines of the COVID-19 pandemic, working in direct patient care when the prescription for safety called for isolation and virtual work. When family members couldn't visit the hospital or a dying loved one, it was nurses—geared in PPE—who maintained the human connection, often being the last to see those afflicted with COVID-19. Long hours, under pressure, the profession was changed by the pandemic and the role of nurses evolved, as well. *COMMERCE* asked many of New Jersey's top hospitals to discuss this in our 2022 Chief Nursing Officers Roundtable featured here.



#### **Atlantic Health System**

By Trish O'Keefe, Ph.D., RN,  
*Senior Vice President and  
Chief Nurse Executive;  
President, Morristown  
Medical Center*

Without question, the two-plus years of the COVID-19 pandemic have had a tremendous impact on our nursing profession and highlighted their significant roles and unwavering courage, commitment and resilience. I am so enormously proud of how our nurses responded to the crisis by staying completely

focused on their mission to deliver safe, extraordinary care to our patients. Healthcare is a team sport and nurses are inherently collaborative. Throughout the pandemic, our nurses demonstrated new and innovative ways to care for our patients and work together to solve complex challenges. We also learned how important it is to remain committed to the well-being of our nurses and ensure that they have all the necessary resources to allow them to continue to excel in their work. This includes offering opportunities to continue in their educational pursuits, as well as experimenting with new and creative ways to offer flexibility and mobility. Over the past two years, while we've seen a good number of nurses take early retirement, I'm encouraged to see even more pursuing nursing as a career. Our nurses have been a constant source of inspiration to me, and I am excited and optimistic about their bright future ahead.



#### **Bergen New Bridge Medical Center**

By Thomas E. Amitrano,  
MPA, RN,  
*Vice President, Patient Care  
Services and Chief Nursing  
Officer*

COVID-19 changed the definition of what is a normal day at work. It ultimately uncovered the need for developing ways to help staff cope

with loss on a grand scale. It showed us the resiliency of care providers who bonded together to provide care under unimaginable circumstances and find new and innovative ways, such as virtual care, to do it. We need to be ever-ready for the next and future public health events realizing what was normal is no more. Infection prevention and epidemiology must be introduced early on in nursing training and frequently repeated and reinforced, becoming the basic tenet of care. As nurses, we need to develop and maintain a real-time crisis support and coping system. We have an opportunity to work collaboratively with our mental health colleagues so we can better take care of ourselves to be able to best care for our patients.



#### **Hackensack Meridian Health**

By Theresa M. Brodrick, RN,  
Ph.D., NE-BC,  
*EVP, Network Chief Nurse  
Executive*

The compassion and competence of nurses has been moved to the forefront of public awareness, and there is greater recognition of the profession's vast contributions not just to the COVID-19 response, but to healthcare overall. The pandemic challenged our profession in ways we had never experienced before, helping to spur new innovations and

*Continued On Page 22*



Early in the pandemic, nurses provided comfort to patients when their families were unable to visit.



Personal protective equipment (PPE) for nurses was essential.



# Raising the bar of critical care excellence.



**AACN  
BEACON  
AWARD  
FOR  
EXCELLENCE™**  
**Cardiac Progressive  
Care Unit**



**AACN  
BEACON  
AWARD  
FOR  
EXCELLENCE™**  
**Adult Intensive  
Care Unit**



**AACN  
BEACON  
AWARD  
FOR  
EXCELLENCE™**  
**Neonatal Intensive  
Care Unit**

## **SAINT PETER'S UNIVERSITY HOSPITAL CONGRATULATES OUR CRITICAL CARE NURSES FOR RECEIVING THE BEACON AWARD, ONCE AGAIN.**

We proudly recognize our nurses who have earned the Beacon Award for Excellence, presented by the American Association of Critical Care Nurses, for delivering the very best in critical care to their patients. Winning this award over and over again exemplifies the uncompromising standards of excellence which our nurses uphold every day.

**For more details on our award-winning nurses,  
visit [saintpetershcs.com/nursing](http://saintpetershcs.com/nursing)**



**SAINT PETER'S  
UNIVERSITY HOSPITAL**  
**A MEMBER OF SAINT PETER'S HEALTHCARE SYSTEM**

***That's treating you better...for life.***

Sponsored by the Roman Catholic Diocese of Metuchen

Continued From Page 20

opportunities for research, knowledge-sharing and collaboration. From the implementation of innovative staffing strategies and new care delivery models to applying evidence-based principles to prevent disease and address care quality, the work of nurses during COVID-19 has helped to fill gaps in the literature and will help support an enhanced response to future outbreaks across the globe. The pandemic also served to highlight the true strength of our nurses and offered real-time lessons in how vital holistic self-care is for nurses and all healthcare professionals. While our nurses experienced overwhelming challenges throughout the pandemic, it also served to strengthen the nursing profession's deep commitment to purpose.



