



PRINCETON REGIONAL  
CHAMBER OF COMMERCE  
*champions for business*

## Champions for Business

### Letter from the Chairman

DEAR FRIENDS,

*"The greatest danger in times of turbulence is not the turbulence; it is to act with yesterday's logic."*

— Peter Drucker

Peter Drucker's words remind us of the peril we face if we rely on previous experience and past solutions to guide us as we respond to new challenges. Far too often, our reliance on yesterday's logic can mislead us to work harder in unproductive ways or vainly attempt to do the wrong thing better. Our fast-changing world is filled with complex challenges and opportunities that require fresh approaches to address them.

This month, the Chamber explored how philanthropic foundations can be a source of transformative ideas and innovative solutions. As we learned, the best of these public service institutions have found ways to behave like entrepreneurial, risk-taking organizations. They have been able to focus on the creation of new solutions and advance new initiatives that improve our region and our nation.

Our luncheon speaker this month was Nancy Kieling, the president and CEO of the Princeton Area Community Foundation. Nancy announced earlier this year that she will retire at the end of this year after leading the PACF for its first 20 years. In her presentation Nancy described the growth of the Community Foundation and its impact on our region. This impact can't be adequately measured in dollars, despite the very impressive growth in the Community Foundation's assets and the total amount of grants awarded over the past 20 years. Instead, the real measure of its impact is its success in building community through philanthropy.

The Community Foundation has enabled individuals, families, businesses, and organizations to create permanent charitable funds to help

our region meet the challenges of changing times. Nancy's extraordinary leadership has enabled the Community Foundation to become a vital public service institution that is strategic, flexible, and willing to take risks. It also has the resources to make a difference in our region.

This theme continued with the presentation by Elizabeth Christopher, president and CEO of the Rita Allen Foundation, at our Business Before Business event.

The Rita Allen Foundation is unique in its approach to promoting solutions to significant problems in science and society through its emphasis on investing in transformative ideas. Under Elizabeth's leadership, the Foundation has expanded its focus by employing strategic philanthropy to promote civic literacy and engagement.

Elizabeth described the Rita Allen Foundation as a philanthropic lab that focused on identifying early stage ideas. Adapting Emily Dickinson's line, she added that "we dwell in possibility." It was inspiring to hear examples of the impact of the Foundation's work, whether in biomedical research, community health or through the work of the Rita Allen Foundation Scholars. Both Elizabeth and Nancy are remarkable thought leaders in philanthropy.

We have some exciting programs set for the month ahead. On Tuesday, September 30, we welcome Eric Jackson, our capital city's new mayor, for a presentation at the Wyndham Garden Hotel in downtown Trenton. Mayor Jackson will discuss his vision for the city and the new initiatives he has put in place since taking office.

We will also host a Regional



Mayoral Roundtable on Thursday, October 23, as one of the programs sponsored by the Chamber during Trenton Business Week. Among those who have confirmed their participation are the mayors of Hamilton, Lawrence, and Robbinville.

On Thursday, October 2, the Chamber's Monthly Luncheon will feature a presentation by Frank Newport, editor in chief of Gallup and past president of the American Association for Public Opinion Research. Gallup has been a leader in the measurement of public opinion since its founding in 1935 and today does opinion research in 150 countries around the world. Dr. Newport's expertise is in analyzing the views of Americans towards elected officials and public policy issues. We look forward to hearing his insights.

As always, further information about the Princeton Regional Chamber of Commerce can be found by checking our website at [www.princetonchamber.org](http://www.princetonchamber.org) or calling the Chamber at 609-924-1776.

**John P. Thurber**

Chairman of the Board  
Princeton Regional Chamber of Commerce

### October Events at the Chamber

**October Luncheon**, Thursday, October 2, 11:30 a.m. to 1:30 p.m., Princeton Marriott Hotel & Conference Center, 100 College Road East, Princeton. Speaker: Frank Newport, Gallup.

Frank Newport will present his analysis about Americans' views of their elected officials and public attitudes toward behavior relating to key policy and issue areas, including the economy, religion, well-being, and key indicators of public mood and consumer behavior.

