



PRINCETON REGIONAL  
CHAMBER OF COMMERCE  
*champions for business*

## Champions for Business

### Letter from the Chairman

**W**hat is the role of journalism in our democracy? Clearly it is vital. Some have suggested that journalism and democracy are, in effect, different names for the same thing — and that without journalism, democracy could not long survive. We are fortunate to have relatively vigorous news media in our region. We have two daily local newspapers as well as numerous weekly news publications, including U.S. 1. The business of journalism is undergoing tremendous change, and this has put enormous pressure on all publications, including those in our area.

Sheila Gallagher-Montone, the publisher and advertising director of the Times of Trenton, addressed these and other issues at our luncheon in January. Her excellent presentation could not have been more timely, given the news that had just come out regarding the lane closures at the George Washington Bridge. Those of us in the audience came away even more appreciative of the enormous positive impact of newspapers and journalism in the Princeton region.

We hope you will join us for the outstanding lineup of programs scheduled for February and March. One of the highlights of the month will be our Economic Summit on Thursday, February 27. We will get an overview from Christopher Sims, a Nobel Prize-winning professor of economics at Princeton University, as well as a regional economic update from Herb Taylor from the Philadelphia Federal Reserve Bank. Mercer County Executive Brian Hughes will also present his 2014 “Economic Development Report for the County” to us at the Summit. The theme of the Summit is very timely — Capitalizing on

Mercer’s Competitive Advantage — and the panel discussion will focus on optimizing your workforce.

We have several other special events on our February calendar. Our monthly luncheon on Thursday, February 6, will feature a presentation by Barbara Byrne, vice chair of investment banking at Barclays, focusing on what’s ahead for business and the economy in 2014.

The Young Professionals celebrate their anniversary with a “birthday party” event on Monday, February 10, at Agricola. The Chamber will participate in the 2014 “Walk to Washington” and Congressional Dinner on Thursday, February 13, as part of the New Jersey State Chamber’s effort to link New Jersey business leaders with our elected representatives in Washington.

Our Breakfast Before Business event on Wednesday, February 19, will feature Daniel Shurz, senior vice president at Frontier Airlines who will be combining our breakfast with an exciting new “Special Press Announcement” by Frontier regarding their continued expansion at Mercer-Trenton Airport. We look forward to hearing him describe Frontier’s strategy for growth and why they are succeeding in serving the Princeton-Mercer area where others have failed. Closing out the month will be our February Business After Business reception, which will be held on Thursday, February 20, at Salt



Creek Grille.

Looking ahead, the 2014 Albert Einstein Memorial Lecture will be held on Wednesday, March 19, at the Woodrow Wilson School at Princeton University. This is one of the Chamber’s most distinctive signature events and each year features a Nobel Laureate speaker. This year, we are particularly excited that Professor Ada Yonath will be our speaker. Dr. Yonath is an Israeli crystallographer best known for her pioneering work on the structure and function of the ribosome, which earned her the Nobel Prize for Chemistry in 2009. Her research has helped us understand more about antibiotics and drug resistance, and paved the way for structure-based drug design. Dr. Yonath was only the fourth woman ever awarded the Nobel Prize in Chemistry, and is the first female presenter in the Chamber’s Einstein Lecture series. I look forward to seeing you at what will surely be a fascinating presentation.

Respectfully yours,

**John P. Thurber**

Chairman  
Princeton Regional  
Chamber of Commerce

### February Events at the Chamber

**PBP Anniversary Event**, Tuesday, February 4, 5:30 to 7:30 p.m., PNC Bank, 2 Schalks Crossing Road, Plainsboro.

The Plainsboro Business Partnership gathered for food, drinks, door prizes, and networking as they celebrated their three-year anniversary!

**February Luncheon**, Thursday, February 6, 11:30 a.m. to 1:30 p.m., Princeton Marriott Hotel & Conference Center, 100 College Road East, Princeton.

This month’s guest speaker: Barbara Byrne, vice chairman of investment banking at Barclays, will give a talk titled “2014: What’s ahead for business and the economy?”