**Holy Name Medical Center**  
By Michele Acito, DNP, RN, NE-BC, NP-C,  
Executive Vice President, Chief  
Nursing Officer

During the early onset of the pandemic, Holy Name's Magnet-recognized nurses pivoted quickly—sharing knowledge, innovating best practices and expanding their levels of expertise. Training was available on-site within Holy Name Medical Center's Institute for Simulation Learning, as nurses integrated their professional practice with specialty areas within the care team—emergency medicine, pulmonology, respiratory care, critical care, rehabilitation therapy—in order to provide optimal patient care along the continuum. When visitors were not allowed at patients' bedsides, our nurses became not only caregivers, but family, as they often were with patients at the end of life. Two years later, Holy Name's patients benefit from our nurses' acumen in providing compassionate, skilled care; by expanding treatment options through clinical research protocols; by developing and beta-testing new technology; and through advancing acute care at the highest level. Our nursing team was central to the rollout and distribution of Holy Name's successful COVID-19 vaccination program, which has provided more than 262,000 vaccine doses at several community sites, pop-up events and through homebound visits. The nursing profession gained a renewed respect from the public, as Holy Name's Sister Claire Tynan School of Nursing witnessed a 90 percent uptick in applications in 2020-2021. The calling to become a nurse has never been stronger, nor more crucial.



**Jefferson Health-New Jersey**  
By Helene Burns, DNP, RN,  
NEA-BC,  
Senior Vice President, Chief  
Nursing Officer

The COVID-19 pandemic came speeding at us like a fast train. We learned daily about the disease, how it spreads

and how to care for infected patients coming to our hospitals. I recall talking to a bedside nurse during the early days of the pandemic in March 2020. With tears in her eyes, she said, "I never thought that being a nurse meant I would be putting my health and the health of my family at risk." Never before in my career of more than 40 years had I heard a nurse say that coming to work could be that hazardous to them and their family. In the early stages, we learned on a daily basis about the virus and how best to keep ourselves, as healthcare workers, safe. Today, we understand COVID much more; there are more treatments, and there are also vaccines. As nurses, we have learned to aid in healing, and at times, to be there to hold a dying patient's hand. That is what it means to be a nurse. It has just been more intense and challenging during the pandemic.

***"As nurses, we need to develop and maintain a real-time crisis support and coping system. We have an opportunity to work collaboratively with our mental health colleagues so we can better take care of ourselves to be able to best care for our patients."***



**RWJBarnabas Health**  
By Nancy E. Holecek, RN, BSN,  
MHA, MAS,  
Executive Vice President and  
Chief Nursing Officer

Over the last two years, nurses have gone above and beyond clinical care. The job description expanded in ways we never thought possible, and nurses across the country have come together to meet that need with empathy, skill and commitment. The pandemic cemented nursing as a fundamental cornerstone of patient care and highlighted the vital importance of standardizing nursing clinical practice and policy, creating more opportunities for leadership development and peer review, and supporting nurses' emotional and mental health. It's also taught us to remain nimble, be more innovative, and approach challenges creatively, whether that's through forming specific pandemic care teams or designing virtual nursing models that provide newer nurses with the support of a more-senior counterpart.



**RWJBarnabas Health,  
Rutgers Cancer Institute of  
New Jersey**  
By Carolyn Hayes, Ph.D., RN,  
NEA-BC, FAAN,  
Chief Nursing Officer,  
Oncology Services

As nurses, we pride ourselves on being resilient and able to take on any challenge that comes our way, but the challenges we faced throughout the COVID-19 pandemic has, and will continue, to shift our perspectives on how we are delivering care. In this field, we teach our patients, given their compromised immune state, that even loved ones are potentially hazardous to their health and they need to be discerning about with whom they spend their time. Especially in the earlier days of the pandemic, we put ourselves in our patients' shoes and learned how social distancing is difficult for them—physically, emotionally and spiritually. As the fatigue of the vigilance required to stay safe grew, so too did our empathy for our patients. Through this unprecedented experience, we can walk away with opportunities that we can take forward when the pandemic is behind us. Emotional support has never been more important. When we all find ways to return to our lives, those with cancer will continue to have these challenges in their lives, and they should not have to navigate them alone.



**Saint Peter's Healthcare  
System**  
By Linda Carroll, MSN, RN,  
RN-BC,  
Vice President of Patient Care  
Services and Chief  
Nursing Officer

The role of nursing changed dramatically during the pandemic. The staff quickly transformed into motivators and innovators, developing and implementing strategies to best care for patients with limited resources and supplies—always putting patients first despite the unprecedented challenges. Nurses became more than caregivers to their patients. They stayed at the patient's bedside when loved ones could not, providing comfort and an emotional connection for both the patient and family. We quickly developed a care partner model based on recommendations from staff nurses, nurse leaders, educators and Saint Peter's Professional Practice Council—our self-governance model—to accommodate what was needed at the bedside. We redeployed nurses from every specialty to the front line to help. Our Workplace Environment and Staffing Council promoted a healthy work environment to ensure resiliency, not only from a safety perspective, but by placing emphasis on the staff's physical and mental well-being and establishing respite or sanctuary spaces and a support group. It is

Continued On Page 23



Continued From Page 22

important to acknowledge our nurse leaders who remained ever-present for staff throughout the pandemic, offering support while recognizing their staff's resilience in caring for patients despite the potential risks they faced at the bedside.



