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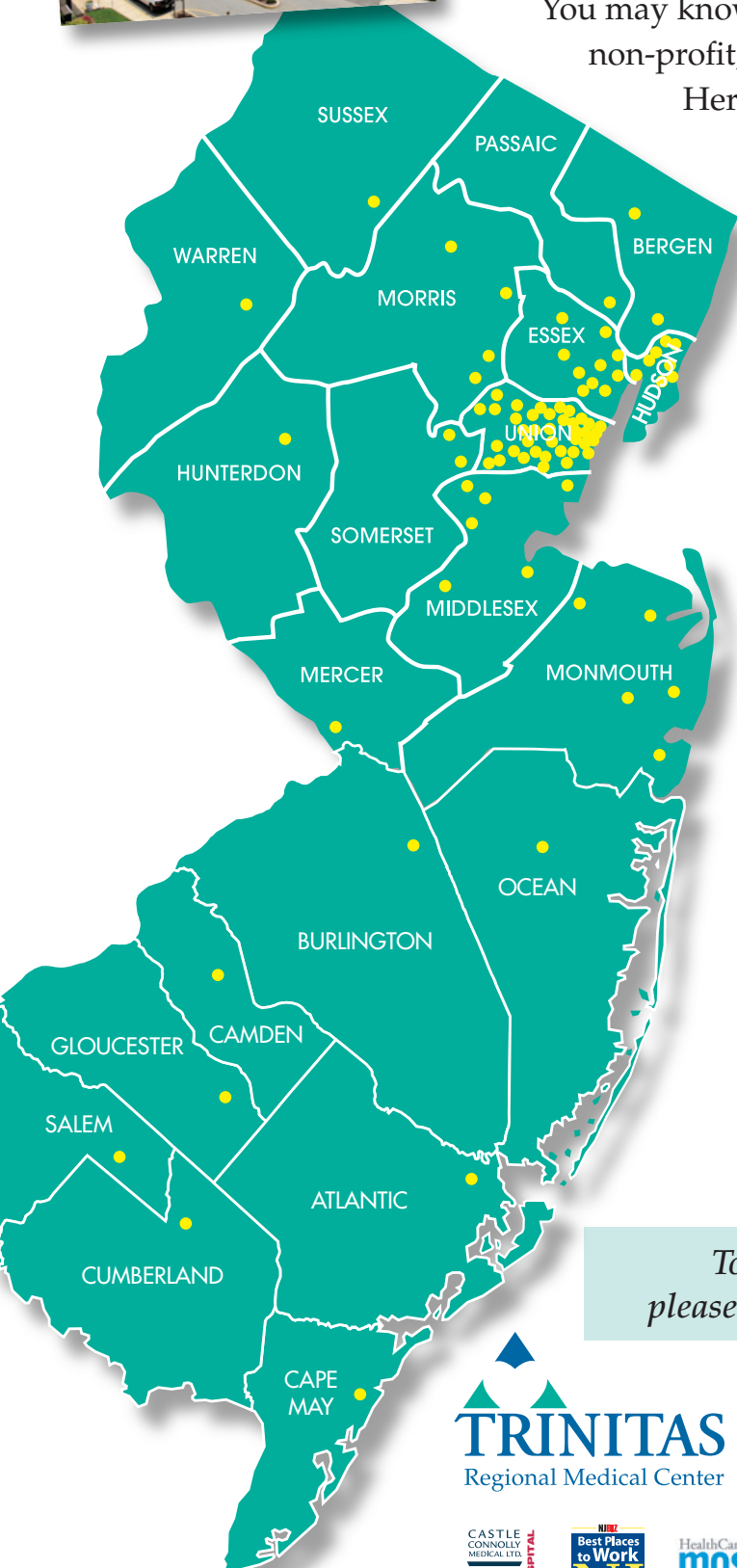
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- We recently acquired the **Bayonne Community Mental Health Center**
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To learn more about Trinitas Regional Medical Center please visit www.TrinitasRMC.org or call (908) 994-5138.



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CONTENTS

COVER STORY

CIANJ and *COMMERCE* Magazine's 2021 Enterprising Women Awards..... 8

BANKING

M&T Bank and the Magnusmode App Enable People with Disabilities..... 32

Spencer Savings Bank's Jane Allerman-Rey Joins NJBankers Board..... 34

HEALTHCARE

4G Clinical Gets Investment from Goldman Sachs Asset Management..... 36

Fiscal Year 2021-22 Budget Doubles NJ's Investment in Cancer Research..... 38

HIGHER EDUCATION

NJEDA Signs New MOUs with NJCU and Stockton University..... 42

MANUFACTURING

Grassi and NJFPA Reveal Findings of NJ Food Manufacturers Survey..... 46

Recruiting Global Talent for U.S and NJ Manufacturing Operations..... 48

ENVIRONMENTAL BUSINESS

NJDEP Acquires Holy Farms as Green Acres Program Turns 60..... 50

REAL ESTATE

NJPAC Unveils a Redevelopment Master Plan for Newark Campus..... 52

DENTAL HEALTH

Using Near-Infrared Light to Detect Decay and Fast Pulses to Remove It..... 54

IN MEMORIAM

Remembering Past CIANJ Chairman James R. Beattie..... 58

COLUMNS

Advertisers' Directory..... 2

CIANJ Officers & Board of Directors..... 4

President's View..... 6

Business & Lifestyle..... 30

Advertisers' Directory

Bayshore Family of Companies..... 57	Klatzkin..... BC
Bergen New Bridge Medical Center..... 19, 21	Lakeland Bank..... 7, 25
Caucus New Jersey..... 31	Lessons in Leadership..... IBC
CIANJ..... 56	Levine Jacobs & Company LLC..... 55
Columbia Bank..... 5	M&T Bank..... 6
Concrete Washout Systems..... 43	Mazars USA..... 19
Connell Foley LLP..... 55	NJCPA..... 21
County College of Morris..... 47	NJCU..... 27
EAI, Inc..... 45	Norris McLaughlin, P.A..... 3
Envision Environmental Services..... IFC	NPZ Law Group, P.C..... 49
Goldstein Lieberman & Company LLC..... 2	Peapack-Gladstone Bank..... 15
Grassi..... 48	PennJersey Environmental Consulting..... BC
GZA..... 53	ProCure Proton Therapy Center..... 39
Hackensack Meridian Health..... 41	PSEG..... 23
Horizon BCBSNJ..... 17	Sadat Associates..... 51
ICA Risk Management Consultants..... 29	Spencer Savings Bank..... 35
Inspira Health Network..... 7	Stand and Deliver..... IBC
Integrated Business Systems..... 53	The ELM Group..... 51
Kaufman, Semerara & Leibman, LLP..... 11	Triangle Manufacturing..... 37
KEV Security..... 33	Trinitas Regional Medical Center..... 1
	Valley Health System..... 13
	Whitestone Associates..... IFC

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COMMERCE MAGAZINE

PUBLISHER/CEO
ANTHONY RUSSO
arusso@cianj.org

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

CONTRIBUTING EDITORS

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

ADVERTISING SALES

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LAYOUT AND DESIGN

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

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

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

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

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PRESIDENT'S VIEW

CIANJ's 2021 Enterprising Women in Commerce Awards

By Anthony Russo
President, CIANJ



This issue features CIANJ and COMMERCE magazine's first annual Enterprising Women in Commerce Awards that will celebrate women who are achieving great things in their respective industries. These women inspire and encourage others daily and are leaving their mark in their chosen profession.

In addition to industry-specific awards, CIANJ and COMMERCE are proud to celebrate two extraordinary women with our Headline Awards—One to Watch and the Enterprising Women in Commerce Platinum Award. One to Watch will celebrate a woman who is just getting started in her career (or second career, or third career, etc.) but is already setting the world on fire. The Enterprising Women in Commerce Platinum Award will celebrate a woman who has reached the C-suite or pinnacle of her career and celebrates her tremendous accomplishments.

A salute to these amazing women is this month's cover story, which begins on page 8. We offer a special thank you to this year's sponsors in this issue and will do so again when we honor the award winners at a celebration breakfast on August 18, 2021, at the Glen Ridge Country Club in Glen Ridge, New Jersey. Thank you to the event sponsors listed below:

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While we are proud to be honoring the important role that women are playing in business success, the secret is out and more businesses are recognizing that supporting the rise of women in their professions, careers and promoting them to leadership positions is good for the bottom line as well.

According to a new study from Goldman Sachs, companies with more women in leadership positions perform better. "The greater the representation of women higher up in organizations, the better the performance uplift from having a larger percentage of women," the report reads.

Continued On Page 30

CONGRATULATIONS TO

Amy B. Mansue

2021

Enterprising Women in
Commerce Healthcare
Award winner



www.InspiraHealthNetwork.org

inspira HEALTH

Showcasing the Garden State's Top Women Business Leaders in 2021

CIANJ and **COMMERCE** honor their amazing work and achievements.

By Diane C. Walsh
Contributing Editor

As a statewide business advocacy organization, the Commerce and Industry Association of New Jersey (CIANJ) recognizes the importance of honoring leaders in the community. They become role models, setting the standards and exemplifying behavior that will nurture and benefit everyone. Over the years CIANJ has bestowed awards for philanthropy, best practices and environmental leadership. Now the association is establishing its first annual Enterprising Women in Commerce awards.

Nearly 60 women from academia and all sectors of industry were nominated for this honor. Friends, colleagues and co-workers nominated these outstanding women, describing their extraordinary talents and innovative spirit. A blue-ribbon panel of judges was organized to review the nominations and make selections. The winners are listed below and at the top of each category. But we encourage you to read all the nominations included in these pages. They tell

the stories of amazing, dedicated women and we want to salute them all.

The winners of our headline awards are as follows:

Enterprising Women in Commerce Platinum Award, JoAnn Coyne, vice president, Performance Materials, Specialty Products Division, Minerals Technologies Inc.;

Enterprising Women in Commerce One to Watch Award, RoseMary Klie, executive director, Bergen New Bridge Medical Center Foundation.

Industry Award Winners include:

Accounting, MD Advisory Founder and Managing Member Melissa A. Dardani, CPA, MAcc;

Engineering & Architecture, AECOM Vice President, Managing Principal, Kim Vierheilig;

Environmental, Jennifer Solewski, Vice President, Business & Technical Development, Bayshore Family of Companies;

Financial Industries, Massey Insurance President and CEO Ramelle Massey;

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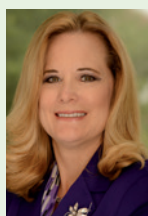
ACCOUNTING



MD Advisory

Melissa A. Dardani, CPA, MAcc, Founder and Managing Member

Melissa Dardani has exemplified a true leader in accounting by starting her own firm, MD Advisory, a boutique forensic firm, after recognizing there was a void in the field. Dardani has an extensive background in forensic accounting, data analytics and cash flow analyses, as well as in diagnosing and remediating business problems. Always giving back, Dardani is passionate about educating the public on financial literacy and is a member of the New Jersey Society of CPAs' Student Loan Debt Task Force. She is also the leader of the NJCPA Cannabis Interest Group and a member of its Emerging Leaders Council, where she works diligently to develop programs that will encourage accounting professionals to become certified public accountants.



Sax LLP

Kathleen Alexander, CPA, MST, CFE, Partner

Kathleen Alexander was nominated by her staff at the firm. They wanted to emphasize that she does a terrific job of continuing to be a business development leader at the firm and is instrumental in her role of developing and training team members at all levels by providing unwavering support. She is considered a role model to women at the firm, who perceive her as a great leader, who works to help other women find their voices. She is a trusted adviser to her clients and is always looking for opportunities to provide additional services and added value. Kathleen is also an influential force in the industry. The staff said Sax is lucky to have her as she is someone to whom they can all look up to.



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Marilyn Garcia, Principal, Transaction Advisory Services

Marilyn Garcia provides buy-side and sell-side due diligence services to private equity groups and middle-market companies. Her experience includes a diversified group of clients in the public and private sectors. She assists buyers involved in various cross-border transactions, mostly in Latin America and the Caribbean. Marilyn has the confidence and aptitude for building long-term relationships and is responsible for growing the firm's relationship with a network of accounting firms in Latin America and has presented global trainings to firms on how to assist clients who want to start a U.S. business. She has an entrepreneurial mindset and has developed creative ways for her team to market the practice and the firm.

Continued On Page 10

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■ Enterprising Women Awards

Continued From Page 8



ACCOUNTING



Capaldi, Reynolds & Pelosi
Terri Marakos, CPA, CHBC,
Co-Managing Partner

Terri Marakos is an expert in taxation and a great mentor to the staff when it comes to complex tax issues. Her specialty is working with medical and dental practices to help them realize the full potential of their investments in time, expertise and capital. She has established a consulting group at the firm and is developing a following in the medical community. Terri is active in the South Jersey community and serves on the board of the Ruth Newman Shapiro Cancer and Heart Fund as immediate past president. She and her husband raised two daughters, and now Terri is the grandmother of two granddaughters, so she takes particular pride in being a good role model for women.



ENGINEERING & ARCHITECTURE



AECOM
Kim Vierheilig,
AIA, NCARB, LEED AP.
VP/Managing Principal

Kim Vierheilig is the managing principal for the Buildings + Places division AECOM in New Jersey, which is responsible for landscape architecture, structural and civil engineering, the mechanicals along with electrical and plumbing as well as the overall master planning for projects. In an industry that is still perceived as male-dominated, Kim has risen to the top and is essentially redesigning and rebuilding New Jersey from the ground up with each project she oversees. Kim is the board president of the New Jersey State Board of Architects and state representative to NCARB. She is also on many commercial and not-for-profit boards including CIANJ's Executive Committee, NJ State Chamber of Commerce and NJIT College of Architecture and Design Dean's Council. Kim is innovative and enterprising and deserves to be recognized.



ENVIRONMENTAL BUSINESS



Bayshore Family of Companies
Jennifer Solewski,
Vice President, Business &
Technical Development

Jennifer Solewski is an extraordinarily dedicated 14-year veteran of the business. She leads the Bayshore Soil Management (BSM) operation, the largest of our nine companies. Bayshore is one of the largest and most diversified recycling companies in the Northeast and in the country. Jennifer manages a 10-person team, which reviews extremely detailed analytical submissions to determine the firm's ability to accept and manage non-hazardous petroleum-impacted soil. Beyond BSM, Jennifer serves on the Board of Directors of the Association of New Jersey Recyclers and is an active participant and "technical go-to person" within the CIANJ Environmental Business Council. She is a proven leader who commands respect from her team and who also manages company-wide compliance with our vast array of permits and approvals from the NJDEP.



