



PRINCETON REGIONAL
CHAMBER OF COMMERCE
champions for business

Champions for Business

Letter from the Chairman

Dear Chamber Members,

On behalf of the board of directors and staff of the Princeton Regional Chamber of Commerce I hope you are enjoying the first signs of spring after this long and challenging winter.

This past month has been filled with fascinating programs for Chamber members and their guests. The Economic Summit was a particular highlight, with presentations by 2011 Nobel Prize winner Christopher Sims, County Executive Brian Hughes, and Philadelphia Federal Reserve economist Herb Taylor. The Chamber was fortunate to hear from both Dr. Sims and Herb Taylor. We were offered a broad overview of macroeconomic policy and a briefing on recent trends in our regional economy. County Executive Hughes offered his annual economic development report, which provided important insights into the state of our regional economy. An outstanding panel provided insights into the best strategies for attracting and growing an optimal workforce to take full advantage of our region's competitive advantages.

Among the exciting developments described by County Executive Hughes at the Economic Summit was the unprecedented growth of commercial flights by Frontier Airlines at the Trenton-Mercer Airport. Frontier recently held a job fair at Mercer County Community College to hire fifty new flight attendants who will be based at the Trenton-Mercer Airport. This is just one of the many positive impacts on our region resulting from that airline's decision to make Trenton-Mercer its East Coast hub. With increasing numbers of passengers making use of that airport and with its growing impact on our economy, it may be time for us to begin planning for a new commercial terminal to accommodate fur-

ther growth.

Looking ahead, the speaker for our monthly luncheon on April 3rd will be Eric Scott, the executive director of news and network programming for Townsquare Media and NJ101.5 radio. Many of us know Eric's distinctive voice from his roles as morning news anchor and host of the "Ask the Governor" show. Eric has been honored for his contributions as a broadcast journalist and we look forward to his observations about New Jersey politics and stories from his varied experiences as a journalist.

The Chamber is very excited to announce that Arianna Huffington will speak on the evening of April 22nd at Richardson Auditorium at Princeton University. The Chamber's Women in Business Alliance was successful in making the arrangements for this very special opportunity to hear the editor-in-chief of the Huffington Post Media Group and nationally syndicated columnist. Arianna's new book, *Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being, Wisdom and Wonder*, urges all of us to reconsider how we measure success in our professional and personal lives. She suggests that the drive for money and power have led to an epidemic of burnout and stress.

Come hear her describe the need for a third metric for defining success – a measure that will encourage us to live our lives more fully and with greater satisfaction. Your ticket to this event will include a signed copy of her new book. Be sure to register soon for this very special opportunity and be part of the conversation about how to lead a well-lived life.



Be sure to mark your calendar for two more important dates. The Chamber is excited to welcome Dr. Christopher Eisgruber, the new president of Princeton University, as our speaker at our luncheon on May 8th. A renowned constitutional scholar and gifted teacher, Dr. Eisgruber served as a member of Princeton's faculty for 12 years and as Princeton's provost for nine years before being named president.

The Chamber's annual golf and tennis outing will be held on Monday, May 12, at Bedens Brook. This is always a memorable event, with over two hundred professionals coming together for a great day of golf or tennis, followed by cocktails, wine tasting, a great silent auction, and a delicious catered dinner.

As always, further information on these and other upcoming Princeton Regional Chamber of Commerce events can be found by checking our website at www.princetonchamber.org or calling the Chamber at 609-924-1776.

John P. Thurber

Chairman of the Board
Princeton Regional
Chamber of Commerce

April Events at the Chamber

April Luncheon, Thursday, April 3, 11:30 a.m. to 1:30 p.m. Princeton Marriott Hotel & Conference Center, 100 College Road East, Princeton. Speaker: Eric Scott, Executive Director, News and Network Programming, Townsquare Media and NJ101.5.

With 29+ years of experience, Eric Scott will look at 2014 expectations and Governor Christie's future, plus wacky moments throughout his career!

Young Professionals Entrepreneur of the Year Roundtable, Friday, April 11, 11:30 a.m. to 1 p.m. Morgan Stanley Wealth Management, 1200 Lenox Drive; Suite 300, Lawrenceville. Speaker: Ben Weiss, founder & CEO of Bai Brands.

Join the Young Professionals as they sit down with Ben Weiss, founder & CEO of Bai Brands about how he left the corporate rat race and founded his company.

Business Before Breakfast, Wednesday, April 16, 7:30 to 9:30 a.m. Nassau Club of Princeton, 6 Mercer Street, Princeton. Speaker: Barbara J. Bromley, Mercer County Horticulturist.

Join us as Barbara J. Bromley shares her expertise in horticultural topics and environmental responsibility. She will also take your gardening questions!