## The Valley Hospital

By Charles Vannoy, RN,  
Vice President, Chief Nursing  
Officer

Reflecting on the two-year anniversary of the start of the COVID-19 pandemic at Valley, the dedication and compassion of our nurses, as well as our physicians and other staff, was something I will never forget. So many people rose to the challenge and stepped up to the plate and made it possible for us to continue to provide care to our community during this extraordinarily difficult time. Fortunately, we are now beginning to see light at the end of the tunnel. The COVID-19 virus has forced nursing to shift many of our efforts to the health of the community. I am proud to say that last year we administered almost 200,000 vaccines since the start of our program. This valuable service ensures that our community is protected against this cruel virus. Additionally, to provide the safest possible environment to provide care, we



Burnout and mental health were an issue during the pandemic.

now have 100 percent of our clinical staff fully vaccinated. Yes, it has been another challenging year. But despite everything that has happened, we have successfully navigated one of the most challenging obstacle courses of our careers and

we have come out the other side stronger than ever. This was possible because of the perseverance, determination and compassion our nurses have shown for those who entrust themselves to us for their care. 📌

## PHARMACEUTICAL REPORT: BRAND-MEDICINE SPENDING

# Middlemen are Receiving More Than Half of Revenues/Earnings

**A**n update to an important study demonstrates that pharmacy benefit managers (PBMs) and other middlemen in the pharmaceutical supply chain, not the drug companies, now receive more than half of the money spent on brand medicines. This represents money that instead could be passed on to help patients immediately lower their costs.

The report from the Berkeley Research Group (BRG) shows that between 2018 and 2020, the amount of money spent on brand drugs that PBMs, hospitals, health insurers, the government and other supply chain actors retain now exceeds 50 percent of total spending on brand medicines. In contrast, the portion of the spending that is retained by the innovative biopharmaceutical companies that spend billions to research, discover, develop and produce brand medicines continues to decline, to 49.5 percent in 2020.

Dean J. Paranicas, president and chief executive officer of the HealthCare Institute of New Jersey (HINJ), a trade association that serves as the voice for the state's leading research-based biopharmaceutical and medical technology companies, said the BRG analysis underscores a key point. "This study confirms that what patients pay for their medicines is not being determined by the companies that discover and manufacture those drugs.

"While U.S. biopharmaceutical companies continue their time-consuming, risky and expensive pursuit of medical innovation, resulting in advances against COVID-19, Hepatitis C, cervical cancer, HIV/AIDS and other dreaded diseases, PBMs, hospitals and other actors within the supply chain—not patients—continue to benefit significantly from the substantial discounts offered by drug companies, as particularly evidenced by the dramatic growth in 340B program discounts. Brand drug companies

offer over \$180 billion in discounts annually. If these discounts were shared with patients, as the manufacturers intend, they would provide significant and immediate relief to patients."

Paranicas added, "As we've long said, in a structure where drug manufacturers do not sell to patients, do not set the price at the pharmacy counter and do not set patient out-of-pocket costs, and a drug's list price, instead of the discounted price, is used to determine a patient's copay and deductible, we need to look at the whole picture, including the complex marketplace and supply chain, when seeking ways to lower costs for patients.

"We will continue working with New Jersey's Congressional delegation, members of our state government and other key stakeholders to ensure the middlemen in the supply chain apply the substantial discounts to bring immediate relief to patients," Paranicas concluded. 📌

# RWJBarnabas Health Announces Next Generation of Leadership

**CEO Barry H. Ostrowsky to retire at year-end 2022; succession plan in place.**

Compiled by John Joseph Parker  
Contributing Editor

In response to Barry H. Ostrowsky's long-stated plan to retire from RWJBarnabas Health on Dec. 31, 2022, after leading the enterprise for more than 30 years, the RWJBarnabas Health Board of Trustees has voted unanimously to appoint Mark E. Manigan, currently chief strategy and business development officer, as president of RWJBarnabas Health. As President, Manigan will report directly to Ostrowsky, who will retain the CEO title until his retirement. After a successful transition, Manigan will assume the role of president and CEO for the system on Jan. 1, 2023.

Marc E. Berson, chair of the RWJBarnabas Health Board of Trustees, convened a Succession Planning Committee of the Board and retained an internationally known executive search firm to identify potential candidates in the market. After several months of exhaustive work and the review of both internal and external candidates, the committee's recommendation of Manigan was unanimously approved by the full RWJBH Board of Trustees.

"Barry has been the key driver of many critical advancements for the system, including the formation of the RWJBarnabas Health system in 2016, the academic partnership with Rutgers University and the system's pivotal mission shift in creating healthier communities, driving health equity and ending racism," said Berson.