FINANCIAL INDUSTRIES



Massey Insurance
Ramelle Massey,
President and CEO,

Ramelle Massey is an entrepreneur and a notable business leader, guiding her family business in its growth and determined commitment to the Newark community. After a career in banking and finance, Ramelle returned to Newark to work with her mother to continue their company's legacy after her father died. Bank of America selected the agency to appear on its Times Square billboard in recognition of Women's Small Business Month in 2018. The company is MBE/WBE/SBE/DBE certified in New Jersey as well as other locations. Ramelle is a member of the Professional Insurance Agents, Impact 100 Garden State, and she sits on the board of the Newark Regional Business Partnership. As a result of her passion for helping others, she has received numerous awards and recognition for her ongoing contributions.



Lakeland Bank
Trish Nuccio,
First SVP,
Director of Digital Strategy

Trish Nuccio is responsible for directing the digital transformation strategies to support Lakeland's future growth. She is a talented digital transformation leader. In her first year, Trish developed a clear definition of the digital strategy for associates and communicates frequently on its progress. Trish led the implementation of the project development lifecycle and the templates to strengthen our ability to deliver products and services on time and within budget. She formed a diversely skilled team, built a project office, and established policies and procedures from demand management through project delivery. Her drive and determination to accomplish all of this, especially during the pandemic, was critical in meeting our bottom-line objectives. Trish has proven to be a dynamic force in leading Lakeland's digital strategy.



HEALTHCARE



Inspira Health Network
Amy Mansue,
President

Amy Mansue was most recently acknowledged for her role as president and CEO of Children's Specialized Hospital prior to its merger with RWJBarnabas Health, where she was named as President of the Southern Region and Chief Experience Officer before joining Inspira Health Network in August 2020. With a solid foundation as a significant leader in the New Jersey healthcare sector, Amy has had a strong influence across the state. Her voice has been heard in many different segments, including serving as the president of the NJ State Chamber, along with supporting a wide variety of nonprofit organizations, serving on boards and helping them to achieve their mission and goals.

Continued On Page 12



Congratulations

DEENA B. ROSENDAHL, ESQ.



DEENA B.
ROSENDAHL, ESQ.
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& LEIBMAN
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■ Enterprising Women Awards

Continued From Page 10



HEALTHCARE



Bergen New Bridge Medical Center

Deborah Visconi,
President and CEO

Since taking the reins in 2017, Deborah Visconi prioritized community needs and outreach and transformed a struggling community safety-net hospital into a medical center committed to equitable access to healthcare for all. Under her direction, Bergen New Bridge led the way in New Jersey during the pandemic for testing and vaccinations, including launching a mobile testing and vaccination program that reached thousands of community residents—including the Ramapough Lenape Nation. Under her leadership, Bergen New Bridge became a Veterans Community Care Provider. It also opened the first LGBTQ Wellness Center in Northern New Jersey; was the first hospital in the state to connect to the New Jersey Health Information Network and partnered with Rutgers Medical School to bring providers to BNBMC in various specialties.



HIGHER EDUCATION



New Jersey City University

Dr. Sue Henderson,
President

In March, Sue Henderson was awarded the International Woman of the Year by West New York, an honor presented by that town's mayor, an alum who graduated seven years before Henderson became NJCU's 12th president. That honor from Mayor Gabriel Rodriguez is a demonstration of how Henderson's impact is appreciated by the NJCU community, past and present. A past vice-chair of the NCAA Board of Governors, Henderson has delivered an influential vision right here in North Jersey. She established the NJCU School of Business and relocated it to a state-of-the-art facility in Jersey City's financial district along the Hudson Waterfront. In June, Henderson/NJCU signed a MOU with the NJEDA that will help advance New Jersey's leadership in the online wagering technology, and financial technology (fintech) sectors.



Fairleigh Dickinson University

Dr. Vicki Cohen,
Director, Peter Sammartino School of Education

Dr. Vicki Cohen, along with colleagues, launched FDU's online Ed. D in Higher Education in the Fall of 2020. The program's enrollment has exceeded enrollment goals and is still growing. Dr. Cohen has a long illustrious history with FDU and has served in several key administrative capacities, including Interim Dean of University College. There is so much more to her story and passion for education, as she has dedicated her career to the training and development of teachers—many of whom are teaching from pre-school and beyond.



HIGHER EDUCATION



Eastwick College

Bhavna Tailor,
VP of Operations

Bhavna Tailor is a national board member of Career Education Colleges and Universities, New Jersey Sharing Network and the Essex County Workforce Investment Board. She has 25 years of education management experience, assists with many legislative committees and has been recognized with past community awards.



HUMAN RESOURCES



Kaufman, Semeraro & Liebman

Deena Rosendahl,
Partner

Deena Rosendahl was nominated by a client who has relied on her legal advice for more than 15 years. She practices Employment and Labor Law with Kaufman, Semeraro & Liebman, in Fort Lee. The nominator said she well deserved being promoted to partner at the firm. Deena was described as responsive, personable and impeccably trustworthy. She has the ability to anticipate situations—not just react to them. The nominator wrote: “Finally, she always goes out of her way to educate us as clients, helping us to see the larger picture and thus avoid future problems. I have referred several colleagues to Deena over the years, and all would echo my sentiments.”



INFRASTRUCTURE



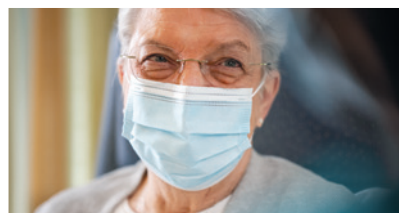
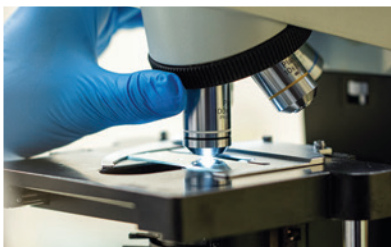
Ridgewood Moving Services

Cindy Myer,
President

When Cindy Myer's children were young, she lost her husband unexpectedly and had to take over his moving company. Not knowing anything about the moving industry, Cindy went in blind and built a very successful residential and commercial relocation business. There were many hurdles for Cindy to climb but she was resourceful and became one of the most influential women in a male-dominated industry. Cindy was also the first female president of the New Jersey Warehousemen & Movers Association. She is also very generous and active within her community.

Continued On Page 14

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COMPREHENSIVE CANCER CARE

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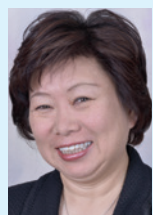
Continued From Page 12



INTERNATIONAL TRADE



LAW



FLOMO/Nygala Corp.

Wendy Shen,
President/CEO

Wendy Shen is a passionate and humble entrepreneur born in Taiwan. In 1992, she alone established her business in the United States and has grown to supply 6,000 stationery products to worldwide consumers. She believes in empowering women and giving back to the community; thus, she frequently sponsors local programs at schools, churches, etc. She has been honored several times, including in the 2013 Best 50 Women in Business by *NJBIZ* and in the Top 100 Asian Pacific American Owned Businesses by *DiversityBusiness.com*.



Gibbons P.C.

Camille V. Otero, Esq.,
Chair, Environmental Group

Camille Otero, an equity Director, is one of the state's leading environmental attorneys, recognized by leading industry publications such as *Chambers USA*, *Best Lawyers*, *NJBIZ*, *Profiles in Diversity Journal* and *Lawyers of Color*. She is engaged in some of the most high-profile cleanups and litigation in the state. She helps clients achieve their business goals by strategically managing environmental risk associated with manufacturing operations, also handling resulting litigation. She leads a team of 10 attorneys in two firm offices. Under her leadership, the group has earned National Tier 1 rankings from *Best Law Firms* for the past four years. She also mentors other women attorneys, and she has presented programs on women's leadership and history for students at her alma mater.



Bressler, Amery & Ross, P.C.

Diana Manning, Esq.,
Managing Principal

Diana Manning has gained critical legal insights and experience throughout her more than 20 years in the profession. Her colleagues both across the state and across the firm hold her in the highest respect. Not only is she the Co-Chair of the firm's Business & Commercial Litigation Practice, and the driving force behind its Appellate Practice, she has also recently been elected as the firm's Managing Principal. Diana is not only the firm's first woman to serve in this role, she is one of only a handful of women in the state to ever lead a law firm of significant size. This speaks volumes about her legal skills, her leadership competencies and her passion for the success of her firm.



LAW



Schenck Price Smith & King, LLP

Heidi S. Minuskin, Esq.,
Partner

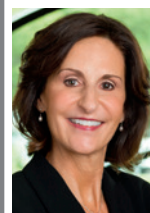
Heidi S. Minuskin is a partner and co-chair of the Environmental Law practice at the firm. She counsels clients on the impact of environmental laws on real estate and business transactions. She was recruited this year to continue to build Schenck Price's well-regarded practice group, earning the confidence of clients ranging from closely held businesses to *Fortune 100* multinational corporations. Heidi has been recognized by the *Chambers USA Guide to America's Leading Lawyers for Business* as "very highly respected in the Bar, very hard-working, very smart and represents her clients zealously." The founding member and long-time co-chair of the Real Property Forum of CIANJ, Heidi has been actively involved in key industry organizations, as well as a frequent speaker and author on environmental topics.



Kaufman, Semeraro & Liebman

Deena Rosendahl, Esq.,
Partner

Two colleagues separately nominated Deena for the award in this category. The director of the American Business Association emphasized that Deena assisted many ABA members and their associates with a variety of legal challenges. She has also been an extremely valuable resource offering guidance and giving her valuable time by providing important updates on changes in employment law especially during the ongoing pandemic. The second nomination said not only is Deena knowledgeable in her specialty, but she also goes above and beyond in supporting her clients. The time she takes to make sure her clients understand their options, the law and the circumstance at hand is extraordinary. Another outstanding quality that Deena possesses is her willingness to help and share her expertise with the community around her.



CSG

Susan Reach Winters, Esq.,
Member, Chair,
Family Law Group

Joining CSG in July 2019, Susan Reach Winters has successfully led the firm's venture into the family law space. CSG's leadership team was thrilled when the opportunity arose to have a group of this caliber—led by Susan, a stellar, entrepreneurial attorney and renowned thought leader in the space—and its sophisticated, high-profile clientele join the firm. She solidified this reputation in 2020 upon releasing her book, *That Will Never Happen to Us*, to much acclaim and enthusiasm. Drawing upon her decades of experience as a matrimonial attorney, she delivers practical, preemptive guidance in the book, shedding light on the complications that often arise in marriage—not only for those considering tying the knot, but also for parents planning to share their wealth with a child who is getting married.

Continued On Page 16



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Monmouth County

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National Healthcare Practice
Revolving Credit Facility
New York City

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Manufacturer of Precast Concrete Products
Revolving Credit Facility, Commercial Mortgage, Equipment Line of Credit, Term Loan
Mercer County

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Custom Designer and Manufacturer of Retail Displays
Revolving Credit Facility
Middlesex County

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President of Commercial Banking
gsmith@pgbank.com
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■ Enterprising Women Awards

Continued From Page 14



MANUFACTURING



CompoSecure

Michele Logan,
Co-Founder, Special Adviser,
Board Member

Michele, with expertise in computer science and industrial management, joined her father's business in 1991. The demand for credit cards with extended life was on the rise and, under her leadership, the company turned its attention to the development of composite card materials. Together with her business partner, who now leads R&D, the team merged their core strengths in chemistry, materials science and product development to form CompoSecure in 2000. The New Jersey-based company employs hundreds of people. Since the creation of the first metal transaction card in 2003, the company has focused on developing secure, innovative and durable proprietary products. Michele has patented their technology. This past year, the company pivoted to develop cutting-edge, touchless technology and crypto currency.



Bulbrite

Cathy Choi,
President

As Cathy Choi was preparing to take the reins of the family business from her father/founder, she knew that she had to do things differently than he had. Her first move was to close the facility for a day and have a full-team strategic session—asking every employee what they love most about the company and carefully defining their goals and their roles. From that first exercise she gained respect as the next-generation leader and critical insights into the firm's daily culture. She has never stepped away from a challenge and is highly regarded as a business owner across the state. A recipient of the Meadowlands Chamber of Commerce Legacy Award, she shines her light on us all.



Opici Family Distributing

Dina Opici,
President

Dina began her career as an attorney before joining the fourth-generation family business, Opici Family Distributing. Dina has served as an exemplary president, guiding the company through changes, challenges, growth and success. Whether watching her interact with employees, sales reps, her family members or her executive committee, Dina is always smart, thoughtful, collaborative and empathetic. She has all the qualities an extraordinary leader must have to do the job well—in addition to understanding the emotional pluses and minuses of working with multiple family members across multiple generations. Honored by CIANJ in 2020 and as one of *NJBIZ*'s Best 50 Women, while also having received many industry and civic awards, Dina is most noted for her great humor and generous spirit.



MANUFACTURING



HighRoad Press

Hallie Satz,
CEO, Managing Partner

When Hallie Satz made the bold move to New Jersey from a strong New York presence that she had established as the president of Barton Press, she had confidence in herself and her team to establish a meaningful brand in New Jersey. At a time when the industry is facing grave challenges, Hallie has found a way to continue serving clients of all sizes, from national brands to small, local companies with their print needs. HighRoads is an award-winning G7 certified company. Hallie has served on the board of trustees of WBENC and was honored as a WPEO-NY Regional Star by National WBENC.



LPS Industries

Madeleine Robinson,
President

Madeleine had a strong career in finance on Wall Street before bringing her business acumen to the family business where she worked side-by-side with her father/founder prior to his death. She is renowned for her successful corporate strategies and ability to continue growing the company over the decades. A frequent speaker at New Jersey events, she is also a leader in the flexible packaging sector on a national basis.



ZAGO Manufacturing

Gail Friedberg Rottenstrich,
CEO

Zago is a 25-year-old leading supplier of self-sealing fasteners for major military contractors, as well as firms like Apple, Ferrari, Bose, Hewlett Packard and many others. It is a small, versatile company that not only creates cutting-edge products, but takes their community, their staff and the environment seriously. This directional purpose emanates directly from Gail. That alone makes her a significant leader. But also add her investment into the growth of the ZAGO team. It stands out as a constant—as in constantly productive and forward-thinking. Add in her devotion to family, her work as Deputy Mayor in Fair Lawn and as an active member of the NJMEP Board.

