



PRINCETON REGIONAL
CHAMBER OF COMMERCE
champions for business

Champions for Business

Letter from the Chairman

DEAR CHAMBER MEMBERS,

It's been a remarkable month for the Princeton Regional Chamber of Commerce. We've had a wide range of great programs, all of which have drawn great interest from our members and the broader community.

One of the highlights was An Evening with Arianna Huffington and Anne-Marie Slaughter, presented by the Chamber's Women in Business Alliance (WIBA) in partnership with Princeton University. These two extraordinary women offered their insights into how we can redefine success and live a better life on our own terms. Ms. Huffington suggested that by "throttling back" we will increase both our happiness and our productivity. It was a coup for WIBA to bring Ms. Huffington to our region for this presentation. Having Dr. Slaughter, the president and CEO of the New America Foundation, moderate the event contributed to making it an even more special evening.

Another key event was our Trenton Economic Development Forum that suggested the city has many of the ingredients in place for an economic resurgence. Diana Rogers, Trenton's director of economic development, described opportunities for investment and growth, while Christian Martin of the Trenton Downtown Association described new programs to strengthen the downtown. John Hatch, of HHG Development and Clarke Caton Hintz, described several of the notable projects that are already underway across the city, including the exciting vision for the Wire Rope District within the Roebling Complex. Liza Nolan of the NJ EDA shared a summary of the generous incentives recently enacted by the State to support new

investment and job creation in Trenton and three other urban areas. We were hosted by the newly renovated Wyndham Garden Trenton, which is under new ownership. The hotel looked great and did a wonderful job with this event.

One of the key issues mentioned by several Forum participants was the violence affecting many of Trenton's neighborhoods. They noted that the destructive impact of this violence ripples across our region and that all of us have a stake in responding to that challenge. It was heartening to learn that on May 1st, a regional interfaith organization held a vigil that moved throughout the city, stopping at each of the eleven places where murders had occurred in Trenton so far in 2014.

Another highlight of the last month was the presentation at our monthly luncheon by the new president of Princeton University, Christopher Eisgruber. A renowned constitutional scholar and gifted teacher, Mr. Eisgruber discussed the continuing great value of a college education and the importance of increasing public support for higher education. Notably, Mr. Eisgruber said that the financial return from a college education today is higher than it has been at any point in our history. Mr. Eisgruber also described plans to expand the University's enrollments and some of the key issues being addressed through its strategic planning process.

We have some exciting programs set for the month ahead. Our next monthly luncheon on June 5th will feature a presentation by James



Burke, an award-winning film and theater producer, and the founder and chairman of Disruptive LA. The third annual Plainsboro Business Showcase will be held on June 10th at the municipal grounds in downtown Plainsboro. The Women in Business Alliance will present its Women of Achievement awards at a breakfast event at Jasna Polana on June 17th. I hope you will add these and other Chamber events to your calendar.

As a final note, I am very glad to report that our President, Peter Crowley, is doing very well following his successful kidney transplant surgery. We look forward to welcoming him back to the office in mid-summer following his recovery.

As always, further information about the Princeton Regional Chamber of Commerce and its events can be found by checking our website at www.princeton-chamber.org or calling the Chamber at 609-924-1776.

John P. Thurber

Chairman of the Board
Princeton Regional
Chamber of Commerce

June Events at the Chamber

June Luncheon, Thursday, June 5, 11:30 a.m. to 1:30 p.m., Princeton Marriott Hotel & Conference Center, 100 College Road East, Princeton. Speaker: James Burke, founder and chairman, Disruptive LA, and award-winning film and theater producer.

Learn new and innovative marketing strategies from one of the best in the business!

Plainsboro Business Showcase, Tuesday, June 10 (rain date: Wednesday, June 11), 5:30 to 7:30 p.m., Municipal Grounds, Plainsboro.

Join us for the third annual Plainsboro Business Showcase featuring the Long Live the Beatles show by the Mahoney Brothers.

Real Estate Business Alliance Breakfast, Thursday, June 12, 7:45 to 9:30 a.m., Nassau Club of Princeton, 6 Mercer Street, Princeton.

Network with real estate professionals, learn the basics of green building, and hear local residential and commercial success stories.

Nine Innings of Networking with the Princeton Region Young Professionals, Thursday, June 12, 5:30 to 9:30 p.m., Trenton Thunder, One Thunder Road, Trenton.

Gather up some friends and colleagues for a night of baseball, good food, beer specials, fireworks, and of course — networking!

Women of Achievement Breakfast, Tuesday, June 17, 8 to 10:30 a.m., TPC Jasna Polana, 8 Lawrenceville Road, Princeton.

The Princeton Regional Chamber and the Women in Business Alliance will be hosting the "Women of Achievement" Awards. Come and celebrate our 2014 honorees!