RWJBarnabas Health is among New Jersey's largest private employers, with more than 38,000 employees and 9,000 physicians. It is also the largest, most comprehensive academic health-care system in New Jersey, with a service area covering eight counties with five million people.

"Mark Manigan is a formidable strategist who has driven remarkable growth and expansion for the health system since joining in 2019," said RWJBH CEO Barry H. Ostrowsky. "In defining those attributes for success needed in our next leader, the board sought an individual with a broad portfolio of experiences, plus a bold vision for the future. I am confident that Mark brings these skills and much more to this position."

Manigan, age 50, joined RWJBarnabas Health in 2019 as executive vice president, business development, and was later promoted to chief strategy and development officer in 2020. In this capacity, he led the system's business development function and was responsible for the evolution of the strategic plan and oversight of RWJBarnabas Health's Ambulatory Services Division. He also served as a key member of the system's Strategic Council.

Before joining RWJBarnabas Health, Manigan was a leading healthcare attorney in New Jersey at Brach Eichler, LLC, where he counseled a wide array of healthcare clients, including publicly traded companies, health systems, insurance companies, private equity sponsors, ambulatory care facilities and physician groups on complex mergers and acquisitions, consolidation strategies and regulatory matters. Manigan is consistently sought by public and private stakeholders for insight into industry trends and healthcare policy, and served on both Governor Phil Murphy's and Governor Chris Christie's healthcare transition teams.

"I am humbled and honored to have been given the opportunity to lead this incredible health system," said Manigan. "I have been proud

to work with Barry Ostrowsky, a true luminary in the field, whom I consider a friend and mentor."

In addition to the appointment of Manigan, RWJBH announced that John W. Doll, age 50, has been appointed to the newly created position of senior executive vice president and chief operating officer for the system. Doll will lead the day-to-day operations of RWJBH, and report to Manigan. He previously has held several leadership positions within the system, including chief integration officer, chief financial officer and, as of 2020, chief financial and administrative officer.

"The Board and I are confident that Mark and John are the right leaders to take the helm at this crucial time in healthcare," said Ostrowsky.

The RWJBarnabas Health system includes 12 acute care hospitals; three acute care children's hospitals; Children's Specialized Hospital, including a network of outpatient centers; a behavioral health center and the state's largest behavioral health network; two trauma centers; a satellite emergency department; ambulatory care centers; geriatric centers; comprehensive home care and hospice programs; fitness and wellness centers; retail pharmacy services; an affiliated medical group; multi-site imaging centers; and two accountable care organizations.

In partnership with Rutgers University, RWJBarnabas Health is New Jersey's largest academic healthcare system. The collaboration aligns RWJBarnabas Health with Rutgers' education, research, and clinical activities, including those at the Rutgers Cancer Institute of New Jersey—the state's only National Cancer Institute (NCI)-designated Comprehensive Cancer Center—and Rutgers University Behavioral Health Care. 📌



Barry H. Ostrowsky



Mark E. Manigan



John W. Doll



**STATE  
OF  
AFFAIRS**  
with **STEVE ADUBATO**

EMMY®  
AWARD  
WINNING  
ANCHOR

**THIRTEEN**

**NJ**



**PBS**

**news12+**



**YouTube**

**nj.com**  
True  
Jersey.

[nj.com/SteveAdubato](http://nj.com/SteveAdubato)

**RWJBarnabas  
HEALTH**

**NJIT**  
New Jersey Institute  
of Technology

**DELTA DENTAL®**



  
**Robert Wood Johnson  
Foundation**

# Englewood Health: New Physician Leaders, Medical Staff President

Compiled by John Joseph Parker  
Contributing Editor

**E**nglewood Health has appointed three new chiefs to lead neurosurgery, otolaryngology (ear, nose and throat) and plastic surgery. Drs. Kevin Yao, Bryan Ho and Troy Callahan will serve three-year terms as chiefs of their respective divisions. In addition, Ana Maria Burga, M.D., was elected president of Englewood Health's medical staff.

Englewood Health is one of New Jersey's leading hospitals and healthcare networks. Composed of Englewood Hospital, the Englewood Health Physician Network and the Englewood Health Foundation, the health system delivers nationally recognized care in a community setting to residents of northern New Jersey, New York and beyond.

## New Physician Leaders

**Troy Callahan, M.D.**, has been named chief of plastic surgery at Englewood Health. A board-certified plastic surgeon, Dr. Callahan specializes in reconstructive and cosmetic surgical procedures, including breast reconstruction and hand surgery; trauma and burn recovery; and plastic and reconstructive microsurgery.

Dr. Callahan received his M.D. from the Icahn School of Medicine at Mount Sinai in Manhattan, followed by a general surgery residency at Maimonides Medical Center in Brooklyn and a post-doctorate fellowship at the University of California in San Francisco. Subsequently, Dr. Callahan completed his plastic surgery training at Nassau University Medical Center in East Meadow, Long Island. He went on to obtain additional fellowship training with the Long Island Plastic Surgical Group.