Continued On Page 18



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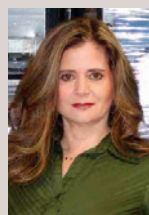
We couldn't have done it without you.

■ Enterprising Women Awards

Continued From Page 16



MANUFACTURING



Push Beverages

Laurel Whitney,
Co-Founder and CFO

Laurel created four different companies across several sectors before turning her attention to the manufacturing of bottled drinks. She was not satisfied with the quality of the soft drinks and teas that her company was distributing. Instead, she started over, building the company from the ground up. As a result of working with some of the most knowledgeable experts in the industry, the company redefined and reinvented its products, which now sell in 40 states as well as exporting to other countries. She has her hand in the financial and logistics areas, overseeing marketing and new product development as well. She was honored by ACG NJ and was selected as a Top 25 Leading Women Entrepreneur in 2019, along with receiving other awards and recognition.



MARKETING



The DAK Group

Joan McGeough,
Chief Marketing Officer

Joan is driven by her dedication to educating business owners on critical issues that will impact the value of their business. She is passionate about “getting the word out” and has been instrumental in setting up education programs for business owners. This past winter, Joan was integral in creating the Innovation Forum, with the inaugural meeting done virtually. The goal was to provide business owners in Northern New Jersey with a different perspective on how they think about their business. In addition, she has developed CLE programs for a law firm to provide them with invaluable information on M&A.

During the pandemic she facilitated 22 published pieces and 8 virtual presentations, all focused on guiding business owners and their advisers during these difficult times.



Balady Promotions Incorporated

Joanne L. Balady, MS,
Founder & CEO

Joanne has been a leader in the promotional products/marketing industry for more than 30 years as founder and CEO of Balady Promotions. She has long demonstrated an incredible competency for creative solutions to solve difficult marketing challenges for a very diverse client portfolio. Joanne's energy and resilience are contagious and never more evident than over the past 16 months as she successfully led both her employees and her customers through this pandemic. With the right mix of positivity and creativity, the ability to tap into other's strengths and her unique ability to think outside the box, Joanne was able to continue to launch successful marketing programs for her customers while keeping her team focused and aligned to deliver creative marketing programs and promotional products. It is what she does, it is who she is.



MARKETING



LAN Associates

Jennifer Mannino,
Assistant Vice President

Marketing Coordinator, Director of Marketing, Assistant Vice President—this is the seven-year journey of Jennifer Mannino. Jen started as the lone marketing employee at LAN Associates, a 100-employee architecture and engineering firm. She built LAN's marketing department from the ground up, tackling projects one by one until all the elements of a sophisticated marketing department were in place. Under her leadership, and at her direction, LAN has completely overhauled the proposal process, implemented the use of a CRM to track and analyze data, rebuilt the company web site, rebranded company collateral, formalized public relations processes, increased business development pursuits and continually improved LAN's internal corporate culture. Using traditional and digital techniques, Jen has increased LAN's share of voice and share of mind, positioning LAN to increase its contract win rate.



Marketsmith

Monica C. Smith,
Founder & CEO

Monica is an amazing strategist, having launched a company more than two decades ago that helps business owners, primarily in the manufacturing sector, gather the data that is most essential for them to manage effective marketing and promotional campaigns. Based on an in-depth analysis of real numbers in real time, owners and senior leaders are able to make wise decisions that differentiate them from their competitors and tell a compelling story. Founded in 1999 based on the concept of combining technology and humanity (connecting artificial intelligence with human intelligence), the company has become one of the largest women-owned and operated independent media and marketing agencies in the country. Her reputation and high level of success has earned her many awards.



NON-PROFIT



Joetta Clark Diggs Sports Foundation

Joetta Clark Diggs,
Founder and President

After her career as an elite athlete setting national and international records and four trips to the Olympics, Joetta then retired to engage in public service and motivational speaking. Leveraging her success as a runner, she authored a book that would inspire others. A commissioner on the NJ Sports & Exposition Authority and recipient of the *Sports Illustrated* Hometown Hero, Joetta was well-positioned to motivate young people. She followed in the footsteps of her father Joe Clark, the subject of the true story/movie and song, “Lean on Me.” Rebranded as “Joetta” and pursuing the motto “Gotta Do,” Joetta is making a path and building a case so that others can embrace and achieve their own dreams.

Continued On Page 20



RoseMary Klie
Executive Director
Bergen New Bridge Medical Center Foundation

Congratulations, RoseMary!

Selected as an Enterprising Women in Commerce
One to Watch Award Winner.

“ We all have something we can give; something we can do to help make a difference every day. There is true power in giving and we may not realize it, but we are all philanthropists in our own way. ”



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■ Enterprising Women Awards

Continued From Page 18



NON-PROFIT



Center for Non-Profits

Linda Czipo,
President and CEO

Linda Czipo has served as the driver behind the state's non-profit community for close to two decades, lobbying and advocating for organizations locally and nationally as well as providing leadership and guidance for small and large organizations. With her finger on the pulse of non-profits, Linda can identify trends, challenges and opportunities—and work with community leaders to identify the best solutions for their mission and for their clients. Linda's board of trustees has often called her a "rock star" in the non-profit space and that is the perfect way to describe her.



New Jersey Society of CPAs

Theresa Hinton,
Chief Operating Officer

Theresa Hinton took the reins as chief operating officer of the New Jersey Society of CPAs (NJCPA) in June of 2020 amid the COVID-19 pandemic. She was called on to lead our work-from-home initiative and make sure employees had everything they needed to work effectively, ensure we were connecting with our 14,000+ members and that we were engaging new CPAs and young professionals looking to become CPAs. She assisted with the organization's transition to all-remote learning, was a key face of the organization with many of our interest groups and chapters and recruited and onboarded numerous new staff members. Hinton was well-prepped for the role, having spent years working with the NJCPA on member engagement, chapter relations, continuing professional education, membership development and operations.



Cornerstone Family Programs

Patrice Picard,
CEO

Beginning with an integral role on the board of Cornerstone Family Programs, Patrice agreed to temporarily fill in as the CEO while a search for a permanent replacement was conducted. She quickly demonstrated an extraordinary strategic vision. Well-respected and known throughout Morris County, Patrice's reputation for leading through change (especially when navigating the emotional challenges of a merger) was well established long before the profound impact of the COVID pandemic. Recognized early on by *NJBIZ* as one of their Top 50 Women in Business and other organizations, she is asked to speak on panels and address non-profits in how to guide and motivate organizations of all sizes through good times and through tough times. Her level of experience and her willingness to share is unparalleled.



REAL ESTATE AND DEVELOPMENT



JD Companies

Julia D'Agostino,
VP

After working 10 years as an attorney for a major law firm in New York City, Julia joined JD Companies. She immediately took a major role in property acquisition, working on a \$60 million office project. From there she became involved in lease negotiations and preparation of all leases and brokerage agreements. Beyond those duties, she learned about construction and tenant build-outs, both as the contractor for building ownership as well as a general contractor working directly for the tenant. She has purchased subcontracts, issued purchase orders and coordinated and supervised the execution of the work. She interfaces with tenants, architects, sub-contractors and JD's own forces. She has also been instrumental in property dispositions, having performed those duties for both office and industrial properties. She is diligent and extremely well prepared in all of her tasks.



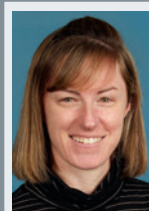
Legacy Development Group

Abigail Katznelson,
Partner

Abi is a young, smart woman who is dealing with a largely male-dominant business. She oversees developing projects for her family business. She just completed a multi-family building in the heart of Fair Lawn. She sits as president of the Fair Lawn Economic Development Council and is bringing so much to the table to strengthen Fair Lawn's business. She has many great ideas and works to get them done.



TECHNOLOGY



Safari Solutions

Kim Germain,
Senior Director of
Client Engagement

Kim Germain has more than 10 years of experience in the technology industry focusing on enterprise architecture, unified communications, cloud solutions, infrastructure and cybersecurity capabilities. She exhibits the knowledge and expertise that comes with someone who understands how to align best-in-class technologies with our clients' business requirements. Kim is known for driving meaningful change across organizations working side by side with our clients and end users. She leads by example in her ability to build and maintain long-term client relationships. She currently serves as an Advisory Board Member for the Fighting Children's Cancer Foundation and as a Board Member for the Boys & Girls of Hudson County. A graduate of the University of Florida, she is an avid world traveler and a competitive tennis player.

Continued On Page 22



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CERTIFIED PUBLIC ACCOUNTANTS

Congratulations to
New Jersey Society of
CPAs member

**Melissa Dardani,
CPA, MAcc**

CIANJ's
2021 Enterprising
Women in Commerce
Accounting Award
WINNER

■ Enterprising Women Awards

Continued From Page 20



ONE TO WATCH AWARDS



Bergen New Bridge Medical Center Foundation

RoseMary Klie,
Executive Director

At the onset of COVID-19, RoseMary Klie was selected by the Medical Center's CEO to assume the newly created role of executive director. RoseMary displayed an innovative approach and built a strong base of supporters to ensure that the hospital would have the needed resources in the COVID crisis. She formed new partnerships and used newly initiated social media outreach strategies to communicate the Foundation's message. Her efforts helped provide personal protective equipment (PPE) and personal care items for the hospital's healthcare heroes. She raised money and procured donations to feed staff working night and day and keeping the Medical Center operational and safe. Under RoseMary's leadership, the hospital secured a \$250,000 grant from the Russell Berrie Foundation. She successfully transitioned major fundraising events to a virtual format. The Foundation's first virtual golf outing netted more than \$71,000.



Data Access Inc.

Kimberly A. Amicucci,
President

I am nominating Kimberly because of her dedication to work, family and community. She is responsible for legal matters and changes in employment law to keep compliant with state and federal laws. She manages staff, recruits and trains new employees, while also working with industry associations. She interfaces with the sales department and customers, helping them pick the proper services the company has to offer. She's a vendor manager, finding new vendors and service offerings in order to grow the company. She somehow manages to juggle work and three young children with their events and schooling and donating her time at her children's school. During COVID she took to her sewing machine and made hundreds of masks and donated the proceeds to charitable organizations, such as community and church food banks.



SGW Integrated Marketing Communication, Inc.

Beverly E. Barnes,
President and CEO

In September of 2019, Beverly Barnes became President/CEO of SGW Integrated Marketing Communication, which was awarded its MWBE certification from New Jersey a month later. Beverly launched a new company branding and marketing campaign. Unfortunately, just five months later COVID-19 shut the world down. Under Beverly's tutelage and leadership, however, SGW continued to pay all its financial obligations and no employee was laid off or furloughed. She established stringent operating budget guidelines and spearheaded three office relocation moves. Beverly's strategy put SGW and its employees before her own needs and she unselfishly dedicated herself to the company's future. As the leader of SGW, Beverly is beginning a new career and chapter in her life. I believe the sky is the limit for Beverly and SGW.



ONE TO WATCH AWARDS



Scarinci Hollenbeck, LLC

Ashley Brinn,
Senior Associate

Ashley Brinn continues to have the most billed hours, as well as the highest originations of any associate-level attorney. She recently had her name put in by partners to discuss her elevation to counsel at our next partner's retreat. During the pandemic, Ashley shifted her focus away from gaming regulatory work to heavily being involved with commercial real estate. She recently just closed a large multinational client who the firm had never worked with before and "stole" them away from their current counsel that they have used for more than 30 years for real estate matters. In addition, Ashley was named to the board of the prestigious Philadelphia chapter of the FACC (French American Chamber of Commerce).



CSG

Michelle Delaney,
Associate, Corporate & Securities Group

Michelle is undoubtedly a rising star within, and future leader of, CSG's Corporate & Securities Group. She has a commitment to excellence and an entrepreneurial, deal-making spirit that is the epitome of the practice. Michelle has been a critical team member in a number of marquee deals. On the sell-side, she has most recently represented a New Jersey-based owner of a portfolio of rapidly growing fine spirits in the sale of one of its product lines to an international beverage producer, as well as a supply chain safety technology provider in its acquisition by a global manufacturer of industrial products. Businesses seeking growth opportunities via acquisition have equally benefitted from Michelle's counsel—as evidenced by her excellent work in the acquisition of a Japanese skincare product company on behalf of a *Fortune 200* client.



Lakeland Bank

Pam Frie,
Senior Vice President, Team Leader

Pam joined Lakeland in 2019 as an SBA underwriter and administrator/closer, and quickly transitioned to SBA Relationship Manager. Through her expertise, confidence and knowledge of the SBA program, Pam has built strong relationships with our Commercial Lending and Retail associates. She is a graduate of Lakeland's leadership program. Her most crucial contribution was witnessed in the bank's response to the SBA Cares Act PPP loan program. She worked tirelessly with a team of associates to educate them on the process, providing exceptional guidance and insights. It resulted in Lakeland funding more than 3,300 loans for \$476 million, supporting small businesses and saving countless jobs. Pam was promoted to Senior Vice President and Team Leader in 2020 and continues to be a rising star.

Continued On Page 24



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



PSEG

■ Enterprising Women Awards

Continued From Page 22



ONE TO WATCH AWARDS



Scarinci Hollenbeck, LLC

Sarah A. Gober,
Senior Associate

In the few years she has been with us, Sarah Gober has made significant contributions to the firm and is emerging as one of our key education law attorneys. Our firm represents nearly 25 percent of all municipalities in New Jersey and represents more than 100 school boards. She often works with Nathanya Simon, the so-called Pioneer of Special Education Law in New Jersey. Nathanya runs a tight ship and demands excellence from the attorneys that work with her. Not many young attorneys last long working with Nathanya. Sarah is proving to be the go-to for many nuanced cases that Nathanya is involved in. In addition, Sarah is a mother of three. She is a proven leader within our firm and is prime evidence that a healthy work-life balance is possible.



Mazars USA LLP

Alisha Jernack,
Partner

Alisha has an entrepreneurial spirit that allows her to build new business and expand the services of existing clients. She is the youngest partner in firm history. Alisha specializes in business advisory, strategic planning, financial reporting and tax services, and serves privately owned businesses. When the COVID pandemic crippled businesses, Alisha was quick to act and support her clients and other small businesses by offering strategic business advice related to PPP Loans. Alisha recently received the Innovation Award by the New Jersey Society of CPAs. She contributes to the development of future firm leaders as a coach in Mazars transformational leadership program. Alisha is a local office champion for Women at Mazars, a group that serves to attract, retain and advance women leaders.