**Connecting & Converting: Trends of the Digital Traveler**, Wednesday, October 8, 8 a.m. to 10 a.m., Nassau Club of Princeton, 6 Mercer Street, Princeton.

Join tourism professionals from around the Princeton Region as we learn about the future of in-destination marketing to visitors.

**Real Estate Business Alliance Breakfast: The Art of the Residential Deal**, Thursday, October 9, 7:45 to 9:30 a.m., Nassau Club of Princeton, 6 Mercer Street, Princeton.

Join the Real Estate Business Alliance & learn from the experts on how to avoid the pitfalls and complete a successful transaction.

**Business Before Business Breakfast**, Wednesday, October 15, 7:30 to 9:30 a.m., Nassau Club of Princeton, 6 Mercer Street, Princeton. Speaker: John Holub, President, New Jersey Retail Merchants Association and Executive Director, New Jersey Council of Chain Drug Stores.

Learn about the latest issues being discussed in Trenton and how they affect the entire business community.

**Regional Mayoral Roundtable Breakfast**, Thursday, October 23, 8 to 10 a.m., Trenton Country Club, 201 Sullivan Way, West Trenton.

In conjunction with Trenton Business Week, Mayors from five communities — Ewing, Hamilton,

Lawrence, Robbinsville, and Trenton will discuss topics relevant to the region's growth and development.

**Business After Business**, Tuesday, October 28, 5 to 7 p.m., National Conference Center at the Holiday Inn of East Windsor, 399 Monmouth Street, East Windsor.

Join us to discover the newly renovated National Conference Center, winner of the 2014 Pinnacle Award.

**2014 Women's Leadership Conference**, Thursday, October 30, 8 a.m. to 2 p.m., Princeton Marriott Hotel & Conference Center, 100 College Road East, Princeton.

Featuring Keynote Speakers: Sandra Sobieraj Westfall, Washington Bureau Chief, People Magazine; and Janet Kestin and Nancy Vonk, the advertising team behind the Dove "Real Beauty" campaign

### Save the Dates: November Events

**Thursday, November 6:** Monthly Luncheon

**Friday, November 14:** 2014 Young Professionals Summit

**Wednesday, November 19:** Business Before Business Breakfast

**Thursday, November 20:** Business After Business

**Tuesday, November 25:** Membership Orientation

### Save the Dates: Special Events

**2014 Women's Leadership Conference**, Thursday, October 30, 8 a.m. to 2 p.m., Princeton Marriott Hotel & Conference Center. Featuring: Sandra Sobieraj Westfall, Washington Bureau Chief, PEOPLE magazine; Janet Kestin and Nancy Vonk, the advertising team behind the Dove "Real Beauty" Campaign. Questions? Contact Lorraine Holcombe at 609-924-1776 or [lorraine@princetonchamber.org](mailto:lorraine@princetonchamber.org)

**2014 Young Professionals Summit**, Friday, November 14, 8 a.m. to noon, Conference Center at Mercer County Community College. Featuring: Steven Peterman, Co-Founder/Director, The Sketchbook Project. Questions? Contact Jennifer Guhl at 609-924-1776 or [jennifer@princetonchamber.org](mailto:jennifer@princetonchamber.org).

### Welcome, New Members

AptoLean Adaptive Work Design  
Cabinets by Amy & Lauren  
Cedar Risk Management  
Estir, Inc  
The Fashion Group, Inc.  
Garden State Tile  
JAKolchin, Inc. Advisory Service  
Jennifer Guhl Photography  
NJ Pure  
Princeton Lawn and Landscapes  
Princeton Medical Institute  
Rita Allen Foundation  
Seva Grantwriting  
Speedpro Imaging of Mercer County  
State Farm  
Stuart Country Day School  
sydneyalbert salonspa  
Trilogy Partners, LLC.  
Victor Crain Insurance Agency

## Sustaining Sponsors 2014

With great appreciation, the Chamber thanks the following companies and organizations who have shown their support and loyalty to the Princeton Regional Chamber of Commerce by becoming Sustaining Sponsors.

Our Sustaining Sponsors enable the Chamber to advance to a level which allows the resources for greater benefits and enhanced programs events to our Members and the business community.