Dr. Callahan is a member of the American Society of Plastic Surgeons and the New Jersey Society of Plastic Surgeons. At Englewood Health, he is also a member of the Diversity and Inclusion Education Council. In his new role, Dr. Callahan follows David Abramson, M.D., who served as Englewood Health's chief of plastic surgery for 10 years.

**Bryan Ho, M.D.**, has been appointed chief of otolaryngology. Dr. Ho is a board-certified otolaryngologist, as well as a head and neck surgeon. His clinical expertise includes image-guided endoscopic sinus surgery, thyroid surgery and parathyroid surgery.

Dr. Ho received his M.D. from the Icahn School of Medicine, followed by an otolaryngology/head and neck surgery residency at Mount Sinai Medical Center. He has served as a clinical instructor at both Harvard Medical School and the Icahn School of Medicine at Mount Sinai and has mentored medical students and residents during their clinical rotations at Englewood Health.

Dr. Ho also serves on the board of the Foundation of Photo/Art in Hospitals, a non-profit organization dedicated to placing carefully chosen art and photography in hospitals to give comfort to patients and their families. As chief of otolaryngology, Dr. Ho follows David Henick, M.D., who led the department as chief for 10 years.

**Kevin Yao, M.D.**, was appointed chief of neurosurgery in 2021 and continues his current term leading the department. Dr. Yao is board certified in neurological surgery. His clinical expertise includes complex brain and spine surgery to remove tumors; spinal surgery for herniated discs and stenosis; endoscopic pituitary surgery; and radiosurgery.

Dr. Yao received his M.D. from Columbia University College of Physicians and Surgeons, followed by a neurosurgery residency at Mount Sinai Medical Center and a neurosurgical oncology fellowship at the University of Texas MD Anderson Cancer Center in Houston.

He is a fellow of the American Association of Neurological Surgeons and the American College of Surgeons, as well as a member of the Congress of Neurological Surgeons. Additionally, Dr. Yao is chair of Englewood Health's Cancer Committee at the Lefcourt Family Cancer Treatment and Wellness Center. Dr. Yao succeeds Marc Arginteanu, M.D., who served as chief of neurosurgery for nearly a decade.

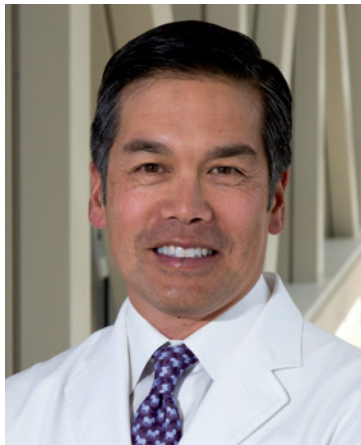
## New Medical Staff President

**Ana Maria Burga, M.D.**, was elected president of Englewood Health's medical staff. In this post, Dr. Burga leads Englewood Health's medical staff of more than 1,150 physicians and other providers. The medical staff executive board is responsible for medical staff governance; physician credentialing and privileging; and quality assessment and improvement.

Dr. Burga also serves as chief of pathology at Englewood Health. She is board certified in anatomic and clinical pathology and received her M.D. from the University of Illinois College of Medicine in Chicago. Dr. Burga completed her residency in anatomic and clinical pathology at the Icahn School of Medicine; followed by additional fellowship training in oncology at the Memorial Sloan Kettering Cancer Center in Manhattan; as well as training in breast and gynecologic pathology at the Armed Forces Institute of Pathology in Bethesda, Maryland. 📌



Troy Callahan, M.D.



Bryan Ho, M.D.



Kevin Yao, M.D.



Ana Maria Burga, M.D.



# 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

# Valley National Bancorp Acquires Bank Leumi USA

Compiled by John Joseph Parker  
Contributing Editor

**V**alley National Bancorp announced that its acquisition of Bank Leumi Le-Israel Corporation (Leumi USA), the U.S. subsidiary of Bank Leumi Le-Israel B.M. (BLITA), and parent company of Bank Leumi USA (Bank Leumi) was completed effective April 1, 2022.

Valley will issue approximately 85 million shares of common stock and pay \$113 million in cash in the transaction. The common shareholders of Leumi USA will receive 3.8025 shares of Valley common stock and \$5.08 in cash for each Leumi USA common share that they own.

As of Dec. 31, 2021, Bank Leumi had approximately \$8.3 billion in assets, \$5.8 billion of diverse commercial loans and \$7.1 billion of low-cost deposits. The acquisition supplements Valley's commercial banking expertise and provides new business capabilities in the

technology banking and private banking areas. The combined institution will have enhanced scale and be well-positioned to capture diverse commercial growth opportunities throughout its markets.

"This transaction further solidifies Valley's position as one of the premier full-service commercial banks in the country," commented Valley CEO Ira Robbins. "We are incredibly excited about the new business capabilities and the differentiated growth opportunities that Bank Leumi will bring to our combined organization. On behalf of our board of directors and our executive leadership team, I'd like to welcome Bank Leumi clients and employees to the Valley family."

