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**Cover Key:** Nominees for the 2023 One to Watch Awards are (Top, L-R) Qing H. Guo of Case Medical, Ashley Hagedoorn of Triangle Manufacturing Co. Inc., and Kathleen Patel of Factor Group Inc. (Second Row, L-R) Alexa Robbins of the Earle Companies, Courtney Rotola, of Citrin Cooperman Advisory, LLC, and Brielle Freda Seminerio of Brewster Washers. (Bottom, L-R) Bisola A. Taiwo of Gibbons, P.C., Liseets Taveras of Triangle Manufacturing Co., Inc., and Alix Tobler of AmeriHealth.

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# "Companies that Care" Prove Deserving of Annual CIANJ Honors

By Anthony Russo  
*President, CIANJ*

**A**t CIANJ, we're always talking with business owners. And naturally we learn a lot about their operations, their successes and challenges and also about their communities. It's fascinating to hear how they are rooted

in their communities, what kind of neighbors they are and the importance of that interaction. How companies make a difference is the basis for our "Companies that Care" program. Each year we shine a spotlight on the good works for business and industry.

This year's Extraordinary Good Works winner was Terrie O'Connor Realtors. This Ramsey-based company, founded by CIANJ Board member Terrie O'Connor, repeatedly proves it has a huge heart. Whether collecting Thanksgiving dinners, picking up a hammer with Habitat for Humanity, running an on-site blood drive or organizing collections of food, toys, coats and pajamas for children in need, this family company believes in the rewards of giving back.

One program to which Terrie is especially proud was the front cover of our Companies that Care issue in June. It showed Terrie and her team participating in Covenant House's annual Executive Sleep Out in Newark, which raises awareness and funds to help homeless youth. Terrie was among the more than 20 companies honored at an awards breakfast in June. The honorees were selected by our judges, Gina Radice of the Boys and Girls Clubs of Northwest New Jersey and Ann Marie Sullivan of Spectrum Works. The entire list of winners and their categories included:

## Helping Children

### AmeriHealth

This healthcare provider embeds a culture of volunteerism among its employees. One of its latest projects saw AmeriHealth associates making activity kits to keep pediatric patients busy and engaged during their check-ups and treatments.

### Lakeland Bank

The bank has repeatedly awarded part of its community impact grants to St. Joseph's

Health Foundation to make certain underserved children in Paterson receive pediatric dental services.

## Community Outreach and Volunteerism

### Atlantic Health

As part of its Corporate Social Responsibility philosophy, in the past year, Atlantic Health workers volunteered more than 450 hours to pack 10,500 meal kits providing 63,000 servings for those dealing with food insecurity.

### Bergen Community College

Students secured a grant from the Mellon Foundation to create two portable, accessible and sensory mini-golf course for adults with intellectual disabilities. The college worked with the Bergen County Special Services School District Stepping Stones Program to bring the project to the community.

### Citrin Cooperman

Giving back is part of the culture at the firm, which includes participating in food and consumer goods drives, holiday giving, and donations to charities that support victims of natural disasters. Last year firm collected more than \$170,000 for charities.

### Columbia Bank

The bank encourages volunteerism and allows employees to donate their time during work hours. Team Columbia volunteers have supported more than 140 different organizations and donated 8,674 hours of service.

### T&M Associates

Two years ago the firm created the T&M Associates Foundation to support its community outreach. The foundation provides volunteers and financial support for a wide array of programs. One unique effort is a STEM education program, offering scholarships, sponsorships, classroom presentations and site visits to students of all ages, especially those in underserved areas.

### Whitestone

The company promotes a charitable spirit and fosters investment in the community through its Community Outreach and Volunteering Group, established nearly a decade ago. Some of its work includes projects with Habitat for Humanity and Clean Ocean Action.

## Fund-raising

### Mazars

In 2022 Mazars and its employees donates over \$62,000 to more than 132 causes. The charities include veterans' services, safe-haven programs for youth and adults and refugee and immigrant services.

### Peapack-Gladstone Bank

This past winter the bank held its Second Annual Charity Christmas Tree Sale on the property of its Boonton location. More than 300 trees were on sale, generating \$30,607 which was donated to youth mental health programs in the area.

## Global Outreach

### Holy Name Medical Center

The Teaneck-based independent health system continues to provide support to Sacred Heart Hospital, the largest private hospital and public health provider for more than 250,000 people in the Milot region of Haiti – the poorest country in the Northern Hemisphere.

### NPZ Law

The attorneys and staffers at the firm work closely with local organizations in India to provide education and resources to underprivileged children by supplying educational materials and technology to them.

## Assisting the Homeless

### Valley Bank

Affordable housing is one of the four Corporate Social Responsibility pillars identified by the bank. Valley is a long-time supporter of Homeless Solutions Inc. and participates in the annual Night in the Cold to raise awareness and funds for the cause.

## Combating Hunger

### Eva's Village

Located in Paterson, Eva's Village provides services for those struggling with hunger, homelessness, substance abuse and mental health challenges. In 2022, the community kitchen served more than 287,000 meals to people in need.

*Continued On Page 8*



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# President's View

*Continued From Page 6*

## Jersey City Medical Center

The Green Apple Rx Food FARMacy program run by the medical center serves Hudson County by addressing food insecurity and nutritional counseling. The program screened over 1,200 prime care patients for food insecurity, distributed over 3,000 food bags to community members and provided nutritional counseling to nearly 200 clients.

## Pandemic Relief

### Altice

For three years Optimum has partnered with the Coalition to Back Black Businesses to support black-owned businesses as they recover from the pandemic and chart a path forward. Optimum provided \$300,000 in funding, as well as mentoring and volunteering assistance in all phases of their operations.

### Bergen New Bridge Medical Center

The medical center has been on the front lines of the pandemic leading the way with health-care, testing, vaccinations and education. With the support of the Army Corps of Engineers two care facilities were built on the grounds to expand access to therapeutic services, as well as booster shots and more.

## Horizon Blue Cross Blue Shield of NJ

In its "all-hands-on-deck" efforts to overcome the pandemic, Horizon implemented no-cost coverage for in-network COVID-19 diagnosis and treatment, expanded access and eliminated out-of-pocket costs for telemedicine and donated \$2.5 million for 500,000 N95 masks and 81,000 face shields, as well \$2 million for the state's pandemic relief fund.

## Help Veterans

### Mikula Contracting

Mikula helped do extensive renovations to the home of former Marine Victor Almanzar, after he and his family discovered mold and water damage in the basement of their new home in West Orange. The work was featured in the NBC show *George to the Rescue*.

### Monmouth Medical Center

The Live Well Center at Monmouth Medical Center partners with Soldier On in Tinton Falls to bring health programs to veterans. One project included a series of programs teaching veterans how to prepare nutritional meals using fresh produce that was donated. 🍌



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When business backs a cause, employees are happy to get involved too.



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# Inspiring Stories of Leadership, Hard-Work and Determination

## Celebrating Bright Stars in Every Industry

**A**s chair of the Commerce and Industry Association of New Jersey, I'm proud to introduce this special feature on "Enterprising Women." Each year, we ask our colleagues and peers in the business community and in academia to nominate extraordinary women for recognition by our association.

**T**his year, we heard remarkable stories of women who demonstrate professional prowess and high achievement. I am confident that you, too, will be impressed by industry leaders and those nominated as "Ones to Watch," along with our "Platinum" honorees. I'm proud to report that a growing number of women are earning roles in front offices, board rooms, courtrooms, legislatures, and capitols across the country. Their advancement is often due in part to their mentors – other women who want to make certain their talents are fully recognized and properly rewarded.

Throughout my career, I have been a strong proponent of mentoring. Here at Hackensack Meridian Health, our Women in Leadership Team Member Resource Group was created as one of several company-sponsored voluntary groups. This group provides opportunities for self-reflection, while facilitating mentoring relationships, and teaching practical leadership skills. The program helps women strengthen self-confidence, assert influence, and exercise authority, while pursuing leadership goals.



Strategies involving international tax laws requires experience and continuing education.

It's just as important for us to nurture those who are new to the workforce, which is why at HMH we also established the Aspiring Women Leaders TMRG, an extension of our Women in Leadership TMRG, and is meant for women at all levels to realize their full potential. I'm looking forward to August 16, where we will celebrate all the nominees at a breakfast ceremony, and where our judges' selections for this year's Enterprising Women will be announced. I'd like to take a moment to thank our judges for their valuable guidance: Paige Dworak, president and CEO of CareWell Health Medical Center, Sally Glick, a business development advisor at CLA (CliftonLarsonAllen, LLP) and Kim Vierheilig, president of buildings and facilities at STV. We hope you can join us at this celebration. Thank-you.



### ACCOUNTING



**Mazars**  
Tifphani White-King  
*US National Tax Practice Leader*

Tifphani has nearly 20 years of international tax experience, providing operational, strategic, and marketplace direction for emerging, midmarket, and large multinational companies. Her expertise includes international tax structuring, transaction planning, mergers and acquisitions, tax provision, compliance reporting, and other related services. Beginning in 2017, Tifphani took the helm of the International Tax service line. Under her leadership of this practice, profits doubled, and the number of professionals in the practice quadrupled.

In 2019, she took over leadership of the overall US Tax Practice, the largest revenue generating unit of Mazars. Tifphani has grown the tax talent pipeline by 10% and added to the diversity of cultural background, skill sets and perspectives at the firm. Prior to joining Mazars, Tifphani was the first black, female Tax Principal at a Big Four firm. She made history as the firm's first African-American female Tax partner. As one of the few black female leaders in top 25 accounting firms in the US, Tifphani has a unique perspective on the importance of actively working towards diversity as part of improving the industry. *Nominated by Olivia Collins of Mazars*

Photo: Getty Images/Stockphoto/boona



Audrey Murphy HMH EVP, Co-CLO and CO,  
Team Health, Hackensack Meridian Health



### ENVIRONMENTAL



**The Chemours Company**  
Rayna Laiosa  
*Regulatory Affairs  
Senior Manager*

Rayna Laiosa is a home-grown, dedicated environmental professional who is a highly respected and trusted advisor to industry, state and national organizations, and is a dedicated volunteer in her community. She has more than 20 years of experience providing regulatory advocacy and policy guidance focusing on both local and national environmental issues.

Rayna actively participates in multiple NJDEP stakeholder groups representing NJ Industries. She is a tireless volunteer who follows the mantra "Think globally, act locally" to help tackle environmental issues in her community.

*Continued On Page 11*



# ■ Enterprising Women

*Continued From Page 10*

Rayna currently serves as a member of the Passaic County Brownfields Commission, chairs the Hawthorne Environmental Commission and the Hawthorne Green Team. She was recently appointed Vice President of the executive board of the Association of New Jersey Environmental Commissions. She also was an Executive Committee Member of the former NJ Economic Development Association and was a past Site Remediation Advisory Group (SRAG) Chair.

Rayna holds a Masters of Engineering Degree from Stevens Institute of Technology and a BS Degree from Stockton.