### PLATINUM

Bristol Myers Squibb, Fox Rothschild, PSE&G, Bank of America, OnePrinceton, New Jersey Manufacturers, Thomas Edison State College, Novo Nordisk, Capital Health, RWJ University Hospital Hamilton, Wells Fargo Bank, Investors Bank

### GOLD

Verizon, Studio Hillier, Leigh Visual Imaging, Glenmede, Paychex, Princeton University, Hopewell Valley Community Bank, Blackrock, Morgan Stanley, PNC Bank, Caliper, First Choice Bank, Szaferman Lakind, NRG

### SILVER

Buchanan Ingersoll & Rooney, PC, Nelligan Sports Marketing Inc., Eden Autism Services, Princeton Air Conditioning, The Mercadien Group, Provident Bank, The Bank of Princeton, Janssen Pharmaceuticals, Sun National Bank Center, Mercer County Community College, NAI Fennelly, Peapack Gladstone, Borden Perlman Salisbury & Kelly, Princeton Healthcare System, TD Bank, Sam's Club, Princeton Global Asset Management

### BRONZE

Bloomberg, Comcast Business Class, ETS, First Bank, Hill, Barth & King, The JM Group, Madolyn Greve — Callaway Henderson, Mrs G TV & Appliances, Munich ReAmerica, PinG, Rue Insurance, St. Lawrence Rehabilitation Center, Sandler Training, SES Engineering, Sound Choice, Stevens & Lee, United Way of Greater Mercer County, WithumSmith+Brown





**Business Leadership Awards:** Business Leadership Award winners Eleanor Kubacki, EFK Group, left; Judith Donohoe Hutton, YWCA of Princeton; Linda Wong, Wong Fleming, P.C.; and John Thurber, Chairman of the Board, at the September Luncheon. The winners will be honored at the Chamber's annual gala in December.



**Champion for Business:** John Thurber, left, Chairman of the Board and the September Champion for Business, Elizabeth Hampton of Fox Rothschild LLP at the September Luncheon. Photos by Jennifer Guhl.

## Exciting News in the Princeton Region!

**Kathleen Fitzpatrick**, owner of Padgett Business Services of Princeton, was honored by the Healthcare Businesswomen's Association's (HBA) Metro Chapter as a Legacy Leader. This honor was bestowed at an event hosted at Google's New York City location in honor of the 10th anniversary of the HBA Metro Chapter. Kathleen is the immediate past president of the Metro Chapter, which has more than 1,700 members. The mission of the HBA is to further the advancement and impact of women in healthcare worldwide. Visit [www.hbanet.org](http://www.hbanet.org) for information!

**Dress for Success Mercer County** recently announced the appointment of Debra Wachspress as its new executive director. The organization helps disadvantaged women in central New Jersey obtain employment and achieve professional advancement in the workplace.

"Debra's breadth of experience will enable Dress for Success Mercer County to collaborate with more of the area's nonprofit organizations and serve the many women in our community we know need our programs," said Susan Veltre, board chair. "We are pleased to have her leading us at this juncture when more and more women are in need of effective job search and placement services."

Wachspress has extensive nonprofit experience with expertise in resource development, community organizing, and public affairs. "I am pleased to join a very talented team of professionals to help women in our community on their road to economic self-sufficiency. Our job search services, professional support networks, and clothing boutique assist women in building their skills and confidence to go out and find suitable employment," said Wachspress.

"I am delighted to be taking on this leadership role to support women's empowerment and help them break the cycle of poverty. When a woman is able to support her family financially, especially if she is a single head of household, both she and her children benefit. Helping women find economically sustainable jobs that can ultimately lead to career advancement is incredibly rewarding." Wachspress earned her B.A. degree in Political Science from Douglass College at Rutgers University and her M.A. degree in public policy from the Eagleton Institute of Politics at Rutgers. A former resident of Lawrenceville, she currently resides in Yardley, PA with her husband Dan and three children.

Mercer County's **11th Annual "Touch-A-Truck" Day**. Where: Sun National Bank Center in Tren-

ton. Date: Saturday, September 27, at 10 a.m. FREE to the public! Whether looking out from the cab of a massive dump truck, feeling the power of the claw of a tough bulldozer, or getting behind the wheel of a larger-than-life fire engine, MC-IA's annual "Touch-A-Truck" event offers children of all ages an opportunity to experience the vehicles that get the job done.