In connection with the merger, former Bank Leumi President and CEO Avner Mendelson has joined the board of directors of Valley National in the role of Vice-Chairman and Ronen Agassi, head of the Corporate Division of BLITA, has also joined the board of directors of Valley. 📌



Valley Bank CEO Ira Robbins

## CONSTRUCTION

# RC Andersen Names New President and CEO Roles

**Neil Ascione has been promoted to president as Robert Andersen takes CEO role.**

Compiled by John Joseph Parker  
Contributing Editor

**I**ndustrial construction firm RC Andersen has named Neil Ascione as its new president. Robert Andersen, the company's owner and president since its founding in 2006, will step into the Chief Executive Officer role, allowing Ascione to oversee daily company operations.

A graduate of Rutgers University with a B.S. in civil engineering, Ascione joined RC Andersen as a project manager before moving into project executive, vice president and senior vice president positions with the company.

Over the years, Ascione has managed many types and sizes of industrial construction projects, including multiple

simultaneous rebuilds in the New Jersey Meadowlands due to Superstorm Sandy flooding, major single-story, build-to-suit requirements, as well as multistory e-commerce buildings of up to 3.8 million square feet each. Since RC Andersen merged with STO Building Group in November 2021, Ascione has been instrumental in facilitating a smooth integration.

Andersen will continue his general oversight of the company, but will continue to lead business development, preconstruction management, and collaboration across the STO Building Group network.

Founded in 2006 by Robert Andersen, RC Andersen is an industrial general contractor that offers comprehensive design solutions and project management for property owners, developers and tenants. 📌



Neil Ascione



# STEVE ADUBATO'S LESSONS IN LEADERSHIP

*with co-host Mary Gamba*



Sunday 10:00am  
**news12+**



Stand-Deliver.com



# **FUTURE-PROOF! HACKER-PROOF! DISASTER-PROOF!**

SECURE YOUR COMPANY TO  
THRIVE IN THE NEW DIGITAL ECONOMY.



ibsre.com (973) 575-4950

# NJ's Law to Reduce Single-Use Plastic Bags and Polystyrene Foam Products

Signed by Governor Murphy in 2020, the law takes effect May 4.

Compiled by John Joseph Parker  
Contributing Editor

**N**ew Jersey Department of Environmental Protection (NJDEP) Commissioner Shawn M. LaTourette has urged everyone in New Jersey to get ready for the state's plastic bag and polystyrene foam food-service container law that takes effect May 4. He also reminds food-service businesses that another provision of the law, which requires that single-use plastic straws to be distributed only at the customer's request, has been in effect since late last year.

"Plastics pollution has become one of the world's most pressing environmental problems," said Commissioner LaTourette. "Americans alone use some 100 billion plastic bags each year. While some of these bags are recycled, many end up in landfills and many more wind up as litter that is harmful to our communities, ecosystems and wildlife. Sadly, these plastic bags get into our marine environments, killing fish, dolphins, whales, and other types of marine life.

"It's very important for all of us to work together to make a lasting difference in protecting our communities and environment from plastics pollution," added Commissioner LaTourette. "If you haven't already done so, you should stock up on reusable bags and start using them right away."

The NJ Clean Communities Council has been working closely with the state to educate the public and businesses through its BagUpNJ campaign.

"With the statewide bag ban quickly arriving on May 4, we are urging all New Jersey shoppers to get in the routine of bringing their own bags to the store every time they shop," said Clean Communities Council Executive Director JoAnn Gemenden. "It's all about creating new habits. Remember to keep your reusable bags in a convenient location where you won't forget them, and get used to using them, as we work together for a cleaner, litter-free New Jersey."

The law, signed by Governor Murphy in 2020, requires grocery stores and retail establishments to no longer provide single-use plastic bags to customers. In addition, grocery stores 2,500 square feet or larger may not provide customers with single-use paper bags. The law also prohibits the sale of polystyrene foam takeout food containers and other polystyrene food-service products such as plates, cups, food trays and utensils.

The NJDEP's new Get Past Plastic website offers a wealth of information about the law, including information about the types of reusable bags people should use. It also includes information about single-use plastic straw requirements.

"We know that businesses have been preparing all year for the May 4 start date for the plastic bag and polystyrene food service products law," said Executive Director of the New Jersey Business Action Center Melanie Willoughby. "But there might still be questions from their customers, so the NJBAC is here to help answer those questions on our 1-800-JERSEY-7 helpline. We want to ensure that the businesses and their customers have a smooth transition."

As the state gears up to implement the law, here's what people need to know about plastics and reusable bags.

## Supermarkets and Grocery Stores

These stores will no longer provide single-use plastic bags or paper bags for your groceries. Consumers should bring their own reusable bags or purchase them at the store. (Stores under 2,500 square feet may still provide paper bags.) Reusable bags should be made of polypropylene fabric, PET nonwoven fabric, nylon, cloth, hemp product, or other washable fabric; have stitched handles; and be designed and manufactured for multiple reuse. Bags are available at most grocery stores and retailers, as well as through online merchants.