Scarinci Hollenbeck, LLC

Corey L. LaBrutto,
Associate

Corey LaBrutto is an outstanding attorney. Our litigation department has been short-staffed since Corey joined us less than a year ago. In that time, Corey has made a name for herself. She has handled a large variety of public and private matters including education, municipal law, bankruptcy, intellectual property, labor and employment, and real estate. In addition, Corey has taken an active role to be a leader at our firm and participates in many outside activities. In February 2021, New Jersey State Bar Association (NJSBA) President Kimberly A. Yonta appointed Corey to serve on three NJSBA committees. She now serves on the Appellate Practice, Intellectual Property and Business & Commercial Litigation committees.



ONE TO WATCH AWARDS



Back Swan Espresso

Laura Mashtaler,
Owner

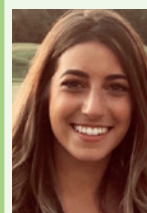
I met Laura when she applied for the FDU Family Business of the Year award. Because it was a new company and had basically opened just as COVID struck, she did not have the financial history of three years of revenue that FDU requires. However, her entrepreneurial vision, passion for owning family, her unique concept of creating an old-fashioned coffee house experience and her community spirit was so compelling, FDU created a special award just to recognize the company and its early achievements. She has big plans, including a presence in the Newark Liberty Airport and other growth ideas.



Schenck Price Smith & King, LLP

Lauren I. Mechaly,
Counsel

Lauren I. Mechaly, Counsel at the law firm of Schenck Price Smith & King, focuses her practice on elder law, special needs planning, estate planning and estate administration and has proven herself to be "one to watch." An attorney with a fierce devotion to her clients' needs, Lauren is also working hard to grow her practice. Lauren regularly writes and speaks on topics relating to her practice. Lauren loves what she does, and especially enjoys the relationships she develops with families. Through her work, she assists families in creating and maintaining the best quality of life for their loved ones. Lauren also focuses her efforts on developing estate plans for younger families to best ensure their future.



Citrin Cooperman & Co. LLP

Courtney Rotola,
Senior Audit Accountant

Courtney has taken charge of her career path, with a solid work ethic and a drive to make an impact in her profession. She is thoroughly committed to service excellence by working closely with her clients on technical and consultative issues that address their specific situation and offers solutions that address their unique needs. As a leader, she understands the necessity to scale her role and takes initiative to go 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 trainings for our staff on technical topics and frequently used software tools. She is a strong team resource and viewed as the go-to person for staff in her department and other departments as well.

Continued On Page 26

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■ Enterprising Women Awards

Continued From Page 24



ONE TO WATCH AWARDS



Gibbons P.C.

Jennifer Phillips Smith,
Director, Real Property Group

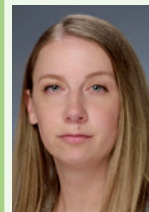
Jennifer joined the firm as an associate in 2008 and was promoted to Equity Director in 2018. She serves as lead land use attorney on several of New Jersey's largest, most high-profile development and redevelopment projects. Examples include a \$2.5 billion redevelopment and the state's first new private medical school in 40+ years. This year, she was ranked for the first time as a leading lawyer by *Chambers USA* and was selected as one of the *Profiles in Diversity Journal's* "Women Worth Watching." She has also been featured on the *NJBIZ* "Power 100" list of the most influential people in New Jersey business and named one of *New Jersey Law Journal's* "New Leaders of the Bar."



Scarinci Hollenbeck, LLC

Sarah E. Tornetta,
Associate

In the last year, Sarah has not only adapted, but also excelled in her role as an associate in the firm's Labor & Employment (L&E) practice group. Not long after she joined the firm two of our key L&E partners left the firm. This put Sarah in a position where she needed to take on a large workload on her own in order to serve the firm's public and public clients. At a time in her career where she should be receiving guidance and mentorship from more seasoned attorneys, Sarah single-handedly kept an L&E practice group afloat. We have no doubt she is an attorney to watch, if not for her talent, but for her ability to overcome staunch adversity with apparent ease.



PKF O'Connor Davies LLP

Katherine Zech,
Senior Manager

Like several others, Kait received two separate nominations. She was praised for her extraordinary commitment to her professional community. She is the co-founder of the Early-Career Accounting Professionals Group, which is committed to providing career-minded individuals with opportunities to develop socially, professionally and civically. Kait is also an active member of the NJCPA and is newly elected to the Board of Trustees at the state level. Kait is also a member of the CIANJ Generation Now Council and has been a past recipient of the Generation Now Game Changer award. Through all of this and more, Kait has shown herself to be a leader within our firm, embodies the purpose of the certified public accountant and has positively influenced other young professionals and women in our industry.



ENTERPRISING WOMEN IN COMMERCE PLATINUM AWARD



Minerals Technologies Inc.

JoAnn Coyne,
*Vice President,
Performance Materials,
Specialty Products Division*

JoAnn has been such an amazing professional handling high level challenges among mostly male colleagues and pushing herself so that she could compete for the highest levels within the materials engineering industry. As Vice President with Mineral Technologies, Inc., JoAnn has maintained a No. 1 U.S. Market share position, including exports, during the integration of MTI/Amcol, despite fierce competition. In addition, she implemented organization redesign, upgraded talent and product strategies and led the Geographic Growth strategy that resulted in profitable sales growth in China and India. The India business initiative was a turnaround that required a new approach on talent, operations and value selling strategies. She also led the Company Wide VOC (Voice of Customer) initiatives. She is also her daughters' girl scout troop leader.



Terrie O'Connor Realtors

Sarah M. Drennan,
*Executive VP & Broker
Associate*

Sarah graduated Magna Cum Laude from Rutgers University, beginning her career as International Resource Manager at one of the world's largest public relations firms. She later became Vice President of Operations and founding partner of the first public relations industry trade association before entering real estate sales. Her vast experience in public relations, marketing, sales and customer service combined with her passion for real estate made her the perfect choice when Terrie O'Connor sought someone to join the leadership team. As Executive Vice President, Sarah leads the operation of the company's eight offices as well as oversees marketing. She was an invaluable asset as the company navigated through the changes required to continue operating safely through the pandemic, resulting in the company's best year in its history.



Citrin Cooperman & Co. LLP

Sylvie Gadant, CPA,
*Partner, Practice Leader,
Transaction Advisory Services*

Sylvie has advised clients on over 300 transactions valued between \$5-\$300 million. Her extensive expertise has led to frequent speaker and moderator opportunities for high-profile industry forums. As an accomplished leader, Sylvie built an award-winning advisory team that manages global multi-million transactions. Her team's success is the result of Sylvie turning an idea into a profitable finished product through assertive risk-taking and innovation. Sylvie is regularly featured in business and industry publications, including *Inc.*, *Forbes*, *PE Hub*, *Buyouts Magazine*, *Crain's New York Business* and *Accounting Today*. She is the recipient of prestigious awards, including the "Crain's Notable Women in Accounting" (*Crain's New York Business*, 2020) and the "USA Women Deal-makers" (Global M&A Network, 2019).

Continued On Page 28

WOMEN

are changing the game

**Congratulations to all the
Enterprising Women in
Commerce Award winners!**

In this historic year, I am humbled to be honored among a group of women leaders who have changed our state, and their companies and organizations for the better. May we continue to be role models showing what true leadership looks like for all people. When women have equal access to positions of power, everyone wins.

Sue Henderson

President of New Jersey City University



Enterprising Women Awards

Continued From Page 26



ENTERPRISING WOMEN IN COMMERCE PLATINUM AWARD



New Jersey City University

Dr. Sue Henderson,
President

In March, Sue Henderson was awarded the International Woman of the Year by West New York, an honor presented by that town's mayor, an alum who graduated seven years before Henderson became NJCU's 12th president. That honor from Mayor Gabriel Rodriguez is a demonstration of how Henderson's impact is appreciated by the NJCU community—past and present. A past Vice-Chair of the NCAA Board of Governors, Henderson has delivered an influential vision right here in North Jersey. She established the NJCU School of Business and relocated it to a state-of-the-art facility in Jersey City's financial district along the Hudson waterfront. In June, Henderson/NJCU signed a MOU with the NJEDA that will help advance New Jersey's leadership in the online wagering technology and financial technology (fintech) sectors.



Gibbons P.C.

June M. Inderwies,
*Executive Director and
Chief Operating Officer*

June holds the highest non-attorney position in the firm and is responsible for both facilities operation and personnel management for more than 300 employees in eight offices and six states. She oversees the firm's daily operations and drafts policy to ensure Gibbons is able to respond to the changing external forces that any dynamic organization regularly faces. By the time she was named Executive Director, she had worked for Gibbons for more than 20 years, beginning as a paralegal and rising through the ranks. June has guided the firm through two decades of tremendous growth. She has supervised at least 13 significant office openings and/or relocations, including new, state-of-the-art headquarters, which have included identifying, negotiating, and designing optimum office space and utilizing strategic cost-saving strategies.



Scarinci Hollenbeck, LLC

Nathanya G. Simon,
Partner

Nathanya G. Simon is a pioneer in special education law who has shaped and influenced a generation of lawyers in her field. Over the span of her 40-year career, Nathanya has remained a prominent voice and leader who, to this day, continues to aid in and influence the development of special education law in New Jersey. Outside of her contributions, she also established and led her own law firm for 35 years before joining Scarinci Hollenbeck in 2017. Nathanya is a leader, a role model, a visionary and a uniquely influential advocate for New Jersey's special education community.



ENTERPRISING WOMEN IN COMMERCE PLATINUM AWARD



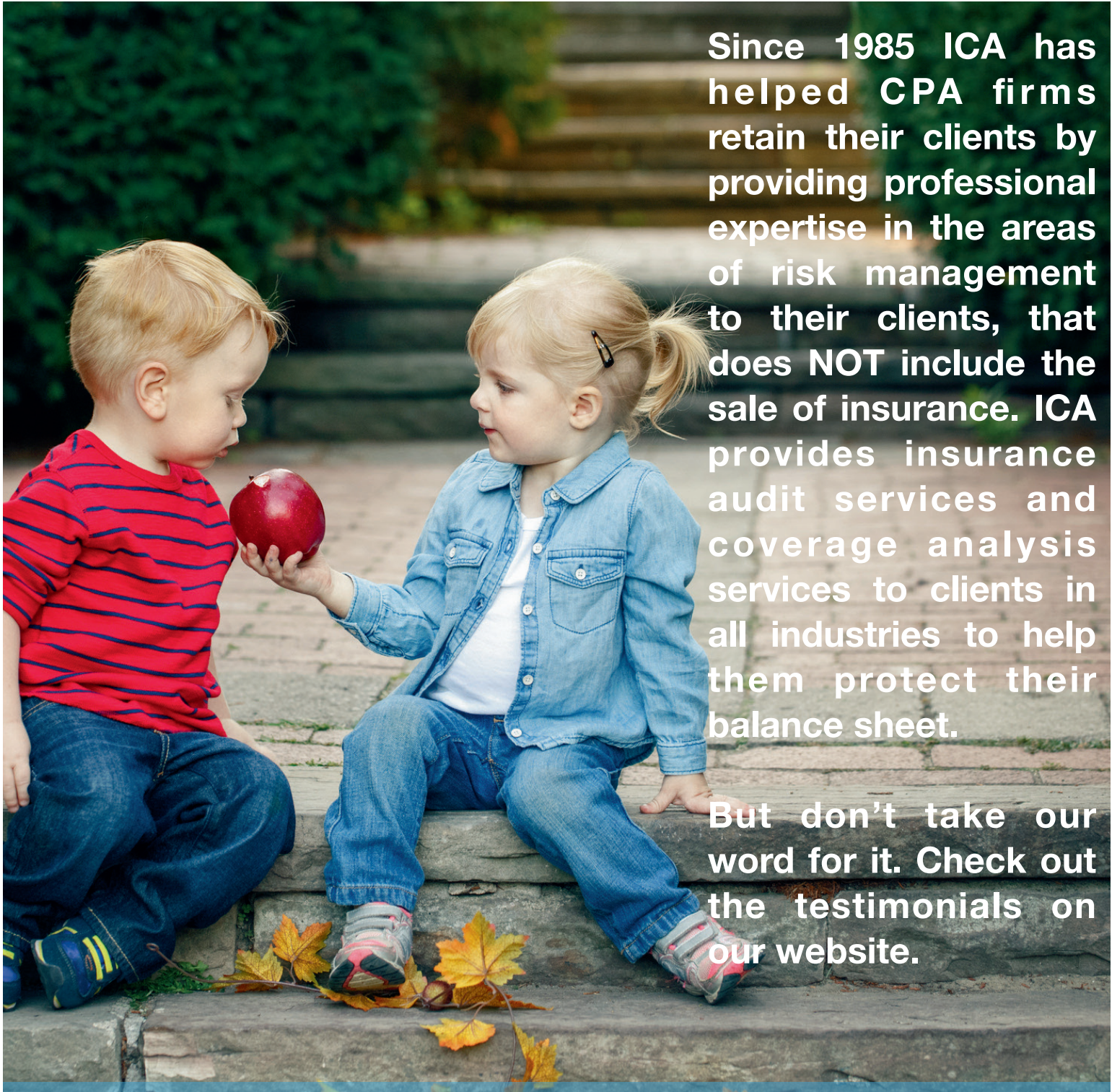
Scarinci Hollenbeck, LLC

Katerin Traugh,
*Executive Director
and Acting Contoller*

Katerin Traugh brings to Scarinci Hollenbeck more than a decade of experience in financial management and accounting. She is the youngest professional and the first woman to hold the role of Executive Director in our firm's 33-year history. She quickly worked her way up from Controller in 2017 to being promoted to Executive Director in July 2020, while simultaneously holding the role as Acting Controller. The firm would not be in its current position of growth without her leadership throughout the pandemic and its economic impact. She was able to identify problem-spending areas and implement systems to keep the firm above water while other businesses were closing and drastically shrinking their workforce. She demonstrated vision, leadership and talent.



According to a paper published by the Peterson Institute for International Economics, the presence of more female leaders in top positions of corporate management correlates with increased profitability of these companies.



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President's View

Continued From Page 6

According to a paper published by the Peterson Institute for International Economics, the presence of more female leaders in top positions of corporate management correlates with increased profitability of these companies.