On Sunday, September 28, at 4 p.m., **Princeton Symphony Orchestra** will feature violin virtuoso Bella Hristova in the PSO Classical Series Concert Romantic Imaginings. Hristova will perform Max Bruch's Violin Concerto No. 1 in G Minor, accompanied by the PSO under the direction of Rossen Milanov. Anton Bruckner's Symphony No. 4 in E-flat Major, "Romantic" will make up the second portion of the program. Pre-concert talk with Milanov at 3 p.m. in Richardson Auditorium, Alexander Hall, on the campus of Princeton University. Tickets: \$75, \$60, \$48, \$30 and \$25 (students 17 and under), available online: [princetonsymphony.org](http://princetonsymphony.org) and by phone: 609-497-0020. Five-concert PSO Classical Series subscriptions are also available. For more information please visit [princetonsymphonyorchestra.secure.force.com/ticket/#sections\\_a0FU0000006GEIIMA4](http://princetonsymphonyorchestra.secure.force.com/ticket/#sections_a0FU0000006GEIIMA4)

## Interested in Joining the Chamber?

Did you know that more than 60 percent of our member businesses have 25 or fewer employees? What does that mean? This means that these small businesses need resources — resources many of our Members are ready, willing, and able to provide.

If you haven't taken the time to attend one of our events, now's the time to step forward and join the Chamber! We provide our nearly 900 members with quality services, which include networking and marketing opportunities that will enhance their ability to run a successful business.

**Chamber Events:** Receive invitations to attend nearly 100 events each year, including networking receptions, luncheons, forums and special events.

**Awareness Building:** Increase your visibility by participating in Annual Chamber trade show events, awards galas, and golf outings.

**Destination Marketing:** Automatically become a Member of the Princeton Regional Convention & Visitors Bureau with Chamber Membership.

**Continued Growth through Diversity:** Embrace regional diversity through growing partner-

ships such as the Capital Region Minority Chamber of Commerce and the Women in Business Alliance.

**Customer Referrals:** Be recommended. Each week the Chamber receives inquiries asking to be referred to a business which will meet their needs.

**Brochure/Business Card Display:** Display your brochure and/or business card at the Chamber office, at no additional charge.

**Chamber Website:** Build your online presence through the Chamber website, a leading resource to find out about Princeton region. The site profiles all Chamber members.

**Business Directory:** Get published in comprehensive listing of more than 800 member businesses published annually. Additional advertising opportunities are available.

**Newsletter:** Gain exposure by being featured in the Chamber's monthly U.S. 1 newsletter.

**Direct Mail Options:** Purchase a mailing list of the full Chamber Membership or have your flyer inserted into the Chamber's monthly events calendar mailing.

## Business Meetings

*Continued from page 7*

**7 a.m.:** BNI Tigers Chapter, Weekly networking. West Windsor Arts Center, 952 Alexander Road, Princeton Junction. [www.bni-tigers.com](http://www.bni-tigers.com).

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

**7 a.m.:** Central Jersey Business Association, weekly networking breakfast, free. Perkins, East Windsor, **800-985-1121**.

**11:30 a.m.:** Princeton Chamber, Frank Newport, editor in chief of Gallup. \$50 member, \$70 nonmember. Princeton Marriott. [www.princetonchamber.org](http://www.princetonchamber.org), **609-924-1776**.

**6 p.m.:** Dale Carnegie Institute, Dale Carnegie Course. Business training. \$1,800. 1 AAA Drive, Suite 102, Hamilton. [www.DaleCarnegie-NJ.com](http://www.DaleCarnegie-NJ.com), **609-324-9200**.

## Friday, October 3

**8 a.m.:** Central Jersey Networking Resource Group, Bring your business cards. Register by E-mail to [Melissa.Morici@ampf.com](mailto:Melissa.Morici@ampf.com).

Ameriprise, 1200 Lenox Drive, Suite 201, Lawrenceville, **609-512-3907**.