These stores will still be allowed to provide plastic bags to hold loose items such as uncooked meats, fruit, vegetables, flowers, greeting cards, and other loose items. Every store is going to come up with their own plan to comply with the law. For more information, contact the store.

Consumers who have single-use plastic bags at home may continue to use them within their home or may bring them to use when shopping. It is only the grocery store that is unable to provide single-use plastic or paper bags upon checkout.

## Restaurants

Takeout customers should be prepared to be given single-use paper bags as well as some hot food plastic bags that are used to hold items such as soup and chili. It is recommended that customers bring their own reusable bag in case the restaurant is no longer providing single-use paper bags. Customers may still receive their food in a paper bag at drive-through restaurants, but plastic bags will no longer be allowed.



NJDEP Commissioner Shawn M. LaTourette

Customers may still get plastic utensils with meal orders as in the past. Sit-down restaurants may provide "doggie bags" made of any material except polystyrene foam.

## Retail Stores

Retail stores of any size may provide customers with single-use paper bags but may not provide single-use plastic bags. The DEP encourages consumers to get into the habit of bringing reusable bags when shopping at any retail store. Pharmacies can provide customers with single-use paper bags and can also use plastic bags to hold prescriptions. The DEP encourages consumers to bring reusable bags to pharmacies for other purchases.

## Food Pantries and Food Banks

In recognition of the hardships the pandemic has placed on many people, food pantries and food banks will have until Nov. 4 to comply with the plastic bag provisions of the law under legislation signed recently by Governor Murphy. The Clean Communities Council will provide them with 500,000 reusable bags for distribution. They may also provide paper bags.

*Continued On Page 31*



## Environmental Business

*Continued From Page 30*

### Polystyrene Foam Food-Service Containers

- Customers will no longer be able to purchase plates, cups or utensils made from polystyrene foam. Customers will still be able to purchase plastic utensils and plastic or paper plates and cups.
- For the next two years certain polystyrene foam food service products will be exempt from the law, including: raw and deli-sliced meats, poultry and fish trays, portion cups of two ounces or less, if used for hot foods or foods requiring lids. Food pre-packaged by the manufacturer in a polystyrene foam container also is permitted for sale.
- Polystyrene foam food-service products such as ice cream cups, coffee cups and soup containers will be prohibited. Food delivery will no longer be able to be served or delivered in polystyrene. This food may be delivered in other materials such as plastic, paper, or aluminum products.

### USEPA Moves to Reduce, Understand PFAS Risks

The U.S. Environmental Protection Agency (USEPA) released a final human health toxicity assessment for GenX chemicals, which are part of the per- and poly-fluoroalkyl substance

(PFAS) group. The agency's final toxicity assessment represents a key step in advancing the scientific understanding of GenX chemicals and their effects on human health.

"Research establishes a foundation for informed decision making and it is one of the central strategies of the USEPA's PFAS Roadmap," said Assistant Administrator for Water Radhika Fox. "This science-based final assessment marks a critical step in the process of establishing a national drinking water health advisory for GenX chemicals and provides important information to our partners that can be used to protect communities where these chemicals are found."

In certain locations, GenX chemicals have been found in surface water, ground water, drinking water, rainwater and the air. The USEPA's final assessment for GenX chemicals focuses solely on the potential human health effects associated with oral exposure. Issuing the final toxicity assessment gives the USEPA the opportunity to share and exchange information with the agency's state and tribal co-regulators who are working with their communities to confront this complex environmental challenge.

The agency's final 2021 GenX chemicals assessment uses the state-of-the-art systematic review process, incorporates new data available since 2018, and applies revised uncertainty factors. These changes resulted in a lower, more protective toxicity value for GenX

chemicals relative to USEPA's 2018 draft toxicity assessment.

The USEPA's release of the final GenX chemicals toxicity assessment is a key step toward developing a national drinking water health advisory for GenX chemicals, which the agency committed to publishing in Spring 2022 as part of the PFAS Roadmap.

### USEPA Proposes to Ban Ongoing Uses of Asbestos

To protect people from asbestos exposure, the USEPA is releasing a proposed rule to prohibit ongoing uses of the only known form of asbestos currently imported into the United States. This proposed rule is the first-ever risk management rule issued under the new process for evaluating and addressing the safety of existing chemicals under the Toxic Substances Control Act (TSCA) that was enacted in 2016.

"We're taking an important step forward to protect public health and finally put an end to the use of dangerous asbestos in the United States," said EPA Administrator Michael S. Regan. "This historic proposed ban would protect the American people from exposure to chrysotile asbestos, a known carcinogen, and demonstrates significant progress in our work to implement the TSCA law and take bold, long-overdue actions to protect those most vulnerable among us."