Business Before Business Breakfast, Wednesday, June 18, 7:30 to 9:30 a.m., Nassau Club of

Princeton, 6 Mercer Street, Princeton. Speaker: Nick O'Connell, Centurion Ministries

Learn about the social and financial damages associated with wrongful convictions.

Independent Business Alliance Breakfast, Friday, June 20, 7:30 to 9:30 a.m., Nassau Club of Princeton, 6 Mercer Street, Princeton.

Join the Independent Business Alliance for its first event! Network and learn from independent business owners about the power of supporting local, independent businesses.

Regional Mayoral Roundtable Breakfast, Tuesday, June 24, 8 to 10 a.m., Conference Center at Mercer County Community College, 1200 Old Trenton Road, West Windsor.

Join us for an excellent opportunity to take a regional look at issues and challenges with local leaders.

June Membership Orientation, Wednesday, June 25, 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 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.

Business After Business, Thursday, June 26, 5 to 7 p.m., Springdale Golf Club, 1895 Clubhouse Drive, Princeton.

Join us for networking and great ambiance at Springdale Golf Club!

Save the Dates: July Events

Thursday, July 10: Monthly Luncheon

Tuesday, July 15 (rain date: July 16): Mid-Summer Marketing Showcase

Wednesday, July 23: Business Before Business Breakfast

Thursday, July 24: Business After Business

Wednesday, July 30: Membership Orientation

Save the Dates: Special Events

2014 Mid-Summer Marketing Showcase, Tuesday, July 15, on the Green on Palmer Square. (Rain date: Wednesday, July 16).

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.

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

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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

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Exciting News in the Princeton Region!

On Sunday, June 1, the **National Kidney Foundation** will host the seventh Annual Central New Jersey Kidney Walk at Arm & Hammer Park, home of the Trenton Thunder. The Kidney Walk will provide not only a walk to bring awareness to kidney disease, but also family-friendly entertainment including music, a doggie costume contest, a free Zumba workout, and much more! Help us raise \$85,000 toward the awareness, prevention, and treatment of kidney disease! Visit donate.kidney.org/centralnj for more information!

You are invited to "build a bridge to the future" for 35 low-income Mercer County middle school students by supporting the 2014 **Minding Our Business Summer Program** through our Indiegogo fundraising campaign. The cost per student for this wonderful summer program is \$2,300, but students are only required to pay a \$175 registration fee. Your donation will allow us to subsidize student costs. Visit www.indiegogo.com/projects/minding-our-business-summer-program for more information and to learn how to donate!

Allies Inc. Fashion Show & Cocktail Party, Thursday, June 26, 5:30 to 8 p.m. Event Tickets \$30. Mercer Oaks, 725 Village Road West, Princeton Junction. The 2014 Master of Ceremonies is Mercer County Freeholder Pasquale Colavita, Jr.

More than 12 varieties of hors d'oeuvres, desserts, coffee and a cash bar. Guests are encouraged to bring a tax-deductible clothing donation in support of Greensleeves. For more information, visit alliesnj.givezooks.com/events/2014-fashion-show.

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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 Mi-

nority 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.



Out & About: At left, Princeton University President Christopher Eisgruber and Chamber Chairman John Thurber at the May Luncheon. At right, Scott Needham, president of Princeton Air, enjoys the Golf & Tennis Outing at the Bedens Brook Club. Photos by Jennifer Guhl.

Welcome, New Members

BNY Mellon Wealth Management
The Crisis Ministry of Mercer County, Inc.
Dale Carnegie Training of Central and South
Engineers Labor-Employer Cooperative
Erica Ferry & Associates LLC
European American Chamber of Commerce
Farmers Insurance Group
Friends of Washington Crossing Park
Indus American Bank
Kidsbridge Tolerance Museum
McGraw-Hill Federal Credit Union
Merrill Lynch
National Kidney Foundation, Inc
Northeast Regional Council of Carpenters
Princeton Academy of Martial Arts
Prometheus Publishing, LLC
Wayback Burgers
Worldwide Formations
Wyndham Garden Trenton
Your Meal on Call, LLC

Survival Guide

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Don't play hard to get: If you are called by a recruiter, you are better off acting like a professional instead of blowing them off. Even though they are "only" an agency, they are acting as a hiring company's recruiting department, so it's best to treat them as such, Uddin says. "Our job is to open doors," he says. "If we call and we leave a message, don't wait two weeks to get back to us. If we ask for a resume, don't wait two days to send it. If you treat us the same way you would treat a company's internal recruiting team, your chances of success increase."

The Social Network: One reason to take a recruiter seriously is that the agency likely has connections to other companies beyond the one they are actively hiring for.

Nisenson believes many companies are turning to recruiters because after the hiring drought of the Great Recession, they no longer have the connections they once did.

Uddin and Nisenson said networking and maintaining connections is key for both employers and candidates. "It's a competitive market today," Nisenson says. "Not letting your resume sit in a pile with 10,000 other people really is the key to getting hired."