April Membership Orientation, Tuesday, April 22, 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. You will have a chance to meet fellow Chambers 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.

An Evening with Arianna Huffington, Tuesday, April 22, 7 to 9 p.m. Princeton University, Richardson Auditorium, Princeton. Speaker: Arianna Huffington, chair, president, and editor-in-chief, Huffington Post Media Group.

Arianna's new book "*Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being, Wisdom, and Wonder*" is a call to arms to redefine how we measure success both in our work and our personal lives. Come and be a part of the discussion!

Networking Breakfast with Mayor Cantu, Thursday, April 24, 8 to 9:30 a.m. University Medical Center of Princeton at Plainsboro, 1 Plainsboro Road, Plainsboro.

You are invited to join us for a networking breakfast with Plainsboro Mayor Peter Cantu, hosted by the Princeton Healthcare System.

Trenton Economic Development Forum, Tuesday, April 29, 7:30 to 9:30 a.m. Lafayette Yard Hotel, 1 West Lafayette Street, Trenton.

Join us to hear about the exciting real estate developments happening in the Capital City, opportunities for private development, and a vision going forward.

April Business After Business, Wednesday, April 30, 5 to 7 p.m. Eden Autism Services, 2 Merwick Road, Princeton.

Join us at Eden Autism Services for a night of networking and see how they improve the lives of those with autism.

Save the Dates: May Events

Thursday, May 8: Monthly Luncheon

Saturday, May 10: Visit Princeton Night at the Trenton Thunder

Monday, May 12: 2014 Golf & Tennis Outing

Thursday, May 15: Business After Business

Wednesday, May 21: Business Before Business Breakfast

Wednesday, May 28: Membership Orientation

Save the Dates: Special Events

Golf & Tennis Outing, Monday, May 12, 11 a.m. to 7 p.m., at The Bedens Brook Club. Join 200-plus professionals from the Princeton Region for the 2014 Golf and Tennis Outing.

Register now for a full day of: golfing while overlooking the scenic Hopewell Valley & Sourland Mountains; tennis on five Har-Tru tennis courts; cocktails and wine tasting; silent auction with great prizes; and delicious catered dinner, all at the beautiful Bedens Brook Club in Skillman!

Individual Golfer: \$330; Golf Foursome: \$1250. Individual Tennis Player: \$100.

Questions? Contact Cheri Durst at 609-924-1776 or cheri@princetonchamber.org.

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

Exciting News in the Princeton Region!

March 30 to June 21: Indoor Football returns to the **Sun National Bank Center** as the Trenton Freedom play their inaugural season in the Professional Indoor Football League (PIFL). A highly competitive team to compete in this fast-moving, entertaining sport is being assembled by head coach Kevin O'Hanlon and his staff. The Freedom, competing in the National Division of the PIFL, will play six home games in the Sun National Bank Center. Visit www.sunnationalbankcenter.com.

The **Central and South Jersey Affiliate of Susan G. Komen** is pleased to announce the 12th Annual Spirit of Jane Rodney Celebration to be held on Friday, May 9, at the historic Trenton War Memorial. This year the Affiliate is honored to recognize: Debbie Schaeffer (Individual Achievement Award), Jason Koye (Individual Achievement Award), and Elizabeth Cappel (Ribbon of Hope Survivor Award). For information, tickets, corporate sponsorship, & ad journal packages please visit www.komencsnj.org

Please save the date — Sunday, May 4 — for **Expo: Friendship at Princeton Day School!** A place to meet friends and network with special needs organizations featuring special needs resource fair and exhibitors (including resources for those with physical and developmental disabilities), motivational keynote speaker, drop-off program for children, Family Fun Center, Special Needs simulation exhibit, giveaways and door prizes. Call 609-683-7240 for more information.

Know an amazingly talented adult with special needs? Invite them to join our "Art of the Heart" fair at Expo: Friendship on Sunday, May 4! They will have the chance to show off their artwork and sell their work, no charge to them! Visit

ExpoFriendship.org for more details or call 609-683-7240.

Van Note-Harvey Associates, P.C. is pleased to welcome Frank Aponte as manager of construction administration services. Aponte has more than 40 years of experience in the industry, starting from the ground up working for his father's construction company beginning at the age of 16. He was involved in every aspect of estimating, planning, field crew and project management while guiding the growth and development of Aponte Construction, where he served as president and CEO from 1975 through 2010.

The **Digital Health Innovation in Context 2014**, a one-day digital health conference, will be held at the Westin Forrester Village on Thursday, April 24. Join leading healthcare executives, entrepreneurs, and investors for a day of collaboration, networking, and education. Use the discount code DHIC100 for \$100 off the ticket price (normally a \$250 value).