In addition, a study from consultant McKinsey and Co. in partnership with the Women's Forum for the Economy and Society noted that companies with a higher percentage of women in top management have better financial performance.

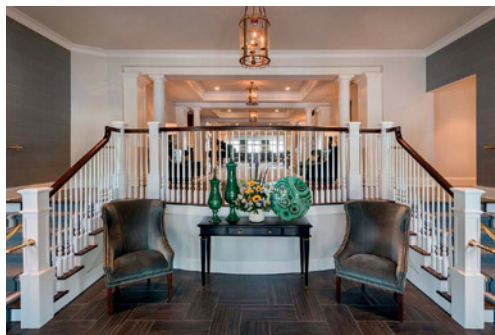
A Credit Suisse report showed "companies with 25 percent female participation had an annualized return of 22.8 percent over five years, while those with over one-third of women in management had a 25.6 percent annual return—which compares to an 11.7 percent return for the average company" during the study period.

But the same report says that we have a long way to go for women to take their rightful place in the C-suite by pointing out that "in the largest 100 London-listed companies, the total number of female chief executives is the same as the number of bosses named Peter—six."

The Commerce and Industry Association of New Jersey is recognizing the important role that women play in business success by including many top leaders on its board of directors, including officers such as Vice Chair Audrey Murphy, Executive Vice President/Chief Legal Officer, Hackensack Meridian Health; Treasurer Kathleen Alexander, CPA, Partner, Sax, LLP; and Executive Committee Members At-Large including East Orange General Hospital President and CEO Paige Dworak; and AECOM Vice President, Managing Principal Kim Vierheilg.

Other female board members include Valley Health System Vice President, Planning & Marketing Research, Gail Callandrillo; SobelCo Principal & Chief Growth Strategist Sally Glick; Bayshore Family of Companies President and CEO Valerie Montecalvo; Ridgewood Moving Services President Cindy Myer; Corethia V.E. Oates, VP, Portfolio Manager, Morgan Stanley; Terrie O'Connor Realtors President/Broker Terrie O'Connor; and Creamer Environmental, Inc. Executive Vice President Tracy Straka (a past chairman of CIANJ).

Many thanks to the amazing women who participated in these awards, to the women leaders who help guide CIANJ as members of our board and to all the sponsors that made this new awards program possible. 🍷



We will honor the award-winners at a celebration breakfast on August 18, 2021, at the Glen Ridge Country Club in Glen Ridge, New Jersey.

BUSINESS & LIFESTYLE

Your Return to the Office: What to Wear in the New Normal

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

If you are like so many other employees in New Jersey, there is a good chance you will be heading back to the office for work. Gone are the days when you can Zoom in a

formal top while wearing sweatpants or jeans. The whole "you" will be reporting to the office, visible for all of your colleagues to see.

But that may not be an easy transition. Have you tried on your clothes only to find yourself in an uh-oh moment when you realize that your shirt no longer buttons or those favorite pants or suit no longer fits? Are you staring into your

closet wondering who that person was that used to wear those clothes into an office that hasn't existed for well over a year?

The question needs to be asked—does a pre-COVID wardrobe work in a post-COVID work culture? Can you wear casual attire during the work day?

There is definitely a new normal and, in an effort to help you figure out a dress-up plan for success, we have recruited an image expert and Wharton School of Business alumni to speak at an upcoming CIANJ event.

Sharon Kornstein, AICI, CIP, founder and president of ImageDesign LLC, will offer her perspective on Thursday, September 9, 2021. She will take you through current trends as well as provide tips on how to update what was once your staple closet, so that you can feel your best when returning to the office.

Click here to register for this important event: <https://bit.ly/3qep9J7> 🍷



ImageDesign LLC Founder and President Sharon Kornstein, AICI, CIP

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THIS PLACE IS DIFFERENT



M&T Bank Offers New App for People with Disabilities

Digital “Card Decks” will increase banking accessibility.

Compiled by John Joseph Parker
Contributing Editor

M&T Bank will be the first U.S. bank to team up with MagnusCards™ by Magnusmode, a free app dedicated to making the world a more accessible place for people with cognitive and intellectual disabilities. The collaboration will create new digital guides that provide visual cues and step-by-step instructions to help people access fundamental banking services.

Available through the MagnusCards app, M&T Bank’s digital “Card Decks” are designed to increase banking accessibility for the autism and disability communities and are offered free to users.

“Launching M&T Bank’s MagnusCards will help us create a more inclusive, welcoming bank and expand our capabilities to meet the unique needs of our diverse community of customers,” explains M&T Bank’s Chief Information Officer for Consumer, Business and Digital Banking, Sonny Sonnenstein. “We are excited to work with Magnusmode—not only because they’re an inspiring local startup, but also because their product is incredibly intuitive and well-designed to support our customers.”

Digitalized Guidance Through Storytelling

Using digitalized “Card Decks,” the MagnusCards™ app guides users through tasks and activities that might otherwise feel challenging or overwhelming. As Magnusmode’s first U.S. bank partner, M&T Bank is offering an expanding “life skills library,” which provides practical guidance through storytelling Card Decks helping users navigate daily tasks and experiences, such as making ATM transactions and using a debit card for purchases. It uses applied behavior analysis methods, offering prompts and positive reinforcement to support experiential learning.

In addition to banking and money management, the app provides accessibility support for public transportation, healthcare, shopping, school and other places and activities people need to access as part of their daily lives. The app’s users include people with autism, down syndrome, acquired brain injury, dementia, ADHD and other cognitive disabilities.

“Confusing or complex services can create barriers for people with autism and other cognitive disabilities. Our assistive technology helps



Founder and President of Magnusmode
Nadia Hamilton

companies eliminate those barriers and welcome, support and enable people on the autism or disability spectrums,” says Magnusmode Founder and President Nadia Hamilton. “In M&T Bank, we found partners who understand the importance of leveraging technology to create practical tools that improve the everyday experiences of all people.”

Employee Advocacy Led the Way.

M&T’s Disability Advocacy Network (DAN), an employee-led group that advocates for the needs of people with disabilities, identified MagnusCards as a potential opportunity for the bank, and guided its implementation and launch, working alongside M&T’s technology team and colleagues throughout the bank.

“Our MagnusCards will help people count money, use their debit card to purchase things, withdraw cash from an ATM or teller and deposit cash and checks into an ATM,” explains David Zolnowski, president of DAN’s Western New York chapter and a parent-advocate whose son has Down syndrome. “Each of these essential guides will be extremely helpful to people with disabilities.”

Disabled Family Members Helped Develop the Product.

WNY DAN member Stephanie Tisdale, a vice president and strategic initiatives lead at M&T,



M&T Bank Chief Information Officer for
Consumer, Business and Digital Banking Sonny
Sonnenstein

also played an important role in launching M&T’s MagnusCards. She asked her 17-year-old brother, Diarillo, who is on the autism spectrum, to serve as the “acting talent” in the production of the visuals for the Card Decks. While the ask was a bit outside his comfort zone, he jumped at the opportunity when he learned how his participation would help other people with disabilities.

“The Disability Advocacy Network wanted real people involved. We didn’t want actors, but people who would directly benefit from our collaboration with Magnusmode,” says Tisdale. “My brother is never one to be the center of attention, but when he heard it would help people, he was all over it. It was inspiring to see Diarillo contribute to something so important. I want my brother to have the opportunity to live independently, to be able to access the services he needs and to feel like he belongs. The MagnusCards app will be so empowering for him and all people with cognitive disabilities.”

A New Wave of Digital Banking Tools

M&T’s MagnusCards launch comes amid the bank’s ongoing push to provide new and innovative digital tools and resources to help customers manage their money. A few highlights include:

The Money Smart Cash Flow Tool. M&T has expanded M&T Money Smart, the budgeting and

Continued On Page 34

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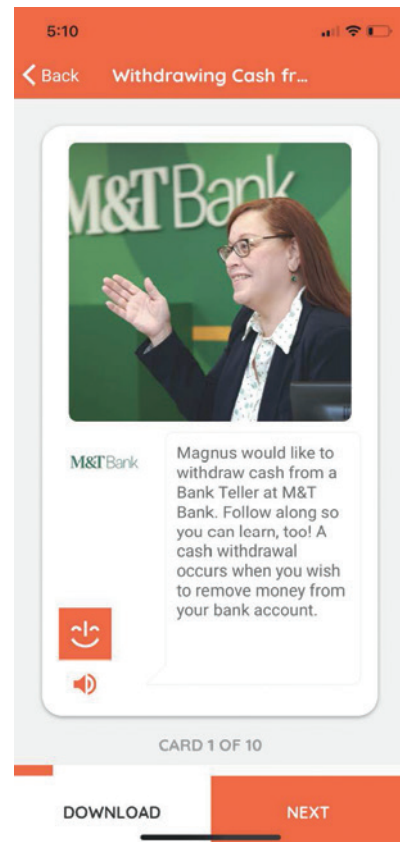
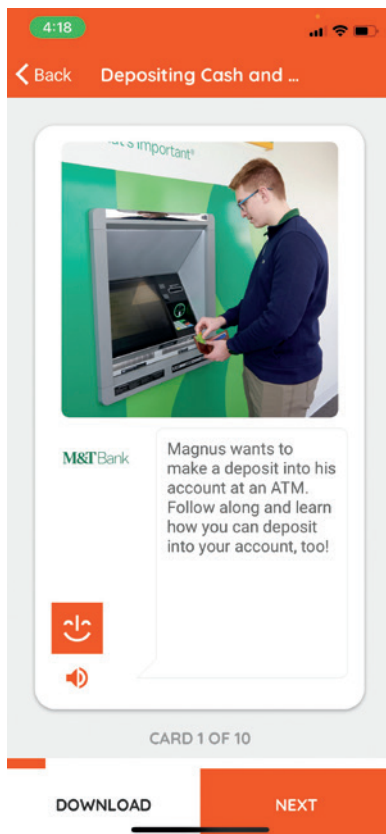
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■ Banking

money management tool available through its online and mobile banking platforms, with new features that help customers plan for the future. Cash Flow is a tool that allows users to visualize how money moves into and out of their accounts each month. It uses advanced analytics informed by past transactions to provide users with a simple display of their daily spending power.

Money Smart was also updated with a Net Worth tool to help users track financial worth in real time. It combines checking and savings accounts, retirement accounts, property, investments, bonds, debt and more to show a visualization of net worth and how it changes over time. The Goals tool in Money Smart helps users achieve savings, debt payoff and retirement goals. It creates timelines and visualizations that are automatically updated as users put money toward a savings goal or pay down debt.

The Financial Education Center. M&T created an online Financial Education Center to help its customers and communities access educational resources that deepen their financial literacy. Its self-directed learning materials are organized into life-stage educational bundles (Banking for Families, Becoming a Homeowner, Banking for Entrepreneurs) to help people find the insights and information they need for their moment in life. The Financial Education Center can be visited at mtb.com/financialeducation. 📌



MagnusCards will allow customers to access digital guides that provide visual cues and step-by-step instructions for ATM transactions, using debit cards and more.

Spencer Savings Bank's President and COO Joins NJBankers Board

Compiled by John Joseph Parker
Contributing Editor

Spencer Savings Bank President Jane Allerman-Rey has been appointed to the New Jersey Bankers Association (NJBankers) Board of Directors for a two-year term. Founded more than 115 years ago, NJBankers is a trade association representing the state's banking community.

A leading New Jersey-based community bank headquartered in Elmwood Park, Spencer Savings has served its local communities for more than 100 years. The bank has more than \$3 billion in total assets and operates 20 financial centers throughout New Jersey. Spencer specializes in delivering premier banking products and services for consumers and businesses.

"It is an honor to be a part of the NJBankers leadership team. I am grateful for the opportunity to serve on the Board of Directors and look forward to joining them in advocating for our membership's interests," says Allerman-Rey. "I am

particularly proud to represent Spencer Savings Bank and community bankers, as I have been a strong supporter throughout my entire career and witnessed, first-hand, the impact that community banks have in the communities they serve."

Allerman-Rey was recently named President and Chief Operating Officer of Spencer Savings Bank. Prior to this, she served as First Executive Vice President and Chief Operating Officer at Spencer. She has worked at Spencer Savings Bank for almost 30 years and has been an integral part of the growth and success of the company.

Prior to joining Spencer, she came from the regulatory side of banking, working at the Federal Home Loan Bank of New York and the Office of Thrift Supervision (OTS). Allerman-Rey presently serves on the boards of two non-profit organizations: the UCEDC, an economic development corporation serving New Jersey-based small businesses; and the Westfield Area YMCA.

Within those organizations, she serves on a number of committees, some of which include



Spencer Savings Bank President and COO Jane Allerman-Rey

executive, loan, finance and budget committees. She is also an active member of the Financial Managers Society, a national organization which focuses on providing education, community support, networking and professional development for finance industry members. 📌

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4G Clinical Gets Investment from Goldman Sachs Asset Management

The firm supports clinical trials for more than 100 clients.

Compiled by Miles Z. Epstein
Editor, COMMERCE

4G Clinical, a cutting-edge randomization and trial supply management (RTSM) company, has entered into an agreement to receive a growth equity investment of more than \$230 million from Goldman Sachs Asset Management. The investment will be used to fund 4G Clinical's continued global expansion, support the growing demand for 4G's products and to further the company's mission of bringing crucial medicines to those who need them, faster.

4G Clinical was founded in 2015 by seasoned entrepreneurs and RTSM technology experts David Kelleher and Ed Tourtellotte to accelerate clinical trials by leveraging Natural Language Processing to disrupt the way trials are executed. 4G Clinical's Prancer RTSM® enables life sciences companies to reach First Patient In up to 50 percent faster than other providers and implement mid-study changes more efficiently. 4G Clinical's clinical supply optimization solution, 4C Supply®, incorporates real-time RTSM actuals to prevent stock-outs and reduce drug waste.

Life sciences organizations are also increasingly shifting to modern eClinical solutions like 4G Clinical's Prancer RTSM® and 4C Supply® to address the rising complexity of clinical trials. To date, 4G Clinical supports clinical trials for more than 100 biotech and pharma clients globally.

"As life sciences companies strive for creativity and innovation in trial designs, they cannot afford to be limited by technology," explains Ed Tourtellotte, CTO of 4G Clinical. "Our vision was to build Prancer RTSM® to handle any type of trial within any indication. We've held to that



Photo: Getty Images/Stockphoto

Life sciences organizations are shifting to eClinical solutions to address the rising complexity of clinical trials.

vision, enabling our biotech and pharma clients to let the science lead."