*Nominated by Tracy Straka of Creamer Environmental*



**Pure Soil,  
A Division of Earle  
Companies**  
Michele Zolezi  
General Manager

Michele Zolezi has been an environmental professional in New Jersey for almost 30 years.

She has comprehensive regulatory compliance experience and has used her expertise for the betterment of our communities through site remediation cleanups, brownfield redevelopment, land development, and environmental project management.

Presently, Michele is the general manager of the environmental division and corporate environmental and operations of New Jersey's leading recycling and full-service material management group and is a key corporate representative for all environmental compliance, management, and provides oversight of our large-scale, complex turnkey projects.

Michele is successful in using her experience to foster collaboration amongst our team with business partners, regulatory agencies, and the community.

Michele is our representative amongst several statewide business organizations, associations, as well as regulatory and legislative stakeholder groups and industry affiliations to keep us at the forefront of emergent technologies, legislation, and regulations. Earle is proud to have Michele Zolezi as part of our senior management team.

*Nominated by the Earle Companies*



## HEALTHCARE



**AtlantiCare Cancer Institute**  
Neha R. Chawla, M.D.  
Medical Director

Since joining AtlantiCare in 2016, Dr. Chawla's significantly impacted AtlantiCare services and care. She's grown the medi-

cal oncology department from one to a team of six medical oncologists; provided guidance and drive to open AtlantiCare's Outpatient Infusion Center; and opened a Bone Marrow Transplant clinic in the facility.

Dr. Chawla spearheaded an oral chemotherapy program and collaborated with AtlantiCare's specialty pharmacist to qualify the program for more than \$1 million in patient grants. She's an active participant in tumor boards, a trusted source for specialty and primary care providers, and a knowledgeable mentor for new providers. Team members respect her. Patients and families share appreciation for her compassionate care. With her holistic approach, she treats patients beyond their diagnosis. Dedicated to promoting the importance of overall wellbeing, Dr. Chawla volunteers in the community engaging individuals in getting screenings and preventive care. She participated in a Diverse Leadership Readiness program, contributing to DE&I initiatives at AtlantiCare.

*Nominated by Jennifer Tornetta of AtlantiCare*



**Holy Name Medical Center  
Sister Claire Tynan  
School of Nursing**  
Donna Penn, DNP, RN,  
CNE, NEA-BC  
Director

An expert leader, teacher, and mentor, Dr. Donna Penn has been involved in nursing education since 1997. She directed several nursing schools before coming to Holy Name in 2018. Under her leadership, the Sister Claire Tynan School of Nursing:

- achieved continuing accreditation from the rigorous Accreditation Commission for Education in Nursing
- experienced a 100% uptick in applications for its highly competitive registered nursing program and licensed practical nursing program
- expanded the number of accepted students amid a critical nursing shortage
- developed and strengthened partnerships with colleges so students can earn associate's degrees during nursing school and pursue bachelor's degrees in nursing after graduation
- assisted in establishing a nationally accredited nurse residency program at Holy Name Medical Center to transition RNs into new practice settings (only a handful of NJ programs have achieved this accreditation)

Donna is also president-elect of the NJ League for Nursing and the National Association of Hospital Associated Schools and Colleges of Nursing. She serves on the Executive Board of the NJ Collaborating Center for Nursing and on several advisory boards for BSN nursing programs.

*Nominated by Cedar Wang of the Sister Claire Tynan School of Nursing*



**Bergen New Bridge  
Medical Center**  
Monica Dhingra, M.D.  
Director of Psychiatry  
Residency Program

Monica Dhingra, MD, has been practicing psychiatry for more than two decades and for the last three years she has helmed the psychiatry residency program at Bergen New Bridge Medical Center. She not only treats patients, improving their lives, but is also training the next generation of mental health professionals who are desperately needed as so many people are experiencing mental health challenges.

Dr. Dhingra leads the highly competitive residency program which attracts top interns throughout the country. Under her leadership, the board certification pass rate now exceeds national benchmarks and she and her team have increased the number of residencies from 32 to 34. Dr. Dhingra oversees their clinical experiences treating a diverse patient population ranging from children to seniors, both inpatient and outpatient.

The residents she oversees work within high pressure areas, including the emergency room, inpatient units, forensic unit, and an active outpatient clinic. Within these services, despite the pressure, she ensures they learn to stay calm, empathetic, while developing and enhancing their clinical skills.

*Nominated by Tracy Schoenberg of New Bridge Medical Center.*



## HIGHER EDUCATION



**New Jersey Institute  
of Technology**  
Catherine Z. Brennan  
Senior VP for Finance and Chief  
Financial Officer

Catherine Brennan strategically leads the development of a \$585 million annual operating budget and a Finance Division that spans nine offices at New Jersey Institute of Technology, a growing public university that specializes in STEM, holds the highest research classification of R1 and helps diverse students achieve upward economic mobility. Catherine brings financial discipline, fresh thinking and new models to higher ed based on her years of experience in NJ state government as deputy treasurer and section chief of revenue, finance and appropriations for the Office of Legislative Services. In particular, she's leading a remodeling of NJIT's annual budgeting process that's data-driven, decentralized and identifies new revenue streams. The new model is

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# ■ Enterprising Women

*Continued From Page 11*

designed to incentivize resource growth and fiscal stewardship, plan across multiple years and better align revenues and expenditures with operations and strategic priorities – goals shared by a Bain & Company report on [The Financially Resilient University](#).

*Nominated by Andrew McMains of NJIT*



## Eastwick College

Bhavna Tailor  
Executive Vice President of  
Operations/Campus Director  
Nutley Campus

Bhavna Tailor's career at Eastwick College started at the bottom, filling in part-time for a woman on maternity leave, but her dreams – and talent – were bigger. A single mother at 17, Bhavna overcame adversity while managing life, education, and work. Her first big break happened when Tom Eastwick asked her to handle the financial side of converting Radio Electronic Television School into Eastwick College's Nutley campus. This helped Bhavna identify two areas of interest – Operations (where she created Eastwick College's IT Department and designed systems in place today) and Government Affairs.

Bhavna's work in Government Affairs is rooted in her personal story and reflects her passion. She championed educational grants, worked on the CARES Act, chaired Workforce Development Investment Board committees, and is on the BODs for Career Education College and Universities, Eastwick College, the Essex/Newark Workforce Investment Board, The Sharing Network, and is a member of Private Career School Association. She is an inspiration to young women and her title is a fitting tribute to her 26 years of service.

*Nominated by Jeanne Patrican of Eastwick College*



## New Jersey Innovation Institute

Jennifer D'Angelo  
Senior Vice President &  
General Manager for New  
Jersey Innovation Institute's  
Healthcare Division

Jennifer D'Angelo is a visionary leader who currently holds the position of SVP and General Manager of New Jersey Innovation Institute (NJII)'s Healthcare Division. Under her leadership, the division focuses on revolutionizing healthcare through data-driven transformation and managing the NJ Health Information Network (NJHIN) – the only network built specifically to facilitate the exchange of patient data – on behalf of the NJ Department of Health (NJDOH). With Jennifer at the helm, the division has most recently achieved Centers for Medicare & Medicaid Services and HITRUST Risk-based 2-year certification.

Jennifer has more than two decades of Health-IT experience and is one of the few women in leadership in the industry. Having worked as a CIO on the provider side of healthcare, she implemented and supported EHR and revenue initiatives; led cybersecurity, HIPPA and privacy, and Clinical Informatics and Telecommunications; and continues to provide a cutting-edge vision to the field.

*Nominated by Maitte Avila of NJII*



## Berkeley College

LaTysha Gaines  
Campus Operating Officer at  
Woodland Park campus

For LaTysha Gaines, empowering students to build confidence and achieve their goals is a labor of love. Not only is Gaines responsible for the day-to-day operations of the College's Woodland Park campus, she has also been a professor for more than a decade and makes mentoring the next generation of community and business leaders her top priority.

"My inspiration is the students," LaTysha said. "The opportunity to work with such a diverse student population brings me great joy."

Roylyn McNatt, a first-generation college graduate, calls Gaines the "game changer" that helped her reach the graduation stage and move forward to pursue a career in business management.

"At one point, I went to Dr. Gaines crying and said, 'I can't do it, I'm leaving,'" Roylyn said. "But Dr. Gaines stepped in. She said, 'Roylyn, you are going to graduate!'"

LaTysha has more than 20 years of experience in higher education. In her current role she is also responsible for outreach to the communities surrounding the campus. She embraces collaborative leadership with local chambers and businesses – connections that lead to internships and jobs for Berkeley College students.

*Nominated by Diane Recino of Berkeley College*



## New Jersey City University

Donna Adair Breault, Ph.D.  
Interim Provost and  
Executive Vice President of  
Academic Affairs

Since being appointed as interim provost effective October 4 in the midst of the university's financial crisis, Donna Breault has answered a call to serve a mission-focused institution at a time of greatest need and has introduced an innovative perspective that drives institutional accountability and long-term sustainability. In Fall 2022, she oversaw the development of a mission, market, and margin analysis of a bloated academic portfolio and shepherded an approach to develop an academic master plan so all academic programming and resources will drive opportunities for students. Dr. Breault was one of the architects of [NJCU's Recovery and Revitalization Plan](#).

Additionally, she has led the most significant overhaul of NJCU's [general education curriculum](#) in decades – reform which will make NJCU a state-wide leader as the most transfer-friendly public university in the state. The overhaul plan passed with a overwhelming 95% support of the NJCU University Senate.

*Nominated by Andres Acebo and Ira Thor of New Jersey City University*



## New Jersey City University

Rachél Fester, Ph.D.  
Associate Vice President for  
Institutional Effectiveness and  
MSCHE Accreditation Liaison  
Officer

Since joining the NJCU senior leadership team in October 2022, Dr. Fester has answered a call to serve a mission-focused institution at a time of greatest need and has introduced an innovative perspective that drives institutional accountability and long-term sustainability. Dr. Fester was a primary author of NJCU's Recovery and Revitalization Plan and her expertise in instructional effectiveness has ensured that all decisions made during NJCU's renewal are data-informed. She has worked closely with the president and all senior leaders to develop this [Framework for Long-Term Financial Sustainability, Mission Focus, and Student Success](#), which does far more than affirm who the university serves but assesses in real time how we serve them. She also works closely with the Middle States Commission on Higher Education in ongoing initiatives as NJCU's Accreditation Liaison Officer.

*Nominated by Andres Acebo and Ira Thor of New Jersey City University*

*Continued On Page 14*



Robotics and artificial intelligence are transforming the healthcare industry.





# *Congratulations*

**Enterprising Women in Commerce**



**Corinne Collina**  
*Human Resources Manager*



**Michele Zolezi**  
**General Manager - Pure Soil**  
**Environmental Affairs - Earle**

## **We Build...**

For over 50 years, Earle has been serving the region's heavy civil construction needs. Earle specializes in public and private contracting, including heavy highway construction, milling, paving, underground utilities, and site work along with manufacturing, recycling, and transportation of construction-related materials.

