



PRINCETON REGIONAL  
CHAMBER OF COMMERCE  
*champions for business*

## Champions for Business

### Letter from the Chairman

DEAR FRIENDS,

It's been an inspiring month for members of the Princeton Regional Chamber.

The Women of Achievement Awards were presented to an outstanding group of honorees on June 17th at a breakfast at TPC Jasna Polana. The Chamber's Women in Business Alliance recognized four outstanding women including Courtney Banghart, Head Women's Basketball Coach, Princeton University, J. Lynne Cannon, Chair of the Board, Robert Wood Johnson University Hospital Hamilton and CEO of Princeton Management Development Institute, Inc., Yvette Donado, Chief Administrative Officer & Senior Vice President, Educational Testing Service, and Mara Connolly Taft, Co-Founder and Creative Director, Taft & Partners Co-Owner, PharmApprove.

All of us were moved by their personal stories and inspired by their approaches to leadership. It's hard to imagine a more outstanding group of honorees.

Another highlight was a remarkable presentation by Nick O'Connell about the work of Centurion Ministries to exonerate those who have been wrongfully convicted of crimes in various states across our country. Some of us have heard Jim McCloskey, who founded Centurion Ministries in 1983, describe how he and his team conduct investigations to prove the innocence of those whom they believe have been improperly convicted and are serving life sentences in prison for offenses they did not commit.

It was particularly moving to hear Mr. O'Connell, a staff mem-

ber at Centurion, describe how he helped to prove the innocence of his father, Frank O'Connell, who had been convicted of murder in 1984 and whose conviction was vacated on March 29, 2012. Nick had worked tirelessly to investigate his father's conviction and fight for his freedom. Nick then spent more than a year helping his father reintegrate into society after his time in prison, including helping him find a job and get on his feet.

At our June monthly luncheon, we learned how James Burke is using the power of personality segmentation and other innovative marketing insights to connect great independent movies with the audiences they deserve. Mr. Burke is a celebrated film and theater producer and director who had witnessed how unsuccessful the entertainment industry has been in marketing and promoting high quality independent movies to niche audiences, despite its success in marketing blockbuster movies to a wider audience. It was fascinating to learn how he is applying innovative marketing tools to this new area.

The Chamber's Convention and Visitors Bureau (CVB) released its annual study of the economic impact of tourism this month. The study confirmed that tourism spending in our region generated nearly \$2 billion in revenues in 2013, representing an increase of 3.6%, and provided nearly 36,000 jobs. This healthy growth in tourism spending contributes significantly to our region's prosperity. A major driver of this growth has been the effective promotion of the area through the CVB and its partners, all of which work to establish the region as a desirable destina-

tion. There is significant potential for further growth in revenue and employment, particularly as we link our regional attractions and events together to draw visitors from outside our area.

The growth of Frontier Airlines and further improvements to the airport are also anticipated to enhance tourism for our region. We look forward to further success from the efforts of the CVB to realize this potential.

Last month, I reported that the Chamber had hosted a forum on economic development in Trenton. The large attendance at the forum confirmed the broad interest among Chamber members and others in supporting the revitalization of our Capital City. With the recent election of Eric Jackson as Trenton's new Mayor, the Chamber has been invited to participate as part of the Transition Committee. We look forward to working in partnership with the new administration to explore ways in which the Chamber can be helpful in promoting increased prosperity and economic opportunity for Trenton.

We have some exciting programs set for the month ahead. On June 24th, the Chamber hosted a regional Mayoral Roundtable breakfast. This event offered the mayors from our region the opportunity to share their vision for their communities as well as to describe how they intend to address regional issues.

Our next monthly luncheon will feature a presentation by Howard Stoeckel, the recently retired CEO of Wawa. Mr. Stoeckel is widely considered to be one of the most



talented and successful chief executives in the Mid-Atlantic region. He is largely responsible for shaping Wawa into the largest convenience store chain in the greater Philadelphia area. He will describe the "Wawa way" and tell us how a funny name and six core values helped to revolutionize convenience.

As a final note, we are all very glad that our President, Peter Crowley, is back at the office following his recovery from kidney transplant surgery. We are all gratified that the surgery was so successful. Peter offers his sincere thanks for your support and encouragement.

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

### July Events at the Chamber

**July Luncheon**, Thursday, July 10, 11:30 a.m. to 1:30 p.m. Princeton Marriott Hotel & Conference Center, 100 College Road East, Princeton. Speaker: Howard Stoeckel, CEO Wawa, retired.

Stoeckel will share some secrets from the last 50 years of Wawa's growth, development, and expansion, which is detailed in his new book, "The Wawa Way: How a Funny Name & 6 Core Values Revolutionized Convenience."

**2014 Mid-Summer Marketing Showcase**, Tuesday, July 15, 4:30 to 7:30 p.m. Rain Date: July 16. Palmer Square Green, Princeton.

Join us for the Princeton Regional Chamber's Annual Summer Sizzler! Fun, food, music, and prizes abound for this annual marketing showcase that turns into a wildly fun block party! Because of the heat, we suggest everyone dress casually.

**Business Before Business Breakfast**, Wednesday, July 23, 7:30 to 9:30 a.m. Nassau Club of Princeton, 6 Mercer Street, Princeton. Speakers: Ron & Ruthie Bzdewka, owners, House of Cupcakes.

More than five years ago, Ron and Ruthie left the party supply business and started a small cupcakery in downtown Princeton called House of Cupcakes. A winning appearance on Season 2 of Food Network's "Cupcake Wars" launched them to cupcake fame and gave their business a jump start. Come hear their story about how they left one industry to find success in another.