This investment is "transformational," says David Kelleher, CEO of 4G Clinical. "In just over five years, 4G Clinical has grown from a start-up to a globally recognized leader in RTSM, helping life sciences organizations execute clinical trials of any size and complexity throughout the drug development lifecycle. To maximize our impact on lives around the globe, we must unwaveringly drive innovation in our technology and processes to tackle clinical trial bottlenecks. This investment from Goldman Sachs ensures that we will not be constrained in any way in that effort."

"The eClinical Solutions market has expanded rapidly over the past several years with best-in-class, tech-first solutions leading the way, presenting an exciting opportunity for Goldman Sachs," says Jason Kreuziger, a Managing Director in Goldman Sachs Asset Management.


"4G Clinical's established reputation and global reach to date underscores their immense potential over the next few years. We are honored to partner with and help 4G Clinical accelerate their growth," adds Antoine Munfa, a Managing Director in Goldman Sachs Asset Management. 



Photo: Getty Images/Stockphoto

RTSM technology utilizes Natural Language Processing to disrupt the way trials are executed in order to accelerate clinical trials.

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

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Fiscal Year 2021-22 Budget Doubles NJ's Investment in Cancer Research

Compiled by Miles Z. Epstein
Editor, COMMERCE

The New Jersey Legislature approved a historic investment in cancer research as part of the 2021-22 state budget. The new \$2 million investment in the New Jersey Commission on Cancer Research (NJCCR) brings the total state investment in research through the NJCCR up to \$4 million in fiscal year 2021-22.

NJCCR promotes significant and original research in New Jersey into causes, prevention, treatment and palliation of cancer and serves as a resource to providers and consumers of cancer services. Throughout its more than 30-year history, the NJCCR has awarded over \$40 million to over 800 peer reviewed cancer research grants and student fellowships. NJCCR is the only statewide institution that provides peer reviewed scientific cancer research grants to all eligible institutions in New Jersey, and this merit-based system has a strong track record of funding the best new scientists who engage in ground-breaking basic research.

"We have made significant improvements in the way we diagnose and treat cancer over the past two decades," says Michael Davoli, director of government relations for the American Cancer Society Cancer Action Network (ACS CAN) in New Jersey. "Through scientific

discovery, we have also learned how to reduce our cancer risk more effectively or prevent it altogether. State investments in cancer research like the one being approved by the legislature not only will help reduce the number of cancer cases and deaths in New Jersey but also can help drive economic activity in the state."

Since 2001, as the American Cancer Society's nonprofit, nonpartisan advocacy affiliate, ACS CAN has successfully advocated for billions of dollars in cancer research funding, expanded

"We have made significant improvements in the way we diagnose and treat cancer over the past two decades."

access to quality affordable health care, and made workplaces, including restaurants and bars, smoke-free.

\$750M Freestanding Cancer Hospital to Open in 2024

RWJBarnabas Health and Rutgers Cancer Institute of New Jersey, the state's only National Cancer Institute-designated Comprehensive Cancer Center, in partnership with the

New Brunswick Development Corporation (DEVCO), broke ground on the state's first freestanding cancer hospital in June. At the ceremony, it was also announced that the 510,000-square-foot structure will be named the Jack and Sheryl Morris Cancer Center in recognition of the philanthropic leadership of Jack Morris, who has been a longtime supporter and pillar in New Brunswick development, and his wife, Sheryl.

The 12-story facility, to be located on Somerset Street, will house inpatient, outpatient and ancillary services, as well as state-of-the-art laboratories where research faculty can provide hands-on educational opportunities for students, and enable physician-scientists to translate scientific findings directly to patients. The Jack and Sheryl Morris Cancer Center will enable ease of access for imaging and other diagnostic tests, treatment and follow-up exams all in one space. It will also have the capacity to offer wellness and education resources including offerings catered specifically to the needs of cancer survivors. The estimated project cost is \$750 million.

"Rutgers Cancer Institute of New Jersey together with RWJBarnabas Health already serves as a destination for advanced cancer treatments including clinical trials, stem cell transplantation, proton therapy and CAR T-cell therapy. This trailblazing facility will help us further our

Continued On Page 40



The American Cancer Society Cancer Action Network's Michael Davoli



RWJBarnabas Health President and CEO Barry H. Ostrowsky



Ihor Sawczuk, M.D., FACS, chief research officer and president of the Northern Market for Hackensack Meridian Health



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Continued From Page 38

mission in the delivery of outstanding comprehensive oncology care for our state and improving the health and well-being of our residents,” stated Barry H. Ostrowsky, president and chief executive officer, RWJBarnabas Health.

The facility—which will be positioned adjacent to the existing Rutgers Cancer Institute building and Robert Wood Johnson University Hospital—also will house state-of-the-art research laboratories. Scientific investigation is a core pillar of Rutgers Cancer Institute, the state’s only National Cancer Institute-designated Comprehensive Cancer Center. The project is expected to be completed in 2024.

Hackensack Meridian School of Medicine Grants Fund Early-Stage Research

The Hackensack Meridian School of Medicine is providing \$100,000 in grants to support Hackensack Meridian Health physicians and researchers seeking novel breakthroughs and treatments for some of the most difficult afflictions challenging medicine today. The five projects selected will receive approximately \$20,000 each and include development of a novel nanoparticle-based targeted multiple myeloma drug; deciphering the DNA damage and stress responses of major fungal pathogen *Candida glabrata*; exploring niche-specific extracellular vesicles to promote healthy hematopoietic aging; speech as an indicator of concussion severity and recovery in pediatrics; and implementation of continuous glucose monitoring in an academic medical practice serving persons with health disparities.

“This program is a vital pipeline to jumpstart new research,” said Ihor Sawczuk, M.D., FACS, chief research officer and president of the Northern Market for Hackensack Meridian Health. “When we seed these projects, we are expecting it to benefit everyone, long-term.”

New Ambulances, Mobile COVID-19 Testing for Bergen New Bridge Medical Center

The Bergen New Bridge Medical Center Emergency Medical Service (EMS) program has added two new ambulances to its fleet, which offer the latest technology in safety and ergonomics. Designed with transporting patients contaminated by pathogens or hazardous materials in mind, these units have fully isolated modules with air filtration systems separate from the cabin. They also have additional storage capacity for medical supplies and personal protective equipment that can be isolated from the patient compartments.

The ambulances are equipped with GPS, active feedback driver behavior monitoring, drive cameras and an audio-visual monitor system so the driver and attendant can stay in communication. Additionally, these ambulances are equipped with a lateral-load oxygen system that is designed to ease lifting and loading and combat back injury for providers. The cabin seating was also modified to provide additional legroom for providers.

At a ribbon-cutting ceremony debuting the vehicles, it was also announced that COVID-19 antigen testing is available on all Bergen New Bridge Medical Center ambulances, including the two

newest rigs, and can be used for any of the 911 responses when a COVID-19 infection is suspected. The Bergen New Bridge Medical Center EMS program provides 911 response to 22 municipalities and multiple healthcare facilities.

“Our EMS team is trained in COVID-19 sample collection and processing in the field resulting in quicker evaluation and transfer of patients to the appropriate level of care,” said Bergen New Bridge Medical Center President and CEO Deborah Visconi. “This is just another way we are leading the fight against the virus and utilizing the latest science and technology.”

Electronic Prescribing Mandates Can Reduce Opioid-Related Overdoses

In the first study examining the impact of mandated electronic prescriptions for controlled substances, William Paterson University Professor Rahi Abouk and David Powell of the Rand Corporation published findings that show New York State’s e-prescribing mandate reduced the rate of overdoses involving natural and semi-synthetic opioids by 22 percent.

Abouk and Powell received funding from the National Institute on Drug Abuse (NIDA) to conduct the research, which was published in the *Economics and Human Biology Journal*.

“The results are very promising,” says Abouk, health economics professor in William Paterson University’s Cotsakos College of Business. “The findings suggest that after the e-prescribing mandate was enacted in New York State, beginning in April 2016, there was a significant decline in opioid mortality by approximately 22 percent compared to the states without such mandates.”

With overdose deaths escalating at an alarming rate over the past two decades, several states have adopted numerous drug-related policies to reduce the epidemic, says Abouk. New York was the first of several states to enact and fully enforce the electronic prescribing mandate.

Electronic prescribing or “e-prescribing” requires prescribers to electronically send accurate, error-free and understandable prescriptions directly to a pharmacy through a secure network. It also mechanically forces prescribers to observe patients’ histories under the prescription drug monitoring programs (PDMPs). “This reduces the likelihood of doctor shopping, forging, writing the wrong prescription, and error, all of which are beneficial to the health of the patient,” Abouk explains.

To do the evaluation, Abouk says the researchers compared the trend in opioid-related mortality, the supply of opioids by pharmacies and other related outcomes between New York and 12 other states in the Northeast and Midwest areas. They also found complementary evidence that the mandate was associated with a six percent reduction in opioid supply in New York. The researchers did not find any comparable reductions or increases in overdoses involving illicitly produced or acquired heroin or synthetic opioids. 📌

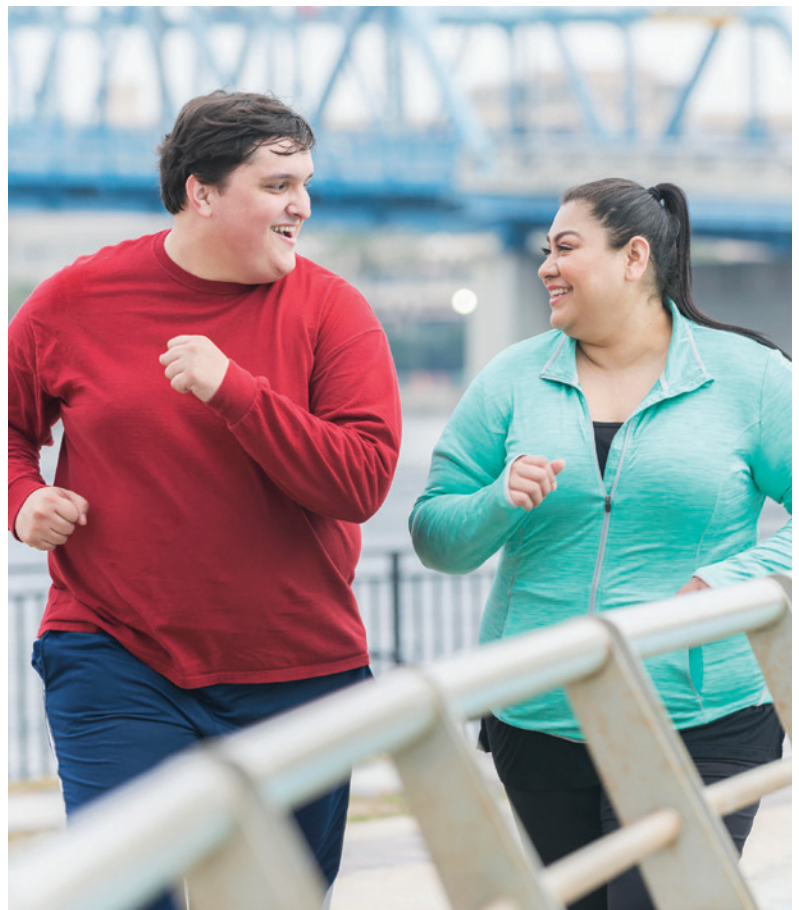


New Ambulances (EMS, Bergen New Bridge Medical Center)

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KEEP GETTING BETTER

NJEDA Signs New MOUs with NJCU and Stockton University

Sports wagering, fintech, workforce development and Esports innovation....

Compiled by Miles Z. Epstein
Editor, COMMERCE

The New Jersey Economic Development Authority (NJEDA) signed separate memorandum of understandings (MOU) with New Jersey City University (NJCU) in Jersey City and Stockton University.

New Jersey City University.

The MOU with NJCU will support the creation of a Sports Wagering and Financial Technology Workforce Development and Innovation Center. The MOU will provide \$200,000 in funding and staff resources to support technological and product innovation, as well as workforce development in sports wagering and fintech at the Center. This support will bolster the Center's goals of providing an incubator for the sports wagering and fintech industries and acting as a connector between industry, academia and relevant state agencies to grow and support innovation in sports wagering technology and fintech.

This partnership with NJCU aligns with Governor Phil Murphy's vision for a stronger, fairer New Jersey economy by supporting and growing one of the state's emerging, innovative

industries, with a focus on ensuring diversity and equity. It also leverages one of the state's most valuable assets—its network of highly-respected universities—and includes the necessary infrastructure to serve as a physical hub for R&D and innovation.

"The Innovation Center at NJCU's Exchange Place Campus in Jersey City will help to advance Governor Murphy's commitment to fortifying New Jersey's position as the national leader in innovation," explains NJEDA Chief Executive Officer Tim Sullivan. "The MOU will help solidify New Jersey as both a top consumer market in this growing industry, and an engine of leading industry innovations and workforce development programs."

Sports wagering in New Jersey has experienced incredible growth in the two-plus years since its legalization, with nearly \$1 billion wagered in-state per month, routinely surpassing Nevada in monthly volume. Technology and innovation have helped facilitate the growth and resilience of New Jersey's sports wagering industry, with over 90 percent of wagers in the state placed online or via mobile platforms, positioning the Garden State as the optimal jurisdiction for scaling tech-centric product innovations within this industry.

Promoting and strengthening diversity, equity, and inclusion as essential components of industry culture are also focus points for the Center, which aims to promote opportunities for underrepresented groups as sports wagering and fintech expand. Likewise, the Center will work to engage with diversity- and inclusion-oriented organizations to attract women and minorities to diversify the pipeline of future leaders within the industry.

This initiative will also serve to connect private industry, academia and relevant state agencies to catalyze and connect sports wagering technology and fintech startups and innovation with more mature companies in these sectors. With the NJEDA's backing, NJCU believes the Center will cement New Jersey's position as a leader in sports wagering and financial technology, create new academic and workforce development opportunities, and support local economic development.

"This is a wonderful opportunity to build upon our expertise in sports management, financial technology and data analytics to put our students and our state at the forefront of this exciting new field," says NJCU President Sue Henderson.