Barbara Byrne is a vice chairman in the Investment Banking Division at Barclays. She serves on the Corporate and Investment Banking Operating Committee and is chairman of the Barclays Social Innovation Facility, a cross-business resource dedicated to the development of self-sustaining commercial solutions to social challenges.

**Young Professionals 3rd Birthday Party**, Monday, February 10, 5:30 to 7:30 p.m., Agricola, 11 Witherspoon Street, Princeton.

Come join the Young Professionals at one of downtown Princeton’s newest hotspots, Agricola, as they celebrate their third birthday and launch their new brand!

**2014 Walk to Washington & Congressional Dinner**, Thursday and Friday, February 13 and 14, Marriott Wardman Park Hotel, Washington, D.C.

If you have not attended the New Jersey State Chamber’s annual Walk to Washington, this is the year will be the 77th annual

walk, and it is the one trip that you do not want to miss. Governor Christie has already confirmed his attendance and will give the keynote speech to the business community. More than 900 business leaders are expected, as well as Senators Cory Booker and Robert Menendez, who have also confirmed their attendance.

**February Membership Orientation**, Tuesday, February 18, 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, 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.

**February Business Before Business Breakfast**, Wednesday, February 19, 7:30 to 9:15 a.m., Nassau Club of Princeton, 6 Mercer Street, Princeton.

Daniel Shurz, senior vice president, Commercial, of Frontier Airlines will speak on “Why Frontier is succeeding in the region when others have failed.”

In 2012 Frontier Airlines made the decision to locate and expand their growing regional airline to the Princeton-Mercer region. Frontier started with one flight to Orlando four times a week from an airport that had failed to establish a long-term relationship with a national airline carrier. The decision to locate in the Princeton-Mercer region has proven to be an overwhelming successful business decision as Frontier Airlines has now expanded to more than 50 flights a week going to 12 cities with more to be announced.

## 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, PrincetonOne, New Jersey Manufacturers, Thomas Edison State College, Novo Nordisk, Capital Health, RWJ University Hospital Hamilton, Wells Fargo Bank, Investors Bank, Morgan Stanley

### GOLD

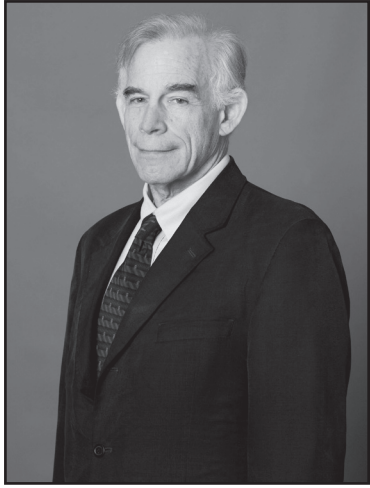
Verizon, Studio Hillier, Leigh Visual Imaging, Glenmede, Paychex, Princeton University, Hopewell Valley Community Bank, Blackrock, PNC Bank, Caliper, First Choice Bank, Szaferman Lakind

### 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, Princeton Global Asset Management, Peapack Gladstone, Borden Perlman Salisbury & Kelly, Princeton Healthcare System, TD Bank, Sam's Club, Union Center, M&T

### 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



**Speakers: Barbara Byrne, left, and Christopher Sims.**

**February Business After Business**, Thursday, February 20, 5 to 7 p.m., Salt Creek Grille, Princeton Forrestal Village, One Rockingham Row, Princeton.

Join us at one of our most popular Business After Business locations — Salt Creek Grille!

2014 Mercer County Economic Summit, Thursday, February 27, 1 to 6 p.m., Conference Center at Mercer County Community College, 1200 Old Trenton Road, West Windsor.

Capitalizing on Mercer's Competitive Advantage, presented by the County of Mercer and the Princeton Regional Chamber of Commerce, and sponsored by PSE&G and Investors Bank.

The keynote address will be delivered by Christopher A. Sims, John F. Sherrerd '52 University Professor of Economics, Princeton University and 2011 Nobel Prize Winner in Economics.