Dim Sum is served to order on Saturday from 11 a.m. to 3 p.m. and Sundays from 11 a.m. to 4 p.m. at **Peony Pavilion**. Dim sum, which in Cantonese means "heart's delight", includes a variety of precious mouth-watering steamed or fried dumplings, shrimp balls, steamed buns, pot stickers, shumai and Chinese pastries. Dim Sum will be on Peony Pavilion's menu throughout the year.

Some favorites are Steamed Shrimp Dumpling (\$4.95), Pea Leaf Dumpling (\$5.95), Fried Fish Cake (\$3.95), Spicy Salmon Gyoza (\$4.95), Steamed Barbecued Pork Bun (\$3.95), Steamed Custard Cream Buns (\$3.95), Shredded Chicken Congee (\$7.95), Shrimp Rice Roll (\$6.95).

Local and highly regarded food critic Pat Tanner is thrilled with the latest dining option: "The Prince-



Pictured: Vikki Hurley-Schubert of the Chamber; John Goedeke of PNC Financial Services Group and the Chamber board; Peg Forrestel of Janssen Pharmaceuticals and the Chamber board; Deborah Frazier of RBC and the Chamber Foundation board; Chamber Chairman John Thurber of Thomas Edison State College; Nancy Kieling of Princeton Area Community Foundation and the Chamber board; Chamber President Peter Crowley; Jennifer Guhl of the Chamber; and Mathieu Nelessen, regional CEO of American Red Cross North Jersey Region.

The Princeton Regional Chamber of Commerce was recognized with the Community Hero Award from the American Red Cross for its support of the region and its Member's contributions to furthering the mission of the Red Cross in their communities.

During the last fiscal year, Chamber members cumulatively donated more than \$5.9 million to support Red Cross community programs, preparedness education and disaster relief efforts. Beyond financial contributions, Chamber Members participate annually in every facet of the Red Cross mission including blood drives, health and safety courses,

volunteering with community programs such as Home Delivered Meals and "Adopt-A-Unit" campaigns to support members of the Armed Forces.

The American Red Cross hosted its Celebrate Red! fundraising gala Friday, March 21, 2014 at TPC Jasna Polana in Princeton.

ton area has long suffered from a dearth of dim sum. In particular, good dim sum. Which is why I jumped at the chance to try that of Peony Pavilion, which otherwise tags itself an "Asian fusion" restaurant. . .The selection and the execution (of the dim sum) reflect the restaurant's overall aesthetic: authentic yet tweaked to be modern, made with first-rate ingredients, prepared by knowing chefs, and beautifully presented," she added on her blog, dinewithpat.com.

Following a major renovation, Peony Pavilion at 15 Farber Road,

Princeton — next to Market Fair Mall behind the car wash on Route 1 — is shining much brighter than the former restaurant, Sunny Garden, located at the stand alone site. Peony Pavilion has received high praise from its patrons and food critics alike. There is also a private dining room that seats 60 guests for social or business events.

Peony Pavilion is open daily for lunch and dinner. All major credit cards are accepted and takeout is also available. Call 609-580-1850 or visit opentable.com or www.peonypavilionprinceton.com.

Womanspace is privileged to honor Major League Baseball's Hall of Famer, Joe Torre, for his efforts to end the cycle of domestic violence and save lives. The Barbara Boggs Sigmund Award celebrates the legacy of our founder, Barbara Sigmund, and others like her who inspire others to greatness. Please join us on Wednesday, April 30, from 6 to 9:30 p.m. for dinner reception and presentation of the award to Joe Torre at the Hyatt Regency Princeton. For more information, visit www.womanspace.org.



At Top: Chamber CEO Peter Crowley, left, Mercer County Executive Brian Hughes, Nobel Laureate Christopher Sims, and Chamber Chairman of the Board John Thurber at the Mercer County Economic Summit.



Above: Lan-Ying Qin from Bristol-Myers Squibb, right, and her daughter, Princeton University sophomore Barbara Zhan, with Nobel Laureate Ada Yonath at the Einstein Memorial Lecture.

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

- A Stitch Ahead
- Advancing Opportunities
- Certified Financial Services, LLC
- Colliers International of NJ LLC
- Crisp Insurance Advisors of Princeton
- The Hamilton Partnership
- Kid-Netic
- Madani Interiors, LLC
- Martha Dee
- Massage LuXe

- The Mattress Factory, Inc
- Melaleuca, The Wellness Company
- Metrix Real Estate Services
- Migo Design
- MyHint.co
- O'Gorman & Young GR Murray
- People & Stories/Gente Y Cuentos, Inc.
- Princeton Chiropractic Wellness Center
- Public Co
- Russell & Company
- Siegler & Traub, LLC

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