**EarleCo.com**



**Serving NJ & PA**



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## HUMAN RESOURCES



### Earle Companies

Corinne Collina  
Human Resource Manager

Our very own Corinne Collina has over 20 years of experience as a dedicated professional in human resources. She is an integral part of operations as the Human Resource Manager of Earle, a premiere Construction Company in NJ with over 400 employees. Corinne oversees all employee needs as it pertains to healthcare benefits management, operations, and health insurances. She exceeds Earle's expectations of Hard Work, Dedication, Innovation, and efficiency. Corinne ensures all employees are taken care of and all needs are met without any time lost. Corinne is an inspirational and true leader, taking on additional roles outside of her core responsibilities, such as Second Chance Hiring Firms, Veteran Placement Programs, and duties pertaining to Earle's philanthropic arm. Corinne was announced ABC NJ's Women of the Year 2022. Earle is proud to have Corinne a leader of our Family of Companies.

*Nominated by the Earle Companies*



## INFRASTRUCTURE



### Mace North America Limited

Priya Jain  
President

Priya Jain is a respected leader in the both the Infrastructure and A&E industries, and her ongoing support to underrepresented individuals in these occupations as well as her support of underserved communities makes her highly deserving of this recognition. Priya was recently appointed as President for the Americas of Mace, a global development, consulting, construction and infrastructure company whose clients include many of the world's largest brands. Priya is responsible for growing Mace's infrastructure programs throughout North America and leading the company's continued expansion into Latin America.

Over the course of her career, Priya has held a senior leadership roles encompassing strategy, sales, operations, and project delivery for some of the world's leading engineering and construction brands including Atlas, Atkins and CH2M Hill. She is also a Foundation board member for the International Bridge, Tunnel & Turnpike Association. She holds an undergraduate degree in civil engineering and Master's degrees in environmental engineering and physics.

As a committed volunteer who is passionate about education and inclusion, Priya sits on the advisory board for civil engineering for City College New York, has spoken about the importance of inclusion for the National Diversity Council and the Tri-State Diversity Council, and is the founder of Prabhat, a nonprofit foundation that has been providing educational opportunities to underprivileged children more than a decade. *Nominated by Tracy Straka of Creamer Environmental.*



## LAW



### Chiesa Shahanian & Giantomasi PC

Rhonda Carniol  
Co-Chair of CSG Law's Tech,  
Privacy and Data Innovations  
Group

Rhonda Carniol should be named an Enterprising Woman in Commerce for her decades of service to clients both large and small, and for her recent efforts in founding and launching CSG Law's Tech, Privacy and Data Innovations Group – a women-led team which represents innovators, investors, and Fortune 500 companies, startups and emerging entities in the technology, data, advertising, and healthcare space.

As Chair of this new group, Rhonda oversees a team that advises companies and innovators at all stages by combining vision, market knowledge, and deep technology and data-driven innovation experience in order to facilitate client growth, development and innovation.

In addition, she dedicates her time to supporting entrepreneurs of all ages through her work with the Wharton Women's Alumni Group, the Cornell Entrepreneur Network and others.

Rhonda has an AV<sup>®</sup> rating from Martindale-Hubbell, the highest ranking of both ethical standards and legal ability that Martindale awards.

*Nominated by Justin Zaremba*



### McCarter & English, LLP

Mary Gabriel  
Deputy Firmwide  
Managing Partner,  
McCarter & English, LLP

Mary Gabriel was appointed Deputy Firmwide Managing Partner in March 2022. As DMP, Gabriel helps set and lead New Jersey's second largest law firm's strategy. She ably leads nearly 400 attorneys (and 340+ staff) at a firm that generated more than \$260 million in revenue from its clients last year, including J&J, Becton Dickinson, Verisk Analytics, Hayward Industries, and the New York Giants.

*Continued On Page 16*



With the passage of the Infrastructure Bill, there is a growing need for experienced professionals able to guide projects throughout the process..

Photo: Getty Images/StockphotoUllina\_Gaina



# THINK TANK WITH STEVE ADUBATO

THIRTEEN NJ PBS



YouTube

news12+



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

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AWARD  
WINNING  
ANCHOR

**RWJBarnabas**  
HEALTH

 **PSEG**  
Foundation

Rowan   
University



Eastern Atlantic States

**DEVCO** NEW BRUNSWICK  
DEVELOPMENT  
CORPORATION  
A CITY IS NEVER FINISHED



Prudential



# ■ Enterprising Women

*Continued From Page 14*

Mary has been recognized by *The Best Lawyers in America*, named by NJBIZ as a 2023 “Leader in Law,” by ROI-NJ as a 2023 “ROI Influencer: Women in Business,” the *New Jersey Law Journal* as a “New Leader of the Bar,” and received its “Mentor Professional Excellence Award.”

An experienced litigator, Mary participates in McCarter’s pro bono program on projects with Volunteer Lawyers for Justice. She serves through her church and various community service initiatives of the Coptic Orthodox Community in the northeast.

*Nominated by McCarter & English.*



**Nachman, Phulwani, Zimovcak (NPZ) Law Group, P.C.**  
Snehal Batra, Esq.  
Managing Attorney

Snehal Batra, Esq. epitomizes the qualities of leadership and inclusivity in the realm of law. Her dedication to integrating diversity at the heart of Nachman, Phulwani, Zimovcak Law Group is evident in her proactive recruitment and effective mentorship of individuals with hearing disabilities. With her belief in their capabilities and through her ingenious methods, Snehal has refuted misconceptions, demonstrating that physical constraints are not a hindrance to skill and proficiency. Snehal’s steadfast commitment has transformed the landscape within her firm, paving the way for an enriched, diverse workplace, and offering an influential blueprint for the broader legal and corporate sectors. Her unwavering devotion to inclusivity renders her an ideal candidate for the Enterprising Women in Commerce Awards 2023.

*Nominated by Kunal Patel of NPZ Law.*



**Nachman, Phulwani, Zimovcak (NPZ) Law Group, P.C.**  
Ludka Zimovcak, Esq.  
Managing Attorney

Ludka Zimovcak, Esq. stands as a paragon of inclusivity and empowerment in the legal field. She has brilliantly woven diversity into the fabric of Nachman, Phulwani, Zimovcak Law Group by actively recruiting and successfully mentoring employees with hearing impairment. Her unwavering belief in their potential, along with her innovative strategies, has shattered stereotypes, proving that physical limitations are no barrier to talent and ability. Ludka’s commitment has not only led to a richer, more diverse work environment within her firm, but also serves as a pioneering model for the wider business and legal communities. Her resolute dedication to inclusivity makes her a deserving nominee for the Enterprising Women in Commerce Awards 2023.

*Nominated by Kunal Patel of NPZ Law.*



**Nachman, Phulwani, Zimovcak (NPZ) Law Group, P.C.**  
Gagan Mundra  
Attorney

Gagan Mundra embodies an impressive model of unity and empowerment within the legal sector. Her fervent commitment to fostering diversity at Nachman, Phulwani, Zimovcak Law Group has led her to actively source and mentor individuals with hearing impairment. Her staunch faith in their potential, paired with her novel approaches, has debunked negative stereotypes, highlighting that physical challenges are not a roadblock to talent and aptitude. Gagan’s enduring resolve has not only cultivated a deeper, more varied work culture in her firm but also established a pioneering precedent for the wider commercial and legal communities. Her consistent dedication to fostering inclusivity marks her as an excellent nominee for the Enterprising Women in Commerce Awards 2023.

*Nominated by Kunal Patel of NPZ Law.*



## LOGISTICS/ TRANSPORTATION



**New Jersey Warehouse and Movers Association**  
Tracy Denora  
Executive Director

Tracy is committed, dedicated and passionate about the industry and association members she represents. She is the first woman to hold this position and in the 2 years Tracy has been at the helm she has cultivated a national awareness of what the NJWMA is doing and has successfully rallied other State Associations to follow suit. Her advocacy to promote licensed and reputable



Attorneys’ pro-bono work can be a lifesaving contribution for those in need.

companies and her zeal to shut down illegal operators is unparalleled. She spearheaded, with the help of her communications committee, a campaign to inform and protect consumers from disreputable companies. She works closely with State officials and movers alike to ensure consumers are not only informed but protected.

*Nominated by Karen Mantzouranis of Main Street Movers.*



## MANUFACTURING



**Case Medical, Inc.**  
Marcia Frieze  
CEO

I am nominating Marcia Frieze as a CIANJ Enterprising Woman in Commerce. Marcia has navigated a difficult manufacturing space in New Jersey that requires a unique business acumen to succeed. Marcia has led her company, Case Medical, Inc., to become a leading provider of sustainable sterilization solutions. Through her leadership Case Medical has continued to create and provide manufacturing and engineering jobs. These industries have traditionally been dominated by males, but Marcia’s leadership in this space over numerous decades makes her a trailblazer. I believe Marcia deserves recognition for her contributions to manufacturing in New Jersey and her passion for sustainable projects. For these reasons, I recommend Marcia Frieze be recognized as a CIANJ Enterprising Woman in Commerce.

*Nominated by Jason R. Rindosh of Bedi Rindosh.*

—◆—

The outstanding enterprising woman who deserves recognition for her achievements, determination, and dedication in manufacturing is Marcia Frieze, the CEO of Case Medical in NJ. She has made significant contributions to the field through her innovative approaches and commitment to improving medical device manufacturing in NJ.

Marcia’s dedication to advanced high quality medical device manufacturing has earned her numerous accolades and recognition. Her tireless efforts and her dedication to improving healthcare through manufacturing make her an exemplary candidate deserving recognition for her achievements.

*Nominated by Paul G. Randy, Ph.D., of New Jersey Institute of Technology.*

—◆—

I am delighted to nominate Marcia Frieze for the prestigious Enterprising Women in Commerce (Manufacturing) award. Marcia is

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# ■ Enterprising Women

*Continued From Page 16*

an exceptional leader and influential force in manufacturing in the field of sterile instrument processing containers and chemistries. Her innovative and forward-looking approach, coupled with her passion for sustainability, has led to numerous advancements, innovations, and patents throughout her career.

Marcia's accomplishments extend well beyond her contributions to manufacturing. She has defied gender barriers and reached the pinnacle of her career in manufacturing, making her a remarkable role model and mentor for women. Her determination and achievements serve as an inspiration to others, especially to young women pursuing careers in STEM fields. One of Marcia's greatest strengths is her outstanding leadership abilities. She has the unique talent to inspire and motivate her team, effectively communicate her vision, and make tough decisions when necessary. She leads by example and fosters a culture of collaboration and innovation. She remains committed to ethical practices and accountability. Marcia's influence as leader has not only propelled advancements in this industry but has also shaped the broader manufacturing landscape, especially in New Jersey. Given her exceptional leadership qualities and remarkable achievements, I firmly believe that Marcia Frieze is a worthy recipient of this Award.

*Nominated by Gail Rosen of Case Medical Inc.*



Marcia has led the Case Medical organization for more than 20 years, growing the organization and serving the medical device community with innovative new products in sterilization trays and cleaning solutions. She has demonstrated both business and personal leadership as the company has grown in both size and employees. Her hands on approach to management keeps her on the production floor as well as in the boardroom. Over the years the organization has been recognized both by the state and local organizations but nationally as well. It is only fitting that Marcia be recognized for her leadership over that time.