Economic Overviews:  
Welcome & Mercer County Economic Development Report by County Executive Brian Hughes

Regional Economic Update by Herb Taylor from Philadelphia Federal Reserve Bank

Panel Discussion: Attracting & Growing Your Optimal Workforce, Moderated by Kevin Cummings, CEO and President of Investors Bank. Panelists include Kristen Ballinger of Otsuka and Scott Needham of Princeton Air.

**Exciting News in the Princeton Region!**

**Community News Service Job Opening:** Full-time Account Executive needed for Greater Princeton. If you are able to manage relationships with existing customers and believe that you have what it takes to develop new business, than this job is for you. Community News Service is the largest group of community newspapers in all of Mercer County. We cover over 98% of the households and businesses and continue to grow. If quality and brand mean something to you, don't hesitate to apply.

**OnePrinceton** is the new way to pay at participating businesses throughout Princeton using a smartphone or card. OnePrinceton links directly to your bank account and works like a debit card with a

PIN for added security. There are no fees for you, and 1% of every OnePrinceton transaction is automatically channeled to the local non-profit organization of your choice. [oneprinceton.com/pch](http://oneprinceton.com/pch).

**Princeton Music Connection** has won the 2014 WeddingWire Couples Choice Award! We're in the top 5 percent of Wedding and Event Pros nationwide! Go here to see why: [www.princetonmusic.com](http://www.princetonmusic.com).

View other Member news and events by visiting [www.princetonchamber.org](http://www.princetonchamber.org). To get your news posted, please log into your account. Email Amanda Sandlin, communications coordinator, at [Amanda@princetonchamber.org](mailto:Amanda@princetonchamber.org) if you need assistance.



**Champion for Business: Congratulations to the Princeton Regional Chamber's January champion: Barry Szaferman of Szaferman, Lakind, Blumstein and Blader PC.**

**Save the Dates: March Events**

**Thursday, March 6:** Monthly Luncheon

**Wednesday, March 12:** WIBA Evening Event

**Wednesday, March 19:** Albert Einstein Memorial Lecture

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

**Wednesday, March 26:** Membership Orientation

**Save the Dates: Special Events**

**2014 Mercer County Economic Summit**, Thursday, February 27, at the Conference Center at MCCC.

Sponsorship opportunities available; contact Cheri Durst at 609-924-1776 ext. 105. Topic: "Human Capital: Mercer's Competitive Advantage." On social media: #EconSummit13

**Albert Einstein Memorial Lecture Series**, Wednesday, March 19, at the Woodrow Wilson School, Robertson Hall, Princeton University.

Sponsorship opportunities available; contact Vikki Hurley-Schubert at 609-924-1776 ext. 100. Social media: #EinsteinTalk13.

**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.

**Welcome, New Members!**

- Applied Behavioral Technologies | Princeton
- BH Sky Associates
- Environmental Connection, Inc.
- Glow Wellness
- Hampton Inn East Windsor
- Heartland Payments Systems: One Princeton
- Learning Ally
- Marcia Smith Fleres, LLC
- Mercer Oaks Catering
- Robert E. Humes
- Sage Field Events, LLC
- Seiger Gfeller Laurie LLP
- Sussex Capital Finance LLC
- The MAX of Princeton
- Tobias Design
- Vido Enterprises
- williams-BUILDER
- Window Genie
- Witt Law, LLC

**Business Meetings**

*Continued from page 6*

**5:30 p.m.:** Princeton Chamber, Young Professionals 3rd birthday party. Agricola, 11 Witherspoon Street, Princeton. [www.princetonchamber.org](http://www.princetonchamber.org), **609-924-1776**.

**7 p.m.:** Tiger Labs, "Digital Health Boot Camp." Eight sessions of training in how to start a business in the healthcare technology field. \$500, \$300 for early birds and \$200 for students. Register at [www.eventbrite.com](http://www.eventbrite.com). 252 Nassau Street. [www.tigerlabs.co](http://www.tigerlabs.co).

**Tuesday, February 11**

**4 p.m.:** Somerset County Business Partnership, Let's Get Started: Free Information Session. Register. 360 Grove Street, Bridgewater. [events.SCBP.org](http://events.SCBP.org).