Continued On Page 44



New Jersey Governor Phil Murphy



NJ Lieutenant Governor Sheila Y. Oliver



NJEDA CEO Tim Sullivan

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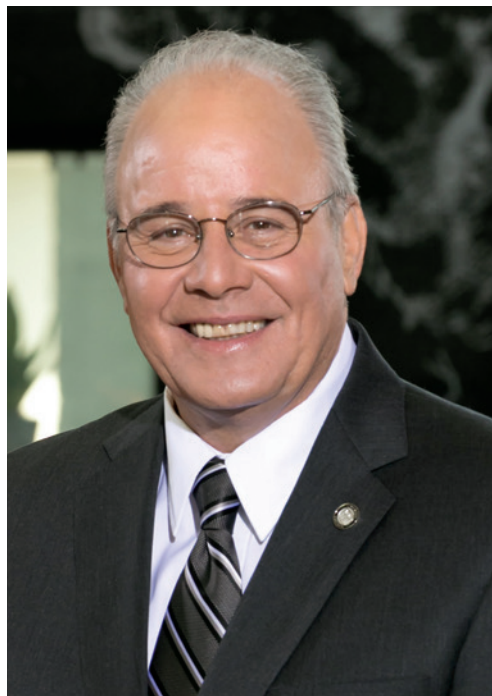
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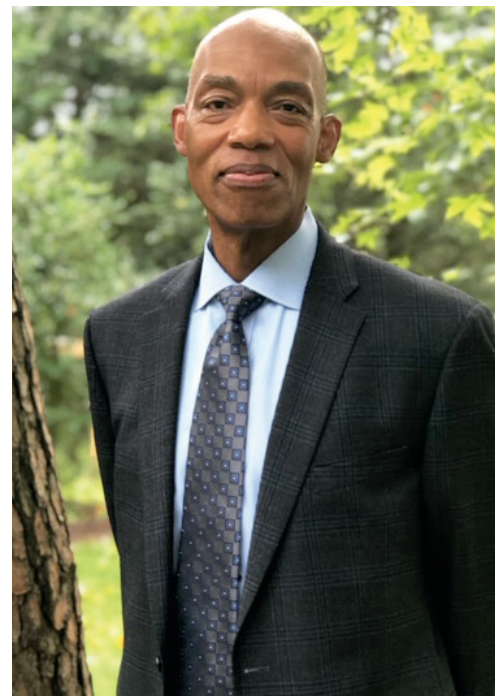
Continued From Page 42



NJCU President Dr. Sue Henderson



Stockton University President Dr. Harvey Kesselman



Felician University President James W. Crawford, III

Stockton University.

NJEDA and Stockton University signed an MOU enabling the NJEDA to provide \$200,000 in funding plus staff resources to the school for its esports initiative, which includes Stockton's establishment of an Esports Innovation Center at the university's Atlantic City campus. The Center is expected to help to advance the goal of establishing Atlantic City as a hub for the rapidly growing esports industry.

"Esports presents a rare chance to cultivate an entirely new industry that will create good-paying, skilled jobs, along with an opportunity to build industry leadership," says New Jersey Lieutenant Governor Sheila Y. Oliver. "With a renowned higher education partner like Stockton University, and our unparalleled pool of technology talent, I am confident that New Jersey is well-equipped to support the rapidly-growing esports industry and the economic potential it can offer our residents and small businesses."

The esports industry has swiftly grown in popularity in the United States, with total revenues in North America projected to reach \$250 million this year and a viewing audience of 57 million people. By 2025, the industry is expected to reach \$9 billion globally.

The esports industry can help diversify New Jersey's tourism and entertainment sector and be a source of new high-quality, high-wage jobs, such as software engineers, product developers, and content provision/event production roles. The industry is large and rapidly growing, with total esports employment in the United States nearly doubling from Q2 2019 to Q2 2020.

Thanks to New Jersey's strong technology infrastructure and innovation ecosystem, the esports industry has already taken root in the state, and the Esports Innovation Center will build on that momentum to establish New Jersey, and Atlantic City, as the epicenter of esports growth. This Center will also be a huge step forward in creating the most diverse innovation ecosystem in the country and will help to close the racial and gender wage and employment gaps.

"The new Esports Innovation Center will work with Stockton and industry partners to position Atlantic City and New Jersey as esports leaders and help shape the future of the esports landscape," says Stockton University President Dr. Harvey Kesselman. "Esports industry partners will have the ability to become members of the Esports Innovation Center and join in the center's research, events, and activities."

Among other activities, the Center will focus on catalyzing collaborative technology innovation, supporting workforce development within the esports industry, positioning New Jersey and Atlantic City as an esports leader through events and thought leadership, identifying and promoting best practices for regulating wagering on esports and ensuring integrity in competitions, and promoting diversity and inclusion, as well as healthy gaming practices, as essential components of esports culture.

The Esports Innovation Center will also work with the Division of Gaming Enforcement and independent bodies that govern integrity in competitions to position New Jersey as a national leader in regulation and integrity practices for esports and will promote diversity and

inclusion, as well as healthy gaming practices, in the esports industry.

New President Appointed for Felician University

James W. Crawford, III—a retired admiral and the 43rd Judge Advocate General (JAG) of the United States Navy—was appointed Felician University's sixth president after serving in that position on an interim basis.

President Crawford's vision for Felician University reflects a profound respect and responsibility to each member of the Felician community, beginning with its students. His commitment to expand the boundaries of academic programs, cultivate immersive learning environments and enhance the Felician-Franciscan experience will further his goal to elevate the arc of every student and the lives they touch now and in the future.

In the U.S. Navy for more than three decades, Admiral Crawford served under six Presidents and was Lead Counsel for the principal military advisor to Presidents George W. Bush and Barack Obama. He was a trusted voice for the National Security Council, the Homeland Security Council and Secretaries of Defense Robert M. Gates and Leon Panetta.

A native of Charlotte, North Carolina, Crawford graduated from Belmont Abbey College and earned his Juris Doctorate from the University of North Carolina. He holds a Master of Laws degree in Ocean and Coastal Law from the University of Miami, and a Master of Arts in National Security and Strategic Studies from the Naval War College. He was named an MIT Seminar XXI Fellow. 📖



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Grassi and NJFPA Reveal Findings of NJ Food Manufacturers Survey

Compiled by John Joseph Parker
Contributing Editor

Grassi, a leading provider of business advisory and accounting services, and the New Jersey Food Processors Association (NJFPA), a community of food and beverage companies and service providers that promotes industry growth throughout the Garden State, have released the results of a joint benchmarking survey of New Jersey's food manufacturers.

The survey elicited candid feedback on industry trends, outlooks and challenges from professionals in every sector of the food and beverage

industry. The findings were unveiled an authoritative benchmarking report at the NJFPA's 2021 Annual Spring Conference.

Key takeaways from the survey point to the resiliency and agility of the industry over the past 12 months:

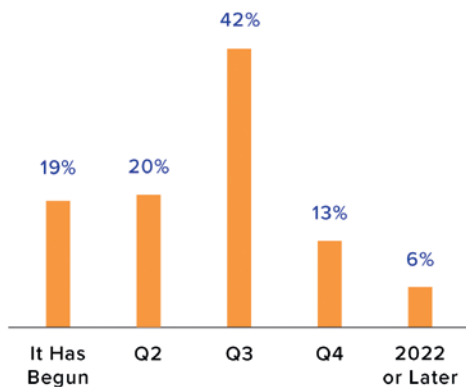
- Only one in six respondents reported a significant reduction in customer demand.
- Thirty-six percent of respondents saw revenues rise despite pandemic challenges.
- Thirty-three percent of respondents revamped production to become nimbler to changing demand.

- Only four percent downsized their workforce.

The biggest challenges reported by respondents were supply chain disruptions; delayed or cancelled new product launches; plant closures caused by COVID-19 outbreaks; and a growing shortage of skilled workers. Despite these challenges, the survey points to a positive overall outlook, with most respondents anticipating a recovery in the food manufacturing sector in the third quarter of 2021 or sooner.

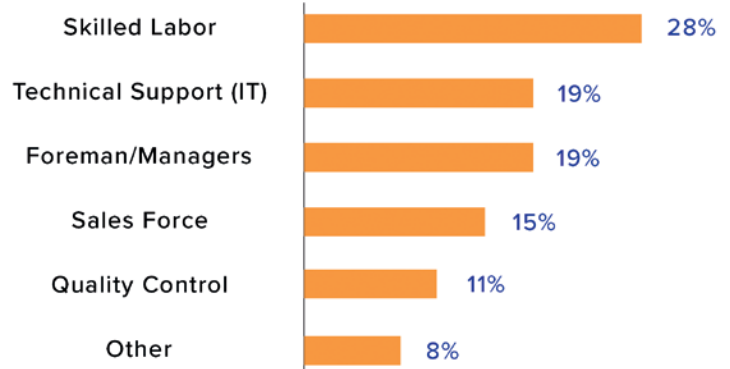
The Rutgers Food Innovation Center and the New Jersey Economic Development Authority contributed to the development of the survey, which was fielded by an independent research firm. 

Expected Timing of Recovery in the Food Manufacturing Sector

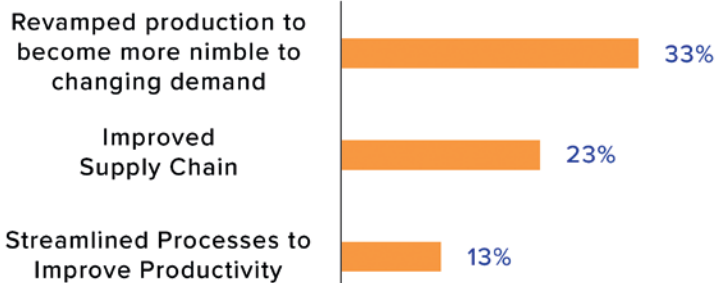


Most respondents anticipate a recovery in the food manufacturing sector in the third quarter of 2021 or sooner.

Most Difficult-to-fill Job Categories



One of the big challenges reported was a growing shortage of skilled workers.



Thirty-three percent of respondents revamped production to become nimbler to changing demand.



Two of the biggest challenges reported by respondents were supply chain disruptions, and delayed or cancelled new product launches.

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Recruiting Global Talent for U.S. and NJ Manufacturing Operations

By David H. Nachman, Esq.,
U.S. Managing Attorney,
NPZ Law Group, P.C.

U.S. immigration of highly skilled workers with unique manufacturing talent make significant contributions to our nation's economic infrastructure. It is extremely important to bring manufacturing back to the United States in order to expand the U.S. job market and develop jobs for U.S. workers.

Bringing highly skilled workers to the United States who are familiar with manufacturing in their countries, and whom are able to establish manufacturing facilities in America, is imperative to achieving this goal. Manufacturing facilities in the pharmaceutical, technology and other industries will open the door to developing jobs and economic infrastructure for our nation.


Many immigrant and nonimmigrant visa options exist to enable U.S. manufacturing companies to employ talented professionals, researchers and managers. Manufacturing

employers typically employ foreign nationals initially in a temporary nonimmigrant visa category, such as H-1B (specialty occupation), L-1A intracompany transferees), TN (Mexican and Canadian professionals), E-2 (treaty investor), O-1 (extraordinary ability), E-3 (Australian professionals), H-1B1 (Chile and Singapore professionals), F-1 (students), J-1 (exchange visitors), B-1 (visitor visas for business travel). Thereafter, the manufacturer may begin working on a permanent residency (green card) case once the company has determined that it wishes to try to employ the foreign nationals on a permanent basis.

Securing approval to employ foreign nationals in the United States can be challenging, but manufacturing employers continue to use the immigration system to engage qualified professionals, researchers and managers. With some forethought in recruiting and upfront strategizing about appropriate immigration categories, U.S.-based manufacturers can continue to hire talent from all over the world to contribute



David H. Nachman, Esq., U.S. Managing Attorney, NPZ Law Group, P.C.

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NJDEP Acquires Holy Farms as Green Acres Program Turns 60

The 1,400-acre property was acquired from Atlantic City Electric.

Compiled by Miles Z. Epstein
Editor, COMMERCE

The New Jersey Department of Environmental Protection (NJDEP) and several partner organizations gathered in June at the Holly Farm tract of the Menantico Ponds Wildlife Management Area to celebrate the 60th anniversary of the NJDEP Green Acres Program that funded the state's acquisition and conservation of this environmentally sensitive land. At the event, the Cumberland County site was announced as the future southern regional headquarters for the NJDEP's Division of Fish and Wildlife.

The acquisition of the Holly Farms tract is one of the largest land preservation deals in state history and was brought together by the Murphy Administration after more than 30 years of negotiation among multiple parties. The NJDEP acquired the 1,400-acre property from Atlantic City Electric with funding assistance from New Jersey's Green Acres Program, established on June 3, 1961. The NJDEP also secured funding through the Open Space Institute to assist with land surveys and plans for potential improvements to the property, situated between Menantico Creek and Manumuskin Creek, two federally designated Wild and Scenic Rivers.

"Having supported land conservation, open space stewardship, and recreational opportunities for 60 years, New Jersey's Green Acres program is a source of great pride," says NJDEP Commissioner Shawn M. LaTourette. "As one of

the first state land acquisition programs, Green Acres was groundbreaking in 1961 and is now the longest-running continuous program of its kind in the country, preserving nearly 700,000 acres of land and hundreds of recreation facilities across New Jersey."

Preserving the Holly Farm tract provides numerous benefits, from protecting New Jersey's largest concentration of endangered species to maintaining a natural buffer against the harmful effects of climate change. Green spaces can store large amounts of carbon emissions and absorb water to reduce flooding, making the area more resilient.

NJBPU Awards Offshore Wind Project to Atlantic Shores and Ocean Wind II

The New Jersey Board of Public Utilities (NJBPU) awarded a combined 2,658 MW of offshore wind capacity to EDF/Shell's Atlantic Shores Offshore Wind and Ørsted's Ocean Wind II, bringing the state's total planned capacity to over 3,700 MW and moving New Jersey closer to Governor Phil Murphy's goal of 7,500 MW of offshore wind by 2035 and 100 percent clean energy by 2050. This represents the nation's largest combined award to date.

Each project includes a commitment to build a nacelle assembly facility at the New Jersey Wind Port. The nacelle houses the components that convert the mechanical energy of the rotating blades into electrical energy, and is the highest value add offshore wind component. Atlantic Shores plans to partner with MHI Vestas for this facility while Ocean Wind will

collaborate with GE. Both projects will utilize the foundation manufacturing facility at the Port of Paulsboro. Additional benefits to the region include a green hydrogen pilot facility from Atlantic Shores and a truck electrification pilot project at Port Newark from Ocean Wind.