*Nominated by Peter Russo of the*

*New Jersey Manufacturing Extension Program, Inc.*



## MARKETING



**New Jersey Performing Arts Center**  
Katie Sword  
VP Marketing and Communications

Katie Sword has been with NJPAC for more than 10 Years, she's head up the marketing. During her tenure, the theater presents more shows and sells

more tickets than their past years. She's done a complete rebranding for NJPAC – new logo, website, collaterals etc.

During the pandemic, she led the charge on presenting virtual shows – and then full on marketing campaign to reopen NJPAC with videos and promotions to let people know how clean and safe NJPAC is.

In 2023- for the first time, NJPAC partnered with Gov. Murphy and Tammy – for the North to Shore Festival – Katie led all the marketing from inception – All advertising, Social media, print/digital ads, press conference – coordinated all the details in 3 different cities.

This is the first festival and now she set the tone for the future North to Shore Festivals, the festival takes place in June on 3 diff weekends – in AC, Asbury and Newark- lots of coordinating.

*Nominated by Angela Thomas of Prana Marketing*



## NON-PROFIT



**The Institute for Entrepreneurial Leadership**  
Jill Johnson  
Executive Director of The Institute For Entrepreneurial Leadership (IFEL)

Jill Johnson has dedicated her life to helping underserved and overlooked business owners “grow, scale, and exit”. Johnson is changing lives and communities by supporting business owners with real-time resources and guidance such as free legal and financial advice. Her resources supported me in purchasing a commercial building by teaching me how to create financial reports including projections that told the story of my business. I am nominating Johnson because she is an unsung hero who fights to see women and minority-owned businesses cross the million-dollar threshold in revenue. Johnson is championing women-owned businesses by not

only providing free resources to them, but by teaching other women to become Angel Investors. She takes a holistic approach to supporting minority and women-owned businesses.

*Nominated by Adrienne M. Fudge of 40 Dreams Catering.*



## REAL ESTATE AND DEVELOPMENT



**Real Estate and Development Legacy Development Group**  
Abigail Polizois  
Co-Founder/ Partner

Abigail Polizois is Co-Founder and Partner of the Legacy Development Group, a real-estate development corporation with properties spanning Hudson and Bergen Counties. The group's portfolio consists of multi-family projects between 10 and 70+ units in size.

Moreover, Abigail was a force behind the Fair Lawn Economic Development Corporation's merging with the River Road and Broadway Improvement Corporations to create a single tax-payer-funded downtown management corporation for Fair Lawn. She serves as the Board Chair of this corporation: Fair Lawn Main Street Inc.

Prior to the merger, Abigail served as Board President of the Fair Lawn Economic Development Corporation. As President, Abigail led the effort to get Fair Lawn designated as a Main Street NJ Town, opening access to financial resources to develop the municipality's business districts. State Main Street grants financed the development of a town-wide digital-marketplace as well as a facade program that improves the exterior appearance of storefronts.

*Nominated by Ryan Greff of Fair Lawn Main Street District*

*Continued On Page 18*



Budding entrepreneurs need expert guidance to create a comprehensive business plan, enabling them to raise funds to make their dream a success.

Photo: Getty Images/Stockphoto/irapong Manustong



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## ONE TO WATCH



### Case Medical Inc.

Qing H. Guo  
General Counsel

Having worked with Qing's in private practice, it is no surprise to me that at 34 years old Qing is already General Counsel for a New Jersey company with over 170 employees and worldwide sales. In addition to directing Case's legal needs for the last two years, Qing's excellent analytical, organizational, and communication skills have quickly led to her involvement with all aspects of Case's operations, from resiliency planning to human resources to operations to corporate succession.

Qing also gives back to the legal community. She served as the 2021-2022 President of the Asian & Pacific American Lawyers Association of New Jersey (APALA-NJ), the state's largest advocacy group for lawyers of Asian heritage. She continues her service by now leading the APALA-NJ Foundation.

Finally, Qing is mother to three boys, all under six years of age. She is truly a remarkable person and lawyer and is certainly deserving of this award.

*Nominated by Michael Witt of the Passaic Valley Sewerage Commission.*



As we continue to battle climate change, contaminated soil remediation is crucial.



### Triangle Manufacturing Co. Inc.

Ashley Hagedoorn  
Director of Operations

As director of operations, Ashley Hagedoorn is "very supportive – the kind of leader of people that you want to have in an organization like mine." Hagedoorn started at Triangle eight years ago as a planner and rose to become a supervisor, manager and now director. A graduate of Montclair University, Ashley wanted a career in business management and worked at Enterprise Rent-A-Car and Worldwide Express before deciding to return to Ramapo College for more school in project management. She knew nothing about manufacturing when she accepted the job here. But she quickly adapted and now encourages women to consider this non-traditional career path. As a director, is part of the executive team that brainstorms issues and helps develop policy.

*Nominated by Dax Strohmeyer of Triangle Manufacturing.*



### Factor Group Inc.

Kathleen ("Katie") Patel  
CEO

Katie Patel has worked in the environmental and construction infrastructure industry for eight years, starting her career as Project Geologist in 2015 after getting a Master's degree in Geoscience. Katie is ambitious, smart, and extremely hardworking. In 2019, she was recruited as Director of Operations at Factor Group, a leader in soil transport & disposal and environmental services. She climbed the ladder to become VP, and by mid-2022 had negotiated purchase of a controlling interest of Factor Group and top spot as CEO of the company. An expert in business development, Katie has cemented client relationships with multiple public and private sector GCs in the Tri-State area. She took lead as Project Executive on such high-profile infrastructure projects as Portal North Bridge (NJ), Kosciuszko Bridge (NY), East Side Coastal Resiliency (NY), and VN-86 Belt Parkway (NY). She also serves as a committee co-chair for the Brownfield Coalition of the Northeast (BCONE).

*Nominated by Joel Rogers of Factor Group.*



### Earle Companies

Alexa Robbins  
Marketing Coordinator

Alexa Robbins has been in marketing for three years now. She is a brilliant employee and gladly accepts any challenges we throw her way. Her attention to detail, focus on efficiency, and positive attitude, combine with her sense of ownership to create the consummate professional and someone we trust and value every day.

She has seamlessly and proactively built, adapted, and streamlined her marketing role and assumes responsibility for the organization's culture and morale. Alexa has managed her responsibilities efficiently and expressed a desire to learn and do more; her role has expanded to include multiple collection and archive-related activities.

Alexa creates and produces our marketing material and monitors and manages our social media. She actively participates in meetings and events, enabling staff to understand the company's implicit needs and initiating ideas to support our efforts. Her consistent performance comes from her dedicated and planned efforts to excel in this field.

*Nominated by Corinne Collins of the Earle Companies.*



### Citrin Cooperman Advisory, LLC

Courtney Rotola  
Manager

Courtney Rotola took charge of her career, with a solid work ethic and a drive to make an impact in her profession. She started as an intern, moving up to a Manager position in a few short years. She is thoroughly committed to service excellence by working closely with her clients on technical and consultative solutions that address their specific situation and unique needs. Courtney works with some of the largest clients in her industry, serving as an industry leader, and taking time to develop long-term relationships. Courtney recognizes the necessity to scale her role and goes the extra mile to exceed customer expectations. She also believes in doing her part to cultivate her team and is actively involved in developing and delivering staff training on technical topics and frequently used software tools. She is a strong team leader and viewed as the go-to person for staff in her department and other departments.

*Nominated by Vicki Dill of Citrin Cooperman.*



### Brewster Washers

Brielle Freda Seminerio  
Operations Manager

Brielle has stepped up to help keep Brewster Washer afloat this year while her dad, Salvatore Freda Jr. battled Leukemia. From his hospital bed, Salvatore Freda wrote how Brielle rose to the challenge. "First thing Brielle did was to have all my emails forwarded to her and with expertise she nailed it. She has taken control with consultations from me from time to time from my hospital bed. On top of all this, she announces to my wife and I in the hospital that we were to be grandparents for the first time, that energy has propelled my recovery expediently to look towards the Oct 3rd arrival, thereabout. It's

*Continued On Page 20*



# Better health for women is better health for everyone.

**Caring for women's health starts with caring about women.**

A woman knows her body better than anyone, and we're here to listen. From first-time gynecological visits to pre-natal checkups and testing, post-menopausal care to everyday wellness and everything in between, we offer high-quality health services with access to the latest in research and clinical trials, all under one roof. We're committed to keeping women – from all walks of life – healthy, thriving and well-cared for.

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

**RWJBarnabas**  
**HEALTH**

Let's be healthy together.





# ■ Enterprising Women

*Continued From Page 18*

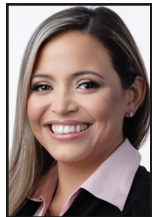
amazing how she has absorbed and listened to my techniques and selling styles, she's a mini me." *Nominated by Salvatore Freda Jr. of Brewster Washers*



## **Gibbons P.C.**

**Bisola A. Taiwo**  
*Director, Real Property Group*

Bisola Taiwo joined Gibbons P.C. in 2022, bringing a wealth of experience to the firm's Real Property Group. Previously, as Assistant Director/Chief of Staff for the City of Newark's Department of Economic and Housing Development, she led more than 70 employees across five multidisciplinary divisions, managed a high volume of complex redevelopment projects from concept to completion, and oversaw day-to-day operations on key initiatives and municipal capital improvement projects. Her high-profile achievements while working for the city include structuring deal terms for billions of dollars of new redevelopment projects and managing pre-development and day-to-day aspects of the Riverfront Park expansion project. She has been featured on the *ROI-NJ* "Influencers: People of Color – Next Generation" list and is involved with Volunteer Lawyers for Justice and the New Jersey Women Lawyers Association. *Nominated by Peter J. Torricollo of Gibbons.*



## **Triangle Manufacturing Co., Inc.**

**Liseets Taveras**  
*Director of Human Resources*

As director of human resource, Taveras has a very progressive approach and always puts the associates first. She is constantly trying to improve the overall employee experience at Triangle. De-

spite the labor challenges of the pandemic, Taveras was able to recruit 50 new workers to help Triangle in its expansion. She accomplished it by stressing the opportunities, like the wages and benefits and chance for advancement. For those new to the industry, she brought them on as trainees to slowly acquaint them with operations. To change the perception that manufacturing is a male-dominated industry, ew started a Women in Manufacturing Networking Group at Triangle. She believes the industry offer great opportunities and there should be outreach to girls as early as grammar school.

*Nominated by Dax Strohmeier of Triangle Manufacturing.*



## **AmeriHealth**

**Alix Tobler**  
*Senior Business Analyst*

Alix Tobler is a passionate and tireless advocate for AmeriHealth. Day in and day out she is a focused problem solver and dedicated team player who leverages critical thinking and unending resourcefulness to improve business processes and member experiences. She collaborates with cross-functional teams to deliver results and her positive attitude and kindness, along with her innate ability to think outside the box makes her a true asset to our organization and certainly someone to watch in 2023 and beyond!