6 p.m.: NJAWBO Central Jersey, "Dinner with the Experts: Taxes, Insurance, Bookkeeping, Marketing & Sales." Experts at different tables. \$29 members, \$35 nonmembers. Edison Expo and Conference Center. [www.njawbocentraljersey.org](http://www.njawbocentraljersey.org).

**Wednesday, February 12**

**5:30 p.m.:** Princeton Public Library, Training on Microsoft Excel for beginners, session 1 of 2. Technology Center. 65 Witherspoon Street. [www.princetonlibrary.org](http://www.princetonlibrary.org), **609-924-8822**.

**5:30 p.m.:** NJEN, NJ Entrepreneurial Network Annual Poster Session and Networking. \$35. Friend Center, Princeton University. [www.njen.com](http://www.njen.com).

**Thursday, February 13**

**9 a.m.:** Somerset County Business Partnership, BW NICE (Business Women Networking Involving Charity & Education) organizational event and launch of Somerset County chapter. [www.bwnice.org](http://www.bwnice.org). Hilton

Garden Inn, Bridgewater. [events.SCBP.org](http://events.SCBP.org), **908-218-4300**.

**10 a.m.:** Princeton Public Library, "Career Resources at PPL." Demonstration of job seeking resources at the library. 65 Witherspoon Street. [www.princetonlibrary.org](http://www.princetonlibrary.org), **609-924-8822**.

**Noon.:** Greater Princeton Human Resources Association, Speaker and networking. E-mail Michele Kenney at [mkenney@ets.org](mailto:mkenney@ets.org) for information. Salt Creek Grille, Forrestal Village, Plainsboro, **609-406-5332**.

**12:14 p.m.:** New Jersey Chamber of Commerce, Walk to Washington: Mingle with Gov. Chris Christie and other officials and business leaders on a special charter train to Washington, where there is a reception and dinner. New Brunswick Amtrak Station. [www.njchamber.com](http://www.njchamber.com), **609-989-7888 xt. 150**.

**6:30 p.m.:** Princeton SCORE, "Digital Marketing for Small Business - Whys, Whats and How-to's." With John Cashman of Digital Firefly Marketing. Free. Hamilton Township Library. [princeton.score.org/localworkshops](http://princeton.score.org/localworkshops), [info@scoreprinceton.org](mailto:info@scoreprinceton.org). **609-393-0505**.

**Friday, February 14**

**10 a.m.:** Princeton University, Summer Internship Fair. Matching Princeton interns with employers. \$125 per table, free for nonprofits. Dillon Gym. [www.experience.com](http://www.experience.com), [adegan@princeton.edu](mailto:adegan@princeton.edu).

**10 a.m.:** Princeton Public Library, "Job Seeker Sessions" with the Professional Services Group of Mercer County. Job and contracting opportunities. 65 Witherspoon Street. **609-924-8822**.

**Saturday, February 15**

**10:30 a.m.:** Princeton Public Library, "Quickbooks on the Cloud." Workshop on accounting software with Bala Subramanian of Synergism Inc. 65 Witherspoon Street. **609-924-8822**.

ADVERTISING IN THE SUMMER CAMPS SPECIAL MAKES FILLING YOUR CAMPS A BREEZE

U.S. 1 and WW-P newspapers are the perfect vehicles to help you reach thousands of parents, fill your camps and make you, well... a happy camper.

**FREE Editorial Coverage\***  
when you run a 1/2 page ad or larger  
\*400-500 word advertorial

**U.S.1**

For More information, call Jennifer: **609-396-1511, x114**

Published Wednesday, February 19th in U.S. 1 Newspaper  
Call today to reserve space!

**WHAT ARE THE PARENTS SAYING?**

"My #1 guide for finding the perfect camp for all three of my adventurous children!"  
*Susan B. | Skillman, NJ*

"U.S. 1 makes it so incredibly easy to choose the right facility that I can trust will take care of my child."  
*William V. | New Brunswick, NJ*