**8 a.m.:** NJ Business & Industry Association, Meet the Decision Makers: Banking and Insurance Commissioner Kenneth Kobylowski. \$79 members, \$129 nonmembers. Forsgate Country Club. [www.njbia.org](http://www.njbia.org), [kwittkamp@njbia.org](mailto:kwittkamp@njbia.org). **609-393-7707 ext. 9481**.

**10 a.m.:** Professional Service Group, Free support and networking for unemployed professionals. Princeton Public Library. [www.psgofmercercounty.blogspot.com](http://www.psgofmercercounty.blogspot.com), [psgofmercercounty@gmail.com](mailto:psgofmercercounty@gmail.com).

**Noon.:** Ameriprise Financial Services, Central Jersey Networking Referral Group. 1200 Lenox Drive, Suite 201, Lawrenceville. [ameripriseadvisors.com](http://ameripriseadvisors.com), **609-512-3907**.

## Monday, October 6

**a.m.:** New Jersey Bankers Association, Enterprise Risk Management Conference Pines Manor, Edison. [www.njbankers.com](http://www.njbankers.com), **908-272-8500**.

**9 a.m.:** Dale Carnegie Institute, How to Communicate with Diplomacy and Tact. \$1,595. 1 AAA Drive, Suite 102, Hamilton. [www.DaleCarnegie-NJ.com](http://www.DaleCarnegie-NJ.com), **609-324-9200**.

## Tuesday, October 7

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

**7 a.m.:** Capital Networking Group, Free. Princeton United Methodist Church, 7 Vandeventer Avenue, Princeton, **609-635-1411**.

**7:30 a.m.:** NJ Technology Council, NJTC Leadership Summit 2014. EisnerAmper LLP, 11 Wood Ave South, Iselin. [www.njtc.org](http://www.njtc.org), **856-787-9700**.

**7:45 a.m.:** Edge Networking Business Referral Group. Free. Dolce & Clemente, 2 North Commerce Square Robbinsville. [www.edgenetworking.org](http://www.edgenetworking.org), **609-259-0072**.

**8:30 a.m.:** Hunterdon Chamber, Ambassadors Club Meeting. Free. Century Link Building, 14 Mine Street, Flemington. [www.hunterdon-chamber.org](http://www.hunterdon-chamber.org), **908-782-7115**.

**5:30 p.m.:** Middlesex Chamber, Happy hour with the Young Professionals Committee. Famous Dave's, New Brunswick. [www.mcrc.org](http://www.mcrc.org), [info@mcrc.org](mailto:info@mcrc.org). **732-745-8090**.

**7:30 p.m.:** JobSeekers, networking and support, free. Trinity Church, 33 Mercer Street. [www.trinityprinceton.org](http://www.trinityprinceton.org), **609-924-2277**.

## Wednesday, October 8

**7 a.m.:** BNI Diversity, Free networking. Long and Foster, 33 Princeton Hightstown Road, [ron@clearwaterinvest.com](mailto:ron@clearwaterinvest.com). **704-560-2475**.

**7 a.m.:** BNI West Windsor chapter, weekly networking, free. BMS Building, Pellettieri Rabstein & Altman, 100 Nassau Park Boulevard. [www.bniwestwindsor.com](http://www.bniwestwindsor.com), **609-704-2475**.

**8 a.m.:** MidJersey Chamber, Lawrence Township Growth and Redevelopment Committee Awards Breakfast. \$25 members, \$40 nonmembers. BRIO Tuscan Grille, Quakerbridge Mall. [www.midjerseychamber.org](http://www.midjerseychamber.org), **609-689-9960**.

**8 a.m.:** Princeton Chamber, Princeton Regional Convention & Visitors Bureau Breakfast. With Greg Evans of Simpleview Inc. \$25 members, \$40 nonmembers. Princeton Country Club. **609-924-1776**.

**9 a.m.:** Dale Carnegie Institute, Leadership training for managers. \$1,800. 1 AAA Drive, Suite 102, Hamilton. [www.DaleCarnegie-NJ.com](http://www.DaleCarnegie-NJ.com), **609-324-9200**.

**9 a.m.:** Somerset County Business Partnership, Small Office/Home Office interest group. Free. 360 Grove Street, Bridgewater. [events.SCBP.org](http://events.SCBP.org).