PSEG Sells Solar Portfolio to Affiliate of LS Power

Public Service Enterprise Group Inc. (PSEG) today announced that it has completed the sale of its PSEG Solar Source LLC portfolio to Quattro Solar LLC, an affiliate of LS Power. The sale includes the 467-megawatt-dc Solar Source portfolio of 25 solar facilities located in 14 states and related assets and liabilities.

The sale of this non-core generation portfolio is part of PSEG's Strategic Alternatives process to explore options for PSEG Power's non-nuclear generating fleet which, in addition to Solar Source, includes more than 6,750 megawatts of fossil generation.

"This sale marks a key milestone in our Strategic Alternatives process as we continue our transformation into a primarily regulated utility," says PSEG Chairman, President and CEO Ralph Izzo. "PSEG remains committed to clean energy, which includes ongoing efforts to preserve our existing carbon-free nuclear fleet and to seek growth opportunities in regional offshore wind projects."

Goldman Sachs & Co. is serving as financial adviser, and Wachtell, Lipton, Rosen & Katz is serving as legal counsel to PSEG in connection with the transaction. 📌



New Jersey Governor Phil Murphy



NJDEP Commissioner Shawn M. LaTourette



PSEG Chairman, President and CEO Ralph Izzo

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NJPAC Unveils a Redevelopment Master Plan for Newark Campus

The project will break ground in 2022, with completion in 2024.

Compiled by John Joseph Parker
Contributing Editor

The New Jersey Performing Arts Center (NJPAC) has partnered with Center Street Owners and will break ground in 2022 on the next phase of a transformational master plan that will expand the arts and education district surrounding its theaters.

The approximately \$150 million project will create a vibrant new neighborhood of low-rise and high-rise multifamily buildings, retail establishments, restaurants and cultural spaces, plus about 15 new townhomes and condos, on a portion of the 7.3 acres of developable land on NJPAC's riverfront campus. This phase will include a total of roughly 350 rental residences (80 percent market rate, 20 percent affordable) that will be erected on the site, in addition to the condos and townhomes, which will be offered for sale.

"Contributing to the ongoing revitalization of Newark's downtown has always been central to the Arts Center's mission as the city's anchor cultural institution," says NJPAC President and CEO John Schreiber. "We want this new neighborhood to be an exciting place to live, as well as a uniquely engaging destination."

The development, to be built on the Arts Center's campus, will include a pedestrian-friendly extension of Mulberry Street, across what is now NJPAC's Lot A parking area, connecting to Rector Street to the North. A simultaneous redesign of NJPAC's Eastern facade will create a welcoming additional entryway to the Arts Center.

NJPAC has partnered with developers Center Street Owners (CSO), led by L+M Development Partners, to complete the project. CSO is an organization created to develop this new neighborhood around NJPAC. L+M has developed other sites in downtown Newark including Walker House and the Hahne & Co. building. Prudential Impact & Responsible Investments is a partner in the project as well.

"The arts and NJPAC are already a critical driver of growth, and these exciting additions will further our shared goal of making Newark a destination city," says Prudential Inclusive Solutions Senior Vice President Lata Reddy.

"This project is part of our longstanding investment in the revitalization of Newark," says L+M Development Partners CEO and Co-Founder Ron Moelis.

NJPAC is not financing any of the vertical development; rather, it is providing the guiding vision for the new district, as well as a ground lease for the project. NJPAC and Center Street Owners will be seeking financial support from the City of Newark and the New Jersey Economic Development Authority.

World-renowned restaurateur and entrepreneur Marcus Samuelsson, whose Newark restaurant, Marcus B&P, has become a highlight of the city's downtown dining scene, is also one of the partners. The centerpiece of the new neighborhood will be a food hall—similar to Boston's Faneuil Hall or Philadelphia's Reading Terminal Market, but on a smaller scale—called Mulberry Market, curated by Samuelsson.



NJPAC President and CEO John Schreiber

Mulberry Market will also include educational uses, such as a teaching kitchen that provides community cooking classes.

Architectural firm Skidmore, Owings & Merrill has been engaged to design these new facets of NJPAC's campus.

With early conceptual inspiration and financial support from Prudential Impact & Responsible Investments, the Arts Center undertook master-planning this redevelopment in 2019, working with RePlace Urban Studio, a multi-disciplinary agency devoted to rethinking the principles of urban design. The plan created by RePlace and the Arts Center ultimately coalesced into a single vision for NJPAC's campus: an open, welcoming "public realm" where the arts are activated and experienced both indoors and out.

The goal of the effort is to integrate cultural assets throughout the Arts Center's entire campus. In concert with this new development, NJPAC will also break ground in 2022 on its new Cooperman Family Arts Education and Community Center on Center and Mulberry Streets, bringing arts education to the Arts Center's front yard.

"This is a purpose-designed community that reintroduces a neighborhood fabric lost to mega-block development during the 1950s and 1960s," says Schreiber. "We are adding streets back to the city where people can live, walk, shop and dine." 🍷



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Using Near-Infrared Light to Detect Decay and Fast Pulses to Remove It

By Dana Talesnik

National Institutes of Health

Advances in laser and light-based imaging technologies may soon change the face of modern dentistry. Tooth enamel is almost transparent at longer wavelengths, making it possible to shine near-infrared light on a tooth to detect dental decay.

"You can see right into the tooth," says Dr. Daniel Fried, professor, University of California, San Francisco School of Dentistry. "The enamel looks almost like an ice cube."

Light-based imaging is minimally invasive, providing a safer alternative to an X-ray's ionizing radiation, explains Fried. His team is also researching laser technology that can remove dental decay and composite fillings, bonding and adhesives, which could mean less painful visits to the dentist.

There's long been a need for more reliable methods to diagnose tooth decay, adds Fried. Most cavities form on the occlusal surfaces of teeth. Dentists visually inspect teeth for decay, which can lead to false-positives and overtreatment. Even X-rays are not sensitive enough to detect early occlusal cavities.

"Many lesions in the mouth have been re-mineralized and...no longer need intervention," says Fried. "Dentists have trouble telling the difference between active and arrested lesions; this new technology has the potential of differentiating them."

Light-Based Imaging More Precise

Fried's research focuses on two kinds of light-based imaging that provide a more precise picture than X-rays and therefore could help diagnose and treat tooth decay much earlier. Near-infrared imaging is sensitive enough to detect early demineralization and can screen many teeth at once. Optical coherence tomography (OCT), similar to an ultrasound, shows cross-sections and can image deep into the tooth.

"OCT [already] has changed the practice of ophthalmology," explains Fried. "It's been very successful for retinal imaging...and it's also very promising for dentistry."

Capable of imaging through composites and sealants, OCT is particularly useful for assessing lesion severity and activity.

"If the dentist doesn't know if [a lesion] is active or arrested," says Fried, "with OCT, you can actually see the lesion structure, how deep it is and if it has a definitive surface zone suggesting that remineralization has occurred."

Tomography is especially suited for clinical trials as it can track changes over time. In OCT clinical trials, Fried's lab has detected significant demineralization that wasn't spotted visibly. He recalled that their first studies in 2010 were encumbered by slow technology. Now, they've acquired a new system that uses a scanning device on a chip capable of taking entire 3-D images in a second.

"One of the most exciting things we can do with OCT is monitor the changes in lesions as we re-mineralize them," says Fried. "With nonsurgical intervention, you can treat [the tooth] with fluoride and re-mineralize lesions...That's important for assessing lesion activity" and whether intervention is necessary.

In a demineralized tooth, the decay reflects a lot of light and appears white against the healthy enamel, which looks dark in the near-infrared spectrum.

"Tooth enamel is almost transparent at longer wavelengths, making it possible to shine near-infrared light on a tooth to detect dental decay."

"We get the highest contrast at these longer wavelengths, significantly higher than other imaging technologies," says Fried. And there's another benefit to near-infrared imaging. "Stains, which are responsible for a lot of false-positives, don't absorb at these longer wavelengths, so you can image just the demineralization without the stain."

A recent clinical study found a dramatic difference between near-infrared imaging and X-rays, reports Fried. In 26 lesions seen at the near-infrared spectrum that penetrated the dentin, only one of them showed up on X-ray.

Lasers Can Remove Cavities.

You may know the drill. Now meet the new lasers that can selectively remove cavities. Compact and precise, these infrared lasers scan the tooth's surface and emit tiny, fast pulses to remove decay selectively without overly impacting healthy tooth structure.



Dr. Daniel Fried

Fried's research focuses on light-based imaging that provide a more precise picture than X-rays and therefore could help diagnose and treat tooth decay much earlier. These technologies complement each other. First, a near-infrared image is taken and Fried's team has an algorithm to convert it to pixels. Then the high-speed laser scans the surface and removes decay, followed by an OCT scan that checks how much was removed.

"You can also use the near-infrared to enhance visibility of composites," says Fried. "Dentists spend more time removing existing composites and restorations than putting in new ones. If the composite is color-matched to the tooth, it's hard to see where it is," and that makes it tough to remove without damaging nearby healthy enamel.

Spectral-guided ablation can be used to selectively remove composite from tooth surfaces. When a laser strikes material, some of it vaporizes and the plume looks different when it strikes enamel vs. composite, explains Fried.

Using spectral-guided ablation, it's possible to see the calcium lines of enamel to make sure the laser is only striking composite. In a current clinical study, Fried's lab is removing small composite restorations in less than a minute.

The combination of these laser and light-based technologies could lead to earlier and better detection and intervention of dental decay. 🦷

—Adapted from the *NIH Record*, 2019.



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In Memoriam

Remembering Past CIANJ Chairman James R. Beattie

By Diane C. Walsh
Contributing Editor

Members of the board of directors at the Commerce and Industry Association of New Jersey saluted their late chairman, James R. Beattie, recalling him as an extremely capable, kind and genuine leader who shepherded the business group into the new millennium.

Beattie, a founding partner of the Beattie Padovano law firm based in Montvale, died this May—on Memorial Day. He was 85. Beattie served a two-year term as chairman of the CIANJ from 2000 to 2002. But his affiliation with the statewide business group dates back 40 years into the 1980s.

Terrie O'Connor, president/broker of Terrie O'Connor Realtors and CIANJ board member, said Beattie was a great mentor in her career. "He helped me grow my business," she said, adding that her old friend eagerly shared his expertise in land development, real estate and his commitment to professionalism.

During difficult financial times and market disruptions, O'Connor said Beattie would work closely with his clients, offering them not only legal advice but personal support. "He was incredibly kind and smart but most of all he cared," she said.

Beattie was born in Passaic and raised in Clifton. He received a bachelor's degree in economics from Rutgers University in 1957. Three years later he obtained his law degree from the University of Notre Dame.

As a young man, Beattie served in the Army National Guard. It was there that he met Ralph Padovano, with whom he shared a law practice for 38 years. Their partnership grew into a highly respected firm of more than 30 attorneys, who recently moved into state-of-the-art offices located in Montvale's new vibrant mixed-use neighborhood known as North Market. The building is on the site of the old Mercedes-Benz USA campus. The firm's name is etched on the side of the building, establishing it as an anchor in the commercial complex.

Martin W. Kafafian, managing partner at Beattie Padovano, said his late boss was an extremely intelligent individual with great vision. Kafafian said it was remarkable how much time and effort he gave to associations to which he belonged. Along with CIANJ, Beattie was active in many civic groups throughout his lifetime, including the Tri-Boro Ambulance Corps Board of Directors, Park Ridge Rotary, Greater Montvale Business Association, Foundation For Free Enterprise, and the Hackensack Hospital Foundation, to name a few. "When he put his name on something, he gave it his all," Kafafian said.

Kafafian said Beattie brought him into the firm and mentored him. He was such a role model that about a dozen years after Beattie's tenure as chairman, Kafafian also took a turn leading CIANJ as its chairman.

Beattie was described by many as a "people person." Kafafian remembered how he would effortlessly strike up a conversation with a stranger, learn all about him or her and recall every detail when they met again.

The late chairman's outgoing nature left its imprint on the association. Bill Hanson, the president of NAI James E. Hanson, who now serves as CIANJ chairman, said Beattie was a "true gentleman who made you feel welcome" at events. "He was always happy to see you and made you feel that you belonged," Hanson said.

During Beattie's years as chairman, the association instituted "retreats" for the board members to delve into the organization's mission and strategize on how to make it more effective. Another past chairman, Louis Weiss, who is CEO of WFM Project and Construction Inc., said the retreats fostered CIANJ's growth into a statewide organization that helps business succeed through networking, education and lobbying efforts.

Tracy Straka, executive vice president of Creamer Environmental Inc., said one of the reasons why she even considered becoming CIANJ chair was because of Beattie's encouragement. "He was very supportive to board members. He took you under his wing, encouraged you and sought out your advice. He made you feel right at home in the organization," said Straka, who became the first woman to be chair about 10 years ago.

"The whole organization meant a huge amount to him," Straka said, adding that "he was proud, not just of being chairman, but of being a board member."

James D'Agostino, president of JD Companies, who served a stint as chair during the same decade as Beattie, recalled his colleague as a very practical, results-oriented gentleman. "Any time there was an issue or a problem Jim Beattie always gave good counsel," D'Agostino said. "There should be more like him." ❧

STEVE ADUBATO'S

LESSONS IN LEADERSHIP

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Strategic Micromanaging

"Micromanaging" versus "trusting your people to do the job" by effective delegating. Many leaders struggle with how much to get involved. Consider the following tips on how to be a strategic micromanager:

The standard of excellence is not negotiable.

Mediocrity should never be acceptable. If the leader has coached, gives feedback, coaches again, and is sufficiently patient—at a certain point strategic micromanaging is the only reasonable option, other than escorting that team member off the bus.

Strategically micromanage external communication on behalf of your organization. Not doing so in a so-called "hands off" approach has the potential to have too many important things slip through the cracks.

Trust but verify. When leaders believe that they don't need to take an assertive and more engaged approach, they pay a hefty price.



STEVE ADUBATO'S

LESSONS IN LEADERSHIP

Get "in the weeds." There is an important and critical role we must play in following up and following through on the details and confirming exactly what will be done (or not) by when and by whom.

Take responsibility when things go wrong.

When mistakes are made, it is the team leader's job to take full responsibility. Call it "extreme ownership."

Don't lose your cool. Things will go wrong, and you will find yourself often frustrated with the so-called "little things," including situations in which team members just don't get it right. When this happens, the key is to give clear direction and reinforce that you are looking for excellence, not perfection.

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

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