*Nominated by Carly LePore of AmeriHealth.*



# PLATINUM



## **Deloitte & Touche LLP**

**Lara Abrash**  
*Chair and Chief Executive Office at Deloitte & Touche LLP*

Having known Lara Abrash since 2006, I have watched her grow to reach one of the highest roles at the largest professional services firm in the world.

Lara has served as the CEO of Deloitte's US Audit & Assurance (A&A) business since June 2019, recently elected as Chair of the US firm. Lara served in a number of leadership roles during her career at Deloitte: COO, National A&A Transformation Leader, and Deputy CEO of the A&A practice.

Lara frequently speaks on topics focused on advancing the profession including DEI, the future of work, and tech disruption. Lara stands out in her ability to motivate and inspire those around her to succeed, while focusing on giving back, specifically through Deloitte's \$75 million MADE commitment to increase racial and ethnic diversity in the accounting profession.

Lara is a wife and mother raising two incredible children. She also leads her women's softball team.

*Nominated by Cecilia Fontana of Verina Consulting Group LLC.*



## **Bergen Community College**

**Susan Barnard, Ph.D.**  
*Dean of Health Professions*

Bergen Community College Dean of Health Professions Dr. Susan Barnard represents the driving force behind the College's renowned medical arts programs. Among her work at the college, Susan has shepherded the institution's health professions offerings through countless successful accreditation cycles, developed community partnerships with major employers and solidified Bergen as the premier destination for the region's prospective health professionals.

In fact, it was Susan who had the vision for the region's only health professions integrated teaching center, which opened in 2016. Her concept envisioned a facility where all of the college's health professionals would work together – as they do in practice at medical facilities across the region. That vision, now a reality, has had a positive impact on students and the quality of care the residents of our region receive.

*Nominated by Eric Friedman, Ph.D., of Bergen Community College.*



## **Bergen New Bridge Medical Center**

**Donnalee Corrieri**  
*Chief Communications and Marketing Officer*

Extraordinary, tireless, dedicated, and a true team player – these are only some of the words to describe Donnalee Corrieri, Chief Communications and Marketing Officer for Bergen New Bridge Medical Center. The greatest task of her more than 30 years in the industry was to work with senior staff to chart the course for rebranding a newly reborn Medical Center that had faced its share of challenges. Donnalee has been a key part of the transformational journey of Bergen New Bridge and the architect of its image rehabilitation in the community.

She has also been a leader in its outreach with her role in developing the Community Health Needs Assessment and its implementation plan. Donnalee has been an important member of the DE&I Committee and its initiatives. She is a board member of numerous non-profit organizations and gives back to the community. Above all, she is a mentor, especially to the junior members of her team, inspiring and motivating the next generation of women at the Medical Center. *Nominated by Tracy Schoenberg of Bergen New Bridge Medical Center.*

*Continued On Page 21*



A successful career in the healthcare profession requires skilled teaching as well as strong mentoring programs and peer study groups.



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**Citrin Cooperman & Co., LLP**  
Sylvie Gadant, CPA  
Partner/Practice Leader –  
Transaction Advisory Service

The dynamic leader of our Transaction Advisory Services practice, Sylvie advised clients on over 600 transactions valued between \$5M and \$300M. She launched the renowned *Independent Sponsor Survey*, drawing attention to growing that industry. Her extensive expertise has led to frequent speaker, judge, and moderator opportunities for high-profile industry forums. As an accomplished leader, Sylvie built an award-winning advisory team whose success is the result of turning an idea into a profitable product through assertive risk-taking and innovation. In accounting, the standards are high, and women like Sylvie who break through are truly exceptional. Sylvie is regularly featured in media publications, including *Inc. Magazine*, *Forbes*, *Accounting Today*, *Crain's New York Business*, *Bloomberg*, and *Forbes*. She is the recipient of prestigious awards, including the *Crain's New York Business* "Notable Women in Accounting," and the *Global M&A Network* "USA Women Dealmakers," which singularly honors an A-List of the most accomplished and respected women dealmakers in financial services. In 2023, she received an honorable mention in the Mergers & Acquisitions Most Influential Women in Mid-Market M&A List.

Nominated by Vicki Dill of  
Citrin Cooperman & Co. LLP



**Terrie O'Connor Realtors**  
Terrie O'Connor  
Broker President

Industry icon Terrie O'Connor founded Terrie O'Connor Realtors in 1991, following a successful 10-year career in real estate sales, marketing and management. As both the daughter and then wife of US Naval officers, Terrie O'Connor lived in such places as Malta, Hawaii, Panama, and England as well as throughout the United States. Terrie attended the University of Maryland in London, England where she worked for the Commander-in-Chief US Naval Forces, Europe. This experience prepared her well for a successful career in real estate. In 1991, Terrie's entrepreneurial spirit propelled her to launch her own company. Celebrating 32 years, Terrie O'Connor Realtors has grown from a one-office boutique to a leading independent brokerage with nine locations, approximately 475 sales associates and 40 full-time employees. Terrie is a Director on the Board of the Commerce and Industry Association of New Jersey. Greater Bergen Realtors named Terrie the 2019 Realtor of the Year.

Nominated by Sarah Drennan of  
Terrie O'Connor Realtors.



**Deloitte & Touche LLP**  
Omosede Ogiamen  
Partner

Omosede is a unicorn leader, exceptional by definition, a visionary and innovator. She is a devoted and inclusive leader, and has mentored many women to great heights, and has been a catalyst and champion to their professional and personal growth. She is an out-of-the-box thinker who never turns down a challenge, a servant leader at heart who will always make time to roll up her sleeves, and an impact 'people first' player who respects and supports her teams to drive towards excellence. She is a highly regarded, respected and trusted leader across the firm. Omosede has created a unique and successful brand and an expert within the health care industry, and is worthy of the Enterprising Women in Commerce Platinum Award nomination.

Nominated by Emma Ndebele of  
Deloitte & Touche LLP

Omosede has been on fire to help her clients with her expertise in accounting and finance in Healthcare. She has been impactful to all who she meets and treats everyone in respect regardless your level. She has been successfully supporting many of her client in healthcare by providing supports around accounting and finance and beyond. Personally, she has been my mentor and cares deeply about my personal wellbeing.

Nominated by Kenya of  
Matsushita of Deloitte & Touche LLP.



**Gibbons P.C.**  
Angela Pandolfo Roy  
Chief Marketing Officer

Ms. Roy handles wide-ranging business development, client relations, and communications strategies for one of NJ's most high-profile law firms, directing a seven-member team. Building on a 30-year legal marketing career in the New York and Boston metropolitan areas, Ms. Roy has, among other achievements in two years as Gibbons's CMO: designed the Gibbons Alumni Initiative, a networking platform for current and past Gibbons attorneys to exchange referrals and develop business; drafted a comprehensive cross-selling program; and developed for management quarterly benchmarking analyses evaluating and comparing top competitors' litigation and transactional activity, news coverage, operational developments, thought leadership, and related metrics. She created business development and promotional plans for several service line launches and expanded social media, public relations, and digital strategies for internal and external communications. She serves a key role in implementing the firm's

2023-2025 strategic plan, designed to cement Gibbons's sustainability, optimize financial performance, and target smart growth.

Nominated by Peter J. Torricollo of Gibbons P.C.



Angela Pandolfo Roy is the Chief Marketing Officer for Gibbons P.C. which is one of New Jersey's largest and most high-profile law firms. Roy holds the primary responsibility for all critical inward and outward-facing business development, client relations, promotional, and communications strategies and platforms, ensuring consistency of messaging and positioning throughout various outlets and media. Roy initially met and exceeded all requirements of being second-in-command of the Gibbons marketing department position while maintaining a 60 percent flex-time schedule to accommodate prior family responsibilities. She earned the CMO role upon department restructuring and a change in family circumstances. Roy works alongside the Managing Director to present to various constituencies the firm's 2023-2025 strategic plan including the Gibbons Alumni Initiative. She also developed and generated the firms competitors' litigation and transactional activity, client lists, news coverage, operational developments thought leadership, and related metrics.

Nominated by Dennis Mikula of  
Mikula Contracting.



**Spectrum Works**  
Ann Marie Sullivan  
Founder/CEO

With her unwavering commitment to empowering individuals with autism and her exceptional leadership skills, Ann Marie has made an indelible impact on our community.

Throughout her career, Ann Marie has exemplified her entrepreneurial spirit by establishing successful for-profit and nonprofit

Continued On Page 22



Women helping women has proven to be beneficial to success for women in any field.

Photo: Getty Images/Stockphoto/Meeko Media



# ■ Enterprising Women

*Continued From Page 21*

organizations in both the United States and Europe. However, it is her groundbreaking work with Spectrum Works that truly distinguishes her as a leader and visionary. Since its inception in 2011, Spectrum Works has been revolutionizing the employment landscape for autistic individuals. Ann Marie's unique approach educates companies about the valuable contributions that individuals with autism can make and offers comprehensive programs to help businesses create inclusive workforces. She also collaborates with high schools and universities to develop job training initiatives, enabling individuals with autism to thrive in various industries. Under her innovative leadership, Spectrum Works has positively impacted the lives of over 600 individuals through internships at partner companies; with more than 130

students set to participate in 2023 alone. Ann Marie's dedication to diversity, employment, and inclusion is unparalleled. Her efforts have provided young adults on the autism spectrum with meaningful opportunities, fostering their independence and self-confidence and inspiring them to achieve gainful employment.

*Nominated by Beverly Ficon of Spectrum Works.*



## **Scarinci Hollenbeck LLC**

Katerin Traugh  
Executive Director

Katerin Traugh is an excellent leader who has continually positioned the firm for success amid challenging circumstances. Ms. Traugh joined the firm as Controller in 2017, then, three years later, stepped up to the role of

Executive Director at the onset of the COVID-19 pandemic (making her the first woman and youngest professional in the firm's history to occupy the role). Tapping into her rich financial experience, Katerin efficiently re-adjusted the firm to remain fully operational amid the chaos of the pandemic. Since then, Katerin's adjustments have positioned the firm for continued growth and success in spite of today's uncertain economic climate. Katerin successfully manages the various intricacies of a law firm while simultaneously uniting our staff and core members under her leadership. She possesses a unique determination, focus and likability that is influencing a refreshing firm culture. Her story is inspiring and she embodies what it means to be an Enterprising Woman in Commerce.

*Nominated by Dylan Young of Scarinci Hollenbeck LLC.*



With job training and encouragement, people on the autism spectrum can live happy and productive lives.



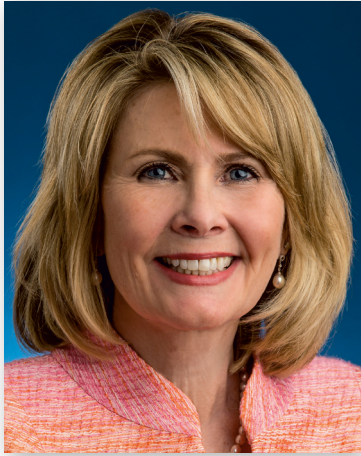
## When it comes to solving complex problems, enterprising women light the way.