— Diccon Hyatt

Business Meetings

Wednesday, May 21

6 p.m.: Pennington Business and Professionals Association. Hope-well Valley Vineyards, 46 Yard Road, Pennington. **609-737-7765.**

7 p.m.: Princeton Tech Meetup, with Prof. Mung Chiang. Princeton Public Library. www.meetup.com/princeton-tech.

7:30 p.m.: Congregation Beth Chaim, CBC Business Networking Group: Caryn Berla of Cruise Planners. 329 Village Road East, West Windsor. www.bethchaim.org. **609-799-9401.**

Thursday, May 22

New Jersey Small Business Development Center at TCNJ, Meet the Expert: Charles Evans on restructuring debt. Call to schedule 1-on-1 appointment. The College of New Jersey. www.njsbdc.com, **609-771-2947.**

7 a.m.: BNI Fusion, Free networking. Palmer Clarion Inn, 3499 Route 1, Princeton. www.bninjpa.org, **609-638-3740.**

7 a.m.: BNI Growth by Referral (Montgomery), Free Networking. Princeton Elks Club, 354 Route 518, Skillman. www.bninjpa.org, **732-494-8200.**

7 a.m.: BNI Tigers Chapter, Weekly networking. West Windsor Arts Center, 952 Alexander Road, Princeton Junction. 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.**

10 a.m.: Professional Service Group, Free support and networking for unemployed professionals. Princeton Public Library. www.psgofmercercounty.blogspot.com.

6 p.m.: New Jersey Small Business Development Center at TCNJ, Doing Business with Mercer County. Free workshop. The College of New Jersey. www.njsbdc.com, events@sbdcnj.com. **609-771-2947.**

6:30 p.m.: Princeton SCORE, Developing a Successful Business Plan. Free seminar. East Brunswick Public Library. princeton.score.org/localworkshops. **609-393-0505.**

Monday, May 26

7 p.m.: Somerset County Business Partnership, Free Seminar: Does Your Business Plan Make Sense? With Central Jersey SCORE. Franklin Township Public Library. events.SCBP.org, **908-526-1200 ext. 8449.**

Tuesday, May 27

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

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

7:45 a.m.: Edge Networking Business Referral Group, networking. Free. Dolce & Clemente, 2 North

Commerce Square Robbinsville. www.edgenetworking.org, **609-259-0072.**

8 a.m.: Princeton Merchants Association, Business Law: Harassment 101, with Brad Mitchell of Stevens & Lee. Princeton Public Library. www.princetonmerchants.org.

6:30 p.m.: Princeton SCORE, Small Business Finance Management. Free workshop. South Brunswick Public Library. princeton.score.org/localworkshops, info@scoreprinceton.org. **609-393-0505.**

7 p.m.: Princeton PC Users Group, General meeting. Free. Lawrence Library, 2751 Route 1 South. www.ppcug-nj.org, **609-883-5262.**

7:30 p.m.: JobSeekers, Networking and job support, free. Trinity Church, 33 Mercer Street. www.trinityprinceton.org, **609-924-2277.**

Wednesday, May 28

7 a.m.: BNI Diversity, Free networking. Long and Foster, 33 Princeton Hightstown Road, 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, **609-704-2475.**

7:45 a.m.: MidJersey Chamber, Social Media: Reputation Management for Your Business. Panel discussion. \$15 members, \$25 nonmembers, free with computer

donation. Princeton HealthCare Community Room, Hamilton YMCA. **609-689-9960.**

8 a.m.: Princeton Area Community Foundation, Partnership or Merger? Opportunities and Success Factors. Seminar for CEOs and board members. Free. RSVP. Nassau Club, Princeton. www.pacf.org, nmosgrove@pacf.org. **609-219-1800.**

8 a.m.: Princeton Chamber, Membership orientation. Residence Inn Marriott Princeton/Carnegie Center. **609-924-1776.**

10 a.m.: Somerset County Business Partnership, Women in Business Golf & Lunch. Clinic and 9-hole scramble. \$55 members, \$75 nonmembers. 360 Grove Street, Bridgewater. events.SCBP.org, **908-218-4300.**

10 a.m.: Women's Center for Entrepreneurship Corporation, Free webinar on business growth. Webinar. www.wcecnj.org, info@wcecnj.org. **973-507-9700.**

11:30 a.m.: MidJersey Chamber, Kickoff to Special Olympics luncheon. \$40 members, \$55 nonmembers. Hyatt Regency Princeton. www.midjerseychamber.org, **609-689-9960.**

4 p.m.: Princeton SCORE, Funding Your Small Business. Free seminar with Bill Litchman. Urban Business Accelerator, 354 South Broad Street, Trenton. princeton.score.org/localworkshops. **609-393-0505.**

4:30 p.m.: MidJersey Chamber, Business Card Exchange with Lower Bucks County Chamber. Free. Capital Health Regional Medical Center. **609-689-9960.**