**Business After Business**, Thursday, July 24, 5 to 7 p.m. Robert Wood Johnson Fitness & Wellness Center, 3100 Quakerbridge Road, Hamilton.

Join us for a night of delicious food and networking at this state of the art comprehensive fitness and wellness center.

**July Membership Orientation**, Wednesday, July 30, 8 to 9:30 a.m. Residence Inn by Marriott Princeton/Carnegie Center, 100 Canal Pointe Boulevard, Princeton.

This orientation and seminar is free for new members, new representatives of existing members,

## 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, Princeton Global Asset Management, Borden Perlman Salisbury & Kelly, Princeton Healthcare System, TD Bank, Sam's Club

#### 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

### Welcome, New Members

Activcore  
Arlee's Raw Blends  
Carl D. Gensib, CPA Esq.  
Celebrity Cruises  
Cultivating Leadership LLC  
EASEL Animal Rescue League  
Godfrey Fitzgerald Salon  
Intelligent Office Princeton  
Laundry Place, LLC  
Legacy Business Advisors LLC  
LeRoe Corporate Gifts, Inc.  
Online Computer & Communications  
Scozzari Builders, Inc  
Subway  
Wandering Star Travel  
Windsor Financial Group



**Women of Achievement:** From left, Peter Crowley, president & CEO, Princeton Regional Chamber of Commerce; Mara Connolly Taft, co-founder and creative Director, Taft & Partners, and co-owner, PharmApprove; J. Lynne Cannon, chair of the board, Robert Wood Johnson University Hospital Hamilton and CEO of Princeton Management Development Institute, Inc; Courtney Banghart, head women's basketball coach, Princeton University; Yvette Donado, chief administrative officer and senior vice president, Educational Testing Service; and Elizabeth Hampton, Fox Rothschild, and chair of the Women in Business Alliance at the 2014 Women of Achievement Award Ceremony.

Photo by Jennifer Guhl, Princeton Chamber of Commerce.



**Business Breakfast:** From left, Peter Crowley, president & CEO, Princeton Regional Chamber of Commerce; Debbie Schaeffer, president, Mrs. G TV, Appliances & Sleep Center; Tom McManimon, owner/president, StimulusBrand Communications; and Scott Needham, Princeton Air Conditioning, Inc., at the first Independent Business Alliance Breakfast.

Photo by Jennifer Guhl, Princeton Chamber of Commerce.



and current members who want to learn more about how to maximize their membership. It is highly recommended that new members attend this important meeting. You will have a chance to meet fellow Chamber colleagues, as well as hear from some key Chamber personnel.

The event is free of charge but is only open to existing Chamber members. Breakfast is included. The seminar is an overview of the Princeton Regional Chamber of Commerce and is designed for businesses and organizations that have already submitted a membership application.

**Save the Dates:  
August Events**

**Thursday, August 7:** Monthly Luncheon

**Tuesday, August 12:** International Business Breakfast Event

**Wednesday, August 13:** Business After Business

**Tuesday, August 19:** Membership Orientation

**Wednesday, August 20:** Business Before Business Breakfast

**Save the Dates:  
Special Events**

**2014 Mid-Summer Marketing Showcase,** Tuesday, July 15, 4:30 to 7:30 p.m. Rain date: Wednesday, July 16. Green on Palmer Square, Princeton.

Join us for the Princeton Regional Chamber's Annual Summer Sizzler! Fun, food, music and prizes abound for this annual marketing showcase that turns into a wildly fun block party! Because of the heat, we suggest everyone dress casually.

**Healthcare Symposium,** Tuesday, September 23, 7:30 a.m. to 12:30 p.m. Conference Center at Mercer County Community College. Questions? Contact Cheri Durst at 609-924-1776 or cheri@princetonchamber.org.

**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 partnerships 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.

**Exciting News in the Princeton Region!**

**Van Note-Harvey Associates** congratulates Thomas S. Townes, AIA, FSMPS, CPSM, on his election as Fellows Delegate to the Society for Marketing Professional Services 2014-2016 Board of Directors. Prior to joining Van Note-Harvey, Tom was President of Focus Architecture of Pennington, NJ. He is a licensed architect in New Jersey, Pennsylvania, Virginia, and Delaware and is certified by the National Council Architectural Registration Board. Tom currently resides in Hopewell with his wife, Myra Anne B. Townes.

**Greenleaf Painters** is hiring for several positions: painters, painter/carpenters, and wallpaper hangers. For inquiries contact: JShenk@greenleafpainters.com. They are looking for full-time employees. Competitive wage. Smoke-free work environment. Transportation required.

The **Center for Continuing Studies of MCCC** is offering three American Management Association courses this summer. "Leadership Skills for Managers" runs every Monday, 6:30 to 9:30 p.m., from July 7 to August 4. The course focuses on today's de-

manding roles of leadership while it provides the tools managers need to become effective visionaries and motivational leaders. "Fundamentals of Human Resources" provides a comprehensive guide to developing and implementing an effective Human Resource plan. This course runs Thursdays, July 10 through August 7, and is held from 6:30 to 9:30 p.m. "Successful Negotiating" teaches the fine art of win/win negotiation. Come learn the techniques used by the pros. This course runs on Wednesdays, July 23 to August 20, from 6:30 to 9:30 p.m. The \$300 cost for each of these courses includes books and materials. To register: 609-570-3311 or www.mccc.edu/my-mercer. View full information regarding certificate programs at www.mccc.edu/ccs.

You are invited to join the **United Way of Greater Mercer County, Borden Perlman, and Szaferman Lakind** for their second annual nonprofit workshop on Thursday, July 10. This year's workshop is going to be bigger and better with an emphasis on reducing liability and mitigating risk. Visit www.uwgmcc.org/july10.