We prioritize partnerships with businesses owned by women, minorities and disadvantaged persons to deliver inclusive infrastructure that works for everyone. Because a transit project isn't just about connecting more people and places. It's about creating greater opportunities and outcomes for all.

[macegroup.com](https://macegroup.com)



# CONGRATULATIONS



Hackensack Meridian *Health* congratulates

**Audrey Murphy, Esq., MSN, RN**

executive vice president and co-chief legal officer, chief officer, team member health and safety on being named one of

**Commerce Magazine's Enterprising Women.**

We are thrilled to celebrate your remarkable journey and your profound impact on the health care industry.

Your dedication, expertise, and unwavering commitment have elevated Hackensack Meridian *Health's* ability to be a leader of positive change and greatly influenced patient care, team member well-being, and community engagement.

**OUR NETWORK AND HEALTH CARE IN  
NEW JERSEY KEEP GETTING BETTER  
BECAUSE OF YOU.**



Hackensack  
Meridian *Health*

[HackensackMeridianHealth.org](https://HackensackMeridianHealth.org)



# Artificial Intelligence Boon in Healthcare Adaptions

Compiled by Diane C. Walsh  
Editor, COMMERCE

**A**rtificial intelligence (AI) is all around us from the way we shop, interact with our employees or employers, write reports, make doctor's appointments and even order takeout. While there is debate over whether the government should impose limits, we hope AI will evolve to a wondrous tool. We spoke with leaders in the healthcare community about how they use AI for better patient care and operational efficiency. Here's what we learned:



**AtlantiCare**  
Michael Charlton, MHL  
Interim President

AtlantiCare's team uses advanced technologies, including artificial intelligence (AI), to actively engage individuals in getting preventive, diagnostic, treatment, and follow-up care and services. For example, at AtlantiCare Regional Medical Center (ARMC), we're using AI to identify patients who are at increased risk for lung cancer based on incidental and targeted CT scan findings. An incidental scan finding could be a CT scan that an Emergency Department provider orders for a patient who has a heart issue. The Interventional Pulmonology Team at our Heart and Lung Institute's Lung Nodule Clinic can use this information to follow up with individuals who have suspicious nodules to encourage them to get follow-up care. We're also using conversational AI – known as a chat bots – on our website to help patients find care and schedule appointments with the appropriate provider and/or service throughout our healthcare system based on their specific healthcare needs. This technology prompts our website visitors to share their symptoms, questions or concerns. AI is one tool in our comprehensive approach to identifying our patients' needs and engaging individuals in getting timely, appropriate, quality care; and providing them with the personalized care and support to meet their unique needs.



**Bergen New Bridge Medical Center**  
Deborah D. Visconi  
President & CEO

Bergen New Bridge Medical Center has used AI to improve patient care and to streamline and make our overall operations more efficient.

AI emerged as a solution to a problem during COVID as it helped with patient matching and allowed us to manage our data more efficiently at a time when we were treating, testing, and vaccinating an extraordinary number of patients. It now continues to enhance our ability to address social determinants of health through real time feedback allowing us to adjust our community health improvement plan more expediently.

One innovative way the Medical Center is using AI is to help us build applications that will automate processes. The more efficient we are, the more people we can serve, which is essential as a safety-net facility and the largest hospital in New Jersey. We recently piloted the use of Acushield Reputation Accelerator, which sends visitors and patients a survey based on their check in at our main entrance. The Medical Center gets real time feedback on our staff and services so we can make changes, address needs, and congratulate those staff members and department providing exemplary service.

Bergen New Bridge sees AI as a tool that can help expand our ability to communicate with those we serve. Our technology team is currently working on Chat Bots that will be able to engage with current and potential patients, answering their questions and directing them to resources and support before they even walk in our doors. Our team is also developing tools to help with translation, as many of the populations we serve speak a diverse group of languages including Spanish, Polish, Mandarin, Korean, and more.



**Delta Dental of New Jersey, Inc.**  
Dennis G. Wilson  
President & CEO

Delta Dental of New Jersey embraces the future of integrating Artificial Intelligence (AI) as a powerful support tool into our insurance operations to enhance and improve the customer experience for our over 1.9 million members. Our company is developing AI chatbots that provide immediate, personalized assistance to our clients. We're also looking forward to implementing AI to effectively act as a second set of eyes and efficiently analyze dental X-rays and documents in the claims image review process. We believe AI is a tool to complement human intelligence, not replace it. Human connection is vitally important, especially in the healthcare space. With every innovation, AI brings new levels of accuracy, consistency, and efficiency. AI is also propelling the dental industry into the future at full force and

enhancing the very hands-on oral care our dental providers deliver, day in and day out.



**EmpiRx Health**  
Danny Sanchez  
CEO

At EmpiRx Health, we are using artificial intelligence to help our clients identify savings in their healthcare benefits – while simultaneously creating better healthcare outcomes for members within our plan. This is a win-win; when employers are able to improve their bottom line while also having healthier workers, it means that they have turned their pharmacy benefits plan from an overhead expense into a performing asset that adds value to the organization.

Our population health management platform uses the Johns Hopkins ACG system, which examines health analytics to create a condition-neutral risk profile for each member. It scans the population for signals that clinicians may not otherwise be looking for, and uses AI to create alerts that can be reviewed by a human expert. For example, we had a member within our population who was prescribed injections by his physician. Our AI-driven system recognized that the recommended frequency of injections every six weeks exceeded FDA guidelines, and one of our pharmacists reached out to the doctor to recommend that the patient receive injections every eight weeks. The doctor agreed, and the patient's condition was successfully managed. The patient now has less risk of serious adverse reactions, and the plan realized a savings of more than \$50,000 that would otherwise have been spent wastefully.

This isn't technology merely for technology's sake; this is one of many examples of a tangible, AI-driven intervention that leads to better business results but more importantly, improved healthcare outcomes.

Danny Sanchez serves as CEO of EmpiRx Health ([www.empirxhealth.com](http://www.empirxhealth.com)).



**Gastroenterology Associates of New Jersey**  
Dr. George Pavlou  
CEO

Colorectal cancer is the 3rd most common cancer worldwide and the second leading cause of cancer death in the United States. However, a new medical device that incorporates AI technology

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# Congratulations, Alix Tobler!



Congratulations to our own **Alix Tobler**, and all the distinguished “Ones to Watch” nominees, for being recognized by CIANJ-Commerce Magazine as Enterprising Women in Commerce.

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



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## LESSONS IN LEADERSHIP

# The Organized Leader



By Steve Adubato,  
PhD  
*Freelance Contributor*

As organizations continue to pivot and find new and creative ways of approaching how they do business, one thing is for sure. The most successful leaders ensure that they have motivated and organized people surrounding them to help keep the ship on track. The following leadership traits are required for those who may not fall at the top of an organizational chart, but are those who are expected to work independently in an organized fashion to move the organization forward:

- Strategically communicate. The organized leader ensures essential information is delivered to their team, and when appropriate directly to

their CEO, while omitting extra details that could just become noise or a distraction.

- Follow up and follow through. It is your responsibility to create deadlines, deliverables, and benchmarks and agree upon when and how you will be reporting back to the CEO or your team on your progress. Don't make your CEO come to you asking, "Where are we with...."
- Embrace Feedback. One of the best ways to improve as a leader, communicator or manager is to proactively seek feedback from others around you. Be open to the feedback and then use it to become an even stronger leader on behalf of your organization.
- Confront issues. Whether it is a missed deadline or a dissatisfied client, accept the fact that there is a problem, identify potential solutions, and then act. Doing so decreases worry and will allow you to move on to other tasks at hand.

- Get organized. Declutter your desk, clear out your e-mail inbox, use an on-line program or app to track your projects, or simply keep a steno pad where you prioritize your "to do" list. The key is to be intentional with how you work so that you can have a clear mind and be more efficient. 📌

*Steve Adubato, PhD, is the author of five books including, "Lessons in Leadership." His sixth book, "Lessons in Leadership 2.0: The Tough Stuff," will be released in summer 2023. He is an Emmy® Award-winning anchor with programs airing on Thirteen/WNET (PBS) and NJ PBS. He has also appeared on CNN, NPR and NBC's Today Show. Steve Adubato's "Lessons in Leadership" video podcast with co-host Mary Gamba airs Sundays at 10:00 a.m. on News 12+. For more information visit [www.Stand-Deliver.com](http://www.Stand-Deliver.com)*



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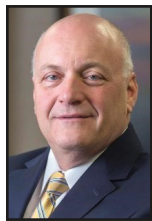
has the capability to help detect previously undetected pre-cancerous polyps.

At Gastroenterology Associates of New Jersey, we've introduced a new technology to colonoscopy procedures which improves the detection of polyps, the precursor lesion to cancer. The GI Genuis from Medtronic is a device that seamlessly integrates with current endoscopy equipment and acts as a second set of eyes for the physician.

Benefits to patients include:

- 30% relative increase in adenoma/polyp detection rates,
- PP14% absolute detection in adenoma/polyp detection rates
- 50% more likely to detect multiple polyps.

Colorectal cancer is one of the few preventable cancers by finding and eliminating polyps before they can grow and become cancerous. This new technology is one way we can improve the accuracy of detection and, in many cases, prevent cancer before it starts. New and evolving innovations in artificial intelligence will soon become the norm in endoscopic procedures, but patients still play a vital role — they need to be proactive, making sure to get their colonoscopy at the recommended age and interval as recommended by their physician.



**Holy Name Medical Center**  
Michael Maron  
President & CEO

Holy Name Medical Center in New Jersey stands as an unrivaled leader in healthcare technology on the East Coast, boasting exceptional expertise in software development and architecture. The center's profound understanding of the potential of software development and computing technology has propelled them to the forefront of innovation in the healthcare industry.

First and foremost, Holy Name recognizes the overuse of the term "AI" and its potential to mislead people about the current state of software development and computing technology. Rather than relying on buzzwords, Holy Name emphasizes the importance of machine learning, a more accurate and applicable term. Machine learning involves significant human intervention in coding and data collection, enabling Holy Name to leverage this technology to its fullest potential.

Notably, Holy Name is actively designing operational modules and financial systems for Electronic Medical Records (EMR) that incorporate machine learning capabilities. These systems are designed with flexibility in mind, allowing for seamless integration of AI advancements as they evolve. By harnessing machine learning and the future integration of AI, Holy Name ensures their systems are primed to optimize clinical guidance, system speed and efficiency, data analysis, and financial and operational performance.

Moreover, Holy Name's utilization of machine learning and future AI integration extends

beyond clinical aspects. By leveraging these technologies, the medical center transforms data analysis, enabling real-time insights that drive informed decision-making, resource optimization, and improved patient outcomes. Furthermore, Holy Name's commitment to developing cutting-edge financial and operational systems ensures seamless operations, elevating efficiency and performance across the organization.

Lastly, Holy Name envisions a revolutionary transition in healthcare technology that will render current EMR and health-related information systems outdated and antiquated. With their deep understanding of software development, architecture, and the potential of machine learning and AI, Holy Name is poised to spearhead this transformative era, driving the next generation of healthcare systems.