*Continued On Page 32*

## WHAT IS GETTING INTO YOUR GROUND WATER?



## KEEP POLLUTION OFF YOUR SITE 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)



*Continued From Page 31*

The proposed rule would ban chrysotile asbestos, the only known form of asbestos that's currently imported into the United States, which is found in products like asbestos diaphragms, sheet gaskets, brake blocks, aftermarket automotive brakes/linings, other vehicle friction products, and other gaskets also imported into the U.S.

This proposal would rectify a 1991 court decision that largely overturned the USEPA's 1989 ban on asbestos that significantly weakened the USEPA's authority under TSCA to address risks to human health from asbestos or from any other existing chemical. With the 2016 amendments to TSCA, the law was radically transformed with clear requirements and a mandate to comprehensively prioritize and evaluate chemicals and put in place strong and timely protections against any unreasonable risks.

The USEPA is also proposing targeted disposal and recordkeeping requirements in line with industry standards, Occupational Safety and Health Administration requirements, and the Asbestos National Emission Standards for Hazardous Air Pollutants (NESHAP). The proposed disposal and recordkeeping requirements would take effect 180 days after the effective date of the final rule.


Use of asbestos in the United States has been declining for decades, and its use is banned in more than 50 countries. Although there are

several known types, the only form of asbestos known to be currently imported, processed or distributed for use in the United States is chrysotile. Raw chrysotile asbestos currently imported into the United States is used exclusively by the chlor-alkali industry. Most consumer products that historically contained chrysotile asbestos have been discontinued. In December 2020, the USEPA issued a final risk evaluation that found unreasonable risks to human health from conditions of use associated with six categories of products.

To address these unreasonable risks, the proposed rule would prohibit manufacture (including import), processing, distribution in commerce, and commercial use of chrysotile asbestos for six categories of chrysotile asbestos-containing products: asbestos diaphragms, sheet gaskets, oilfield brake blocks, aftermarket automotive brakes and linings, other vehicle friction products, and other gaskets. The proposed prohibition on the manufacture, processing, and distribution in commerce will also address consumer exposure to chrysotile asbestos. The prohibitions relating to asbestos diaphragms and sheet gaskets for commercial use are proposed to take effect two years after the effective date of the final rule; the proposed prohibitions relating to oilfield brake blocks, aftermarket automotive brakes and linings, other vehicle friction products and other gaskets for commercial use are proposed to take

effect 180 days after the effective date of the final rule.

Chlor-alkali chemicals are used in sectors important to the national economy and in operations that can help protect human health such as drinking water treatment, which uses chlorine manufactured through the chlor-alkali process. While chlorine is a commonly used disinfectant in water treatment, there are only 10 chlor-alkali plants in the United States that still use asbestos diaphragms to produce chlorine and sodium hydroxide. One plant is expected to close this year. The nine remaining chlor-alkali plants using asbestos diaphragms range in age from 40 to 123 years old and none have increased use of asbestos diaphragms in approximately 17 years. The use of asbestos diaphragms has been declining and these remaining plants only account for about one-third of the chlor-alkali production in the country. Alternatives to asbestos-containing diaphragms for chlor-alkali plants exist, and the use of alternatives, specifically membrane cells, accounts for almost half of the country's chlor-alkali production.

In addition to addressing the significant human health effects of chrysotile asbestos exposure, the USEPA's proposal, if finalized, is also expected to generate health benefits from reduced air pollution associated with electricity generation as chlor-alkali production is one of the most energy-intensive industrial operations. 

## Grit: The *Really* Tough Stuff

Grit is a funny thing. Some people mistakenly believe it is about simply being fearless. I'm convinced that leaders with genuine grit do in fact experience some fear, self-doubt, and vulnerability. Yet, despite all this, these leaders persevere and refuse to give up. Let's break down some of the traits of the grittiest leaders:

--**Resilience.** The ability to bounce back after getting knocked down. It is simply refusing to give in or give up no matter the odds or how many times we fall short.

--**Passion.** The grittiest leaders care deeply about what they do and its impact on others. They also have tremendous passion about pursuing excellence and the highest standards in their field.

--**No excuses.** Gritty leaders don't make excuses. They don't blame others. Yes, there are extenuating circumstances, but gritty leaders don't use this to focus on what they can't do and why.



--**Ego and pride.** Ego isn't always a bad thing for a leader, especially if one's ego causes them to have tremendous pride in what they do and how they perform. That combination of ego and pride produces a degree of grit that will often help a leader get through the tough stuff.

--**Intense competitiveness.** I'm not referring to comparing yourself to others, but rather constantly competing against yourself, comparing yourself to your previous performance as a leader. Gritty leaders never accept the status quo, and they push themselves outside their comfort zone.

---

**Steve Aduato, 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 Aduato'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)





# 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- EAI1 (3241)**

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





HorizonBlue.com

# Investing in the health of your community.

Here when you need us most.



Horizon Blue Cross Blue Shield of New Jersey is an independent licensee of the Blue Cross Blue Shield Association.