**Saint Peter's Healthcare System**

Jordan Tannenbaum, MD,  
MBA, MPH, CHCIO, PgC  
Healthcare Informatics  
Vice President/Chief  
Information Officer and Chief  
Medical Information Officer

Saint Peter's Healthcare System has partnered with Jvion to use AI enabled methodologies to identify inpatients who are at risk for extended stays or readmission within 30 days. The methodology is unique in that it incorporates census tract data, person-specific non-medical data from public sources, comprehensive claims data and pharmacy use data to create a comprehensive risk profile. We have extended this partnership to begin identifying patients on an individual level who have high-risk social determinants of health needs, such as lack of transportation, housing, or food insecurity. Our goal is to proactively engage with these patients, especially our adult, pediatric and women's health patients at Saint Peter's Family Health Center, connecting them to community and government resources for the support they need as a complement to their clinical care.



**Valley Health System**

Eric Carey  
Vice President and  
Chief Information Officer

At Valley Health System, we are constructing our new state-of-the-art hospital located in Paramus, New Jersey. The Valley Hospital in Paramus has been designed to optimize care delivery using state-of-the-art technologies, including artificial intelligence (AI), smart beds, and Real-Time Location Systems (RTLS).

As part of the 'smart hospital' design, Valley will use Inspiren's AUGi platform, a technology developed to prevent patient falls, in each patient room. The AUGi platform combines a hybrid sensor, AI, computer vision, a smartphone application, an integrated smart lanyard, and dvcbBluetooth low

energy into a powerful tool right in the hands of our nursing staff. AUGi observes patient behavior, and the AI technology predicts bed and chair exits. If detected, the device sends alerts directly to the staff on their Vocera Edge devices to warn them of potential falls. Nurses and Patient Care Associates can also 'live view' to check on their patients if an alert is sent, or to coordinate their response.

Additionally, Valley's RTLS will be used so patients can identify who from Valley's care team is entering their room. Staff information, including name, title, and ID photo, will appear on a 75-inch digital footwall monitor in each patient's room. Also, the RTLS will be integrated with the electronic health record to provide clinicians with up-to-date patient locations, even when they are not in the patient's room.

Our teams continue to be pioneers of the latest technologies. We look forward to adopting the latest technologies to improve patient care and develop more efficient operations. 📌



AI combined with human intelligence can help to decrease repetitive tasks. This gives medical personnel more time to spend with their patients.



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# Congratulations!

To all the  
Enterprising Women  
in Commerce  
and  
*Especially*  
our Award Winners



**Bergen New Bridge Medical Center**  
All The Care You Need.  
When And Where You Need It.



[NewBridgeHealth.org](http://NewBridgeHealth.org)





# Morristown Finds Its Groove...Again.

**B**y all accounts, Morristown is experiencing a renaissance. New commercial buildings with leases from large corporate tenants. New restaurants and retail near the Green. Even new multi-story residential projects. Best of all, the streets are alive day and night with foot traffic.

"Morristown has a really great town feel," says Nick Racioppi, partner, and head of the real estate practice at Riker Danzig, a 140-year-old law firm with 230 employees that moved from Newark to Morristown's Headquarters Plaza in 1983 and never looked back.

Racioppi says their location has been a valuable asset for recruiting young attorneys. "You can walk to the bank, take a break on the Green to clear your mind; and of course, there are a couple dozen really great restaurants nearby. For young talent, if they are looking to work in New Jersey instead of NYC, they want the walkability and diversity of amenities that Morristown offers."

Morris County Chamber of Commerce President Meghan Hunscher agrees. "Even in a hybrid work environment, employees today want to work where they can find lunch, run errands, and be entertained after hours. They want to be where the action is."

"Morristown has all the ingredients," adds Dr. Anthony Iacona, President of The County College of Morris and Vice Chair of the Morris County Chamber of Commerce. "People want to live here. You can live in a gorgeous apartment

and walk downstairs to go to work. I give our county commissioners and Morristown an A-plus on smart growth," Dr. Iacona says.

## An Alluring Colonial History

Morristown has a deep history as a destination location. Established as New Hanover in 1715 by English Presbyterians from Connecticut and New York, in 1735 the name "Morris Town" was adopted in honor of Lewis Morris, the first Royal Governor of New Jersey. The renaming also celebrated the establishment of Morristown as the new county seat of government.

By 1777, Morristown Green was a place to be seen. General Washington used Morristown Green (specifically Arnold's Tavern, but we don't judge) as his winter headquarters. Today the city boasts a population of 20,339 within 2.8 miles. A mostly affluent neighborhood, its 8,800 households earn an average of \$112,570. This is helpful, as Realtor.com suggests the average residential listing today will set you back \$745K, with the top end of the market approaching \$6 million.

No place exists without problems, however, thanks to the spurt of long-awaited commercial redevelopment, the city is welcoming new retail and restaurants. In particular, 1776 On The Green has transformed a lifeless street corner into a welcoming dining experience by expanding indoor seating into a seasonal outdoor footprint. "Chef David Burke's exceptional culinary expertise is elevated by taking advantage of



Nick Racioppi, partner, and head of the real estate practice at Riker Danzig

this wonderful parklike setting on the Green," says Sue Vorchheimer, Director of Marketing and Communications for 1776. "And our TopGolf Swing Suite is a great choice for a company outing, celebrating a birthday or just having a fun evening on the town with friends. We are so excited to be part of the vibrant and expanding Morristown experience."

## Valley National Bank Relocates Headquarters

"Morristown, or any city for that matter, needs to have safe streets, good pedestrian traffic, and the ongoing support for the local retail in order to flourish," suggests Riker Danzig real estate attorney Nick Racioppi.

To encourage redevelopment in the tarnished Speedwell Avenue district, the city established an economic development zone, successfully attracting developers to turn their vision into reality. As a result, two major commercial redevelopment projects will be bringing thousands of daily commuters into Morristown.

One project is the new Valley National Bank corporate headquarters building on Speedwell Avenue, next door to the popular Chef Fredy's Table restaurant and across from the newly renovated Hyatt Regency Morristown. The bank will be leasing most of the 120,000-square-foot structure, which is being redeveloped by SJP Properties in partnership with Scotto Properties. The energy-efficient structure is built

*Continued On Page 30*



Rendering of plans for 1776 on the Green.



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*Continued From Page 28*

to LEED specifications (a must for the bank) and features floor-to-ceiling windows and three outdoor terraces. The ground floor, originally intended to house a Valley branch, will instead be donated for use by the non-profit Ethan and The Bean. Marking its second retail outlet, the organization will operate a coffee and gift shop employing persons with intellectual and developmental disabilities.

“We decided we wanted the lobby space to be used by the community,” notes Thomas Iandanza, President of Valley National Bank, adding that “We found Ethan and the Bean, a nonprofit started by a woman with an autistic son. We decided giving back was a better use for the space,” he says.

About 440 full-time employees will be relocating to Morristown from the former Wayne headquarters, with the balance transferring to an existing operations center on Rt. 23 in Wayne. Iandanza expects that the relocation should be complete by mid-September.

The bank had been searching for a new headquarters location that better reflected the amenities needed for business today. “Wayne is a great city, but our location didn’t create a vibrancy that the largest New Jersey-based bank should have,” Iandanza notes, adding that the cost of renovating the existing building outstripped the cost of relocating. His team explored several destinations, taking into account client proximity, employee commuting, and overall amenities available.

“Morristown is a vibrant area with shops and green spaces available without getting in a car. It just made a lot of sense to us. Plus, the train station makes it easy for our NYC-based employees to commute to the headquarters offices,” he said.

“It is a beautiful space. We wanted [to be in] a downtown area. We hire a lot of young professionals right out of college. They want to be near an urban area. They get excited to be able to be near the amenities and lifestyle the city offers. The move will absolutely help in our recruitment. Also, the Morristown location lets us be the only large bank anchored in the community.”

President Iandanza is quick to praise the town officials and local businesses for making the transition as smooth and timely as possible. “The community really embraced and welcomed us, both the political community and the business community.”

## M Station: Bringing Corporate Business to The City

Another major redevelopment project, also a partnership with SJP Properties and Scotto Properties, is the M Station project. Beginning in 2019, construction crews removed a strip mall and several other structures on Morris Street to make way for a massive complex featuring 375,000 feet of office and retail space across two buildings, as well as a large parking structure situated within a block of the Morristown train station.

The first tenant, global accounting firm Deloitte, began moving employees from a Parsippany office in July of 2022 into a new 110,000-square-foot office. The remaining 10,000 square feet on the ground floor is reserved for retail opportunities. A second structure of approximately 200,000 square feet broke ground in May of this year with anticipated completion in late 2024. Once completed, pharmaceutical giant Sanofi will begin transferring approximately 1,900 employees from various other New Jersey locations to Morristown.

## Residential Upgrades Make Their Mark

Together with commercial redevelopment, the transformation of Morristown’s residential space has also been a work in progress.

In March, Max on Morris, an 85-unit luxury residential community was christened on 175 Morris Avenue. Featuring robust amenities such as 17 EV charging stations, bike racks, and BBQ grills as well as in-unit washers/dryers. Project developer The Hampshire Companies even included 14 residences for persons with special needs. James E. Hanson, President & CEO of The Hampshire Companies described the Max on Morris as a residence “Built around how everyone lives, works, and plays today.”

## Affordable Housing is Also Getting a Makeover

In May of this year, the NJEDA approved tax credits to the city-owned Manahan Village on Flagler Street, under the State’s Aspire Program, an economic development program created under the New Jersey Economic Recovery Act of 2020. Encompassing several properties on the street, the project will transform 200 existing units of affordable housing that were originally built in the 1940s. Leaseholder OAHs Manahan Village LLC is approved for Aspire tax credits of up to 35.21 percent, or \$24.6 million. The project will cost approximately \$70 million.

## Conclusion

A booming Morristown creates positive synergy, according to The County College of Morris’ Dr. Iacona. “For example, Atlantic Health’s Morristown Medical Center is constantly expanding. As a result, we currently provide about half of the nursing staff.” Dr. Iacona says, adding that “Local restaurants are also hiring our students for various positions, from waitstaff to management and chef positions,” he says. To address increasing demand from the business community, the school is breaking ground on a new, 10,000-square-foot Entrepreneurship and Culinary Science Center.

“Morristown is a perfect little city. You have a nationally-recognized medical facility, world-class restaurants one after the other, and an amazing theatre [Mayo Performing Arts Center] that brings extraordinary national arts and entertainment; what on earth is there not to love about it?” Dr. Iacona concludes. 🍷

## Morristown Restaurants and Eateries

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67 East Park Place  
973-829-1776

### A Legna Wood

Fired Pizza  
47 South Park Place  
973 998-0415

### Asahi Sushi

65 Morris Street  
973 631-8585

### Bistro 46

12 Elm Street  
973 302-6727

### Central Taqueria

61 South Street  
973 206-1414

### Chef Fredy’s Table

78 Speedwell Avenue  
973 538-3330

### The Committed Pig

28 West Park Place  
862-260-9292

### Coniglio’s

Old Fashioned  
11 South Street  
973 543-9144

### Dublin Pub

4 Pine Street  
973 538-1999

### Effin Egg

30 Morris Street  
973 944-2849

### End of Elm

140 Morris Street  
973 998-4534

### ESO Artisanal Pasta

92A Elm Street  
973 520-1546

### Fig and Lily Garden

2 Cattano Avenue  
973 539-3999

### The Frog Restaurant and Sports Bar

18 Washington Street  
973 540-9601

### The Godfather of

Morristown  
10 Lafayette Avenue  
973 260-9500

### The Grand Café

42 Washington Place  
973 540-9444

### Grilled Cheese at the

Melt Factory  
28 Morris Street  
973 998-8588

### Guerriero Gelato

64 South Street  
201 345-1806

### Hummus Republic

66 South Street  
973 590-2713

### Jockey Hollow Bar

& Restaurant  
110 South Street  
973 644-3180

### Ju-Ichi Japanese Restaurant

29 Washington Street  
973-888-9393

### Luna Café

20 South Street  
973 998-0404

### Malay Morristown

147 Morris Street  
973 538-3322

### Marjan Fine Persian Grill

84 Speedwell Avenue  
973 889-8884

### Mediterranean Grill

119 Morris Street  
973 539-5878

### Millie’s Old World Meatballs and Pizza

60 South Street  
973-267-4992

### Morristown Diner

73 Morris Street  
973 538-0228

### NOM Mexican Table + Tequila Bar

67 Morris Street  
973 267-4700

### Origin Thai 2

10 South Street  
973 971-9933

### Pierogies House

145 Morris Street  
973 432-8270

### Portofino’s

29 Mills Street  
973 540-0026

### Playa Bowl

14 North Park Place  
973 267-1777

### Raul’s Empanadas Town

63 Morris Street  
973 285-5555

### Rinconcito Latino

94 Elm Street  
973 270-0121

### Sandi’s Soulbits

255 Speedwell Avenue  
862 242-8088

### Saigon Subs & Café

98 Elm Street  
(973) 267-9888

### South & Pine American Eatery

90 South Street  
862-260-9700

### Sushi Lounge

12 Schuyler Place  
973 539-1135

### The Office Tavern & Grill

3 South Street  
973 285-0220

### Town Bar + Kitchen

80 Elm Street  
973 889-8696



# Appeals Court Sets New Standard for Writing Consumer Agreements

By David Cinotti,  
Pashman Stein Walder Hayden, PC

In the *Verizon Wireless* case, the New Jersey Appellate Division makes clear that companies should not overreach in their consumer-arbitration agreements.

In *Achey v. Celco Partnership d/b/a Verizon Wireless*, a decision released on May 1, 2023, the New Jersey Appellate Division ruled that an arbitration clause in Verizon Wireless's customer agreement was so unfair to customers that it was unenforceable. As a result, the court permitted customers to proceed with class-action litigation against the company alleging that Verizon illegally failed to disclose administrative charges on their bills. The case, along with other recent decisions on consumer arbitration, is a good reminder to companies that they can use arbitration clauses in customer agreements to prevent consumer class actions, but they must be careful to avoid clauses that appear so one-sided as to effectively deprive consumers or employees of a fair opportunity to arbitrate their claims.

## Background on the Case

Verizon Wireless, like many companies, sought to prevent class-action litigation against it by including an arbitration clause in its customer agreements. The clause broadly required all customer disputes to be arbitrated and precluded customers from filing class actions. The arbitration clause also said that customers were not permitted to file any arbitration on behalf of a class, but could only pursue claims individually.

None of that was itself a problem. Under the Federal Arbitration Act (FAA), state law cannot discriminate against consumer arbitration agreements by, for example, applying different standards for when they are enforceable or imposing prerequisites for arbitration agreements to be valid that do not exist for contracts generally. The U.S. Supreme Court has also ruled that arbitration agreements waiving the right to file class litigation are enforceable under the FAA, and that companies cannot be compelled to arbitrate against a class of persons unless they clearly consent to class arbitration.

But Verizon Wireless's arbitration clause went further than prohibiting class litigation and arbitration. As more companies include class litigation and arbitration waivers in their contracts, plaintiffs' lawyers have turned to filing many – sometimes thousands – of individual consumer or employment arbitrations. That strategy imposes substantial costs on companies because most arbitration rules require

the companies to pay the cost of consumer and employment arbitration, including all or most of the filing fees and the arbitrator fees. Companies often make it clear in arbitration agreements that they will pay those fees to avoid a court refusing to compel arbitration because the process is too expensive for customers or employees to use.

In 2022, a New York court rejected Uber's claim against the American Arbitration Association (AAA) that it should not have to pay the costs of arbitrating more than 30,000 individual arbitrations filed by the same law firm on behalf of claimants who were challenging the company's delivery fees. Those costs amounted to more than \$90 million. The decision's message was that Uber could not demand the benefits of consumer arbitration, including avoiding class litigation and arbitration, without accepting the costs and inefficiencies of individual arbitrations.

Likely seeking to avoid paying for thousands of arbitrations, Verizon included a "bellwether" provision in its arbitration clause. That provision said that if 25 or more customers raised similar claims in arbitration and were represented by the same counsel or "coordinated" counsel, the customers' lawyers and Verizon's lawyers would each select 5 of the cases to act as bellwether cases. Until those first 10 arbitrations were resolved, no other cases could be "filed" or proceed. If, after the first 10 arbitrations, Verizon and the customers' lawyers could not agree to a settlement of the other cases, the process would continue – 10 arbitrations at a time – until all cases were settled or decided in arbitration. That bellwether process potentially avoided massive arbitration fees imposed on Verizon, but it also meant that customers whose arbitrations were not part of the bellwether cases might have to wait years for their claims to be heard. At the time the plaintiffs filed their claims in court, more than 2,500 Verizon customers had filed similar claims in arbitration. Because the average AAA consumer arbitration takes 6.9 months to resolve, the court calculated that it could take 145 years before the plaintiffs' claims were resolved in arbitration.

There were other problematic aspects of the arbitration clause as well. It required customers to give Verizon notice of a claim within 6 months or waive their claims; it forbade punitive damages and injunctions that applied to more than just the individual claimant; and it prevented customers from relying on statements of customer-service representatives.

The New Jersey Appellate Division agreed with a California federal court's decision in an earlier



David Cinotti, Pashman Stein Walder Hayden, PC

case that Verizon's arbitration clause should not be enforced. Although the FAA does not allow state law to treat arbitration agreements less favorably than other contracts, it does permit state courts to refuse to enforce arbitration agreements on the same grounds that make other contracts unenforceable. "Unconscionability" and "public policy" are among those legal grounds applicable to all contracts, and the Appellate Division explained in its opinion why various aspects of the arbitration clause were unconscionable or against public policy.

## Lessons for Consumer-Arbitration Agreements

From the company's standpoint, Verizon's bellwether process might have been a reasonable solution to the costs of thousands of individual consumer arbitrations. But the arbitration clause was so unreasonable to consumers – who have no ability to negotiate terms with their cellphone provider – that it was inviting a court to strike it down, particularly in states like California and New Jersey where there is already resistance to consumer arbitration. Companies should work with counsel to decide whether the benefits of preventing class proceedings outweigh the potential costs of arbitrating many individual arbitrations. Including a right to seek consolidation of arbitrations raising the same facts or legal issues might be a better way to avoid massive arbitration fees than the bellwether process that Verizon attempted. Although the FAA protects companies' contractual rights to arbitrate and avoid class actions, it is not a blank check for companies to impose whatever arbitration procedures they would like on consumers and employees. 📌



# When Leadership Teams are Neither



By Joseph P. Truncale, Ph.D.  
Contributing Editor

**W**hile they go by a variety of names, leadership teams (those charged with developing and executing organizational strategies) face some common challenges.

Chief among them is a lack of clarity about what it is they are to accomplish in the first place and how *teams* can and should function.

Recently, in preparation for a quarterly strategy review with a rapidly growing client, I asked leadership team members to complete a brief questionnaire outlining the three most pressing issues (problems, challenges, obstacles, etc.) facing the organization over the next ninety days. What I got in return, while useful, underscores a missing element in the team concept.

In each case, members offered up challenges faced by their *department* rather than the *organization* overall. In many cases, members cited other departments and/or policies and

procedures promulgated by the CEO as the root cause of these departmental challenges. In other words, “we’re ok, it’s the rest of the organization that’s underperforming”.


It is understandable that team members come to the table with a focus on their department or area of the operation. This is necessary but not sufficient. What’s missing is the collective emphasis on the organization as a whole. This subtle but important distinction is often lost on team members who feel they are at the table to represent the unique interests of their portion of the enterprise. When shortcomings are viewed as the responsibility (fault?) of other parts of the organization, it can throw cold water over the entire “team” process.

In his best-selling book, *The Five Dysfunctions of a Team*, author Patrick Lencioni dials in on the key factors which impede team success: Lack of Trust, Fear of (or inability to resolve) Conflict, Lack of (organizational/team) Commitment, Avoidance of Accountability, and Inattention to Results. The order of these five is not random. They are illustrated as a pyramid with “Trust” shown as the foundation upon which the rest are stacked. While each can be taken separately as an item for closer examination and understanding, they are

interdependent in that one does not stand in isolation from the other.

Teams perform at their best when they are formed on a foundation of trust and mutual respect. Irrespective of their primary role, and reporting lines, team members “report to” the team leader when in that role. This must be clearly communicated and agreed to by all involved, most notably department heads. Performance management processes should include reference to the effectiveness of team leaders and members’ performance in those roles in addition to their primary responsibilities.

How is your leadership team performing? Or better yet, what could your organization accomplish if your team were fully trained, prepared and equipped to function at a world class level?

For more information on ways to improve the performance of your leadership team, contact me at [joe@ajstrategy.com](mailto:joe@ajstrategy.com). 



Leadership teams should keep the goals of the entire organization in mind, rather than focusing on their individual departments

*Joseph P. Truncale, Ph.D., CAE, is the Founder & Principal of Alexander Joseph Associates, a privately held consultancy specializing in executive business advisory services.*

*He is the former CEO of the Public Relations Society of America (PRSA), the world’s largest public relations organization. Prior to joining PRSA, Joe was President & CEO of NAPL, a business management association representing leading companies in the printing, graphic communications, mailing, fulfillment and marketing services industry.*

*Joe specializes in strategy, customer analysis and organizational effectiveness.*

*He is a graduate of Monmouth University and he holds a Masters’ Degree from Rutgers University. In 2011, he earned his Ph.D. in Media, Culture and Communications at New York University and was the recipient of the Prism Award for Academic Achievement. His dissertation was a ground-breaking study of the leadership styles of highly successful entrepreneurial business executives in the graphic communications industry.*

*Joe served as Co-Chair of the New York University Board of Advisors and is an adjunct faculty member at NYU teaching graduate courses in Executive Leadership, Financial Management and Analysis, Finance for Marketing Decisions, and Leadership: The C Suite Perspective. He resides in Colts Neck, NJ.*

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