



**Nine Member  
Companies to  
Receive NJBIA's  
2008 Awards for  
Excellence on  
November 5**

On Wednesday, November 5, New Jersey Business & Industry Association President Philip Kirschner will present the Association's 2008 Awards for Excellence to nine New Jersey companies that have done outstanding work as employers and corporate citizens.

The awards will be presented at a dinner ceremony at the Pines Manor in Edison.

Each year, NJBIA honors a select group of employers from among its 23,000 members for their outstanding achievements in four categories: enterprise, for exceptional job creation; environmental quality, for protection of the environment; outstanding employer, for outstanding workforce management practices; and public service, for dedicated community service.

All NJBIA members in good standing are eligible to be nominated for this annual award. The winners are selected by an independent panel of judges, who volunteer their time to conduct the judging. This year's judging panel was comprised of 29 individuals with the SCORE-Counselors to America's Small Business.

*Mercadien P.C., CPAs, verified the information supplied by the winning applicants.*

## *The 2008 Winners*

### *Enterprise Award*

*The Enterprise Award is presented to companies that have contributed to the state's employment growth through the net creation of new jobs.*

#### **★ PTC Therapeutics Inc.**

**President and CEO: Stuart Peltz, Ph.D.**  
**NJ Location: South Plainfield**  
**Founded: 1998**  
**Full-time NJ Employees: 157**  
**Business: Biotechnology Research and Development**

Finding new cures for deadly diseases has become a prescription for business growth at PTC Therapeutics.

A pharmaceutical research and development company, PTC specializes in discovery and development of small-molecule drugs to treat neuromuscular disorders, genetic disorders, oncological diseases and infectious diseases. The company has advanced several drug discovery programs to the clinical stage, leading to tremendous employment growth. PTC has hired many employees to support clinical development, regulatory compliance, pharmacology and a host of other tasks necessary to bring a new drug to market.

Since 2006, PTC has created 80 new jobs, spanning the full range of pharmaceutical research and development functions. In fact, in both 2006 and 2007, employment at PTC increased by more than 26 percent each year. Its workforce also stands out for its diversity and its education. Among PTC's 157 employees, 62 hold PhDs and 22 more hold other advanced degrees. Forty-five percent of its workers are female and 42 percent are minority.

PTC isn't finished yet. Over the next 18 months, the company plans to hire 20 to 24 new employees in New Jersey for its product development and research teams.

## Environmental Quality Award

*The Environmental Quality Award is presented to companies that have done outstanding work to preserve or enhance the quality of the environment in New Jersey.*

### ★ Pictorial Offset Corporation

**Managing Partner: Donald R. Samuels**

**NJ Location: Carlstadt**

**Founded: 1938**

**Full-time NJ Employees: 209**

**Business: Commercial Printing**

Pictorial Offset Corporation is in the habit of being first. It was the first commercial printer in the world to be certified for both ISO 9001 and ISO 14001. It was the first printer to enter the U.S. Environmental Protection Agency's Performance Track Program. And it lays claim to being the first "carbon-neutral" printing company in North America.

It's easy to see why. Pictorial Offset's goal is to reduce its environmental footprint in every phase of its operation. Take, for example, waste recycling. The company recycles 100 percent of its aluminum byproduct (248,000 tons since 1998). All used computer equipment goes to a certified computer recycler. Closed-loop water recirculators have reduced water consumption by 20 percent, saving 200,000 gallons of water per year. The company even reduced by 25 percent the number of pallets it discards by refurbishing them instead of discarding them. All of this has the company thinking it will meet its goal of zero landfill waste by 2012.

Pictorial Offset has had similar success in reducing emissions and

hazardous wastes. It has reduced emissions of Volatile Organic Compounds (VOCs) by double-digit percentage rates, despite a 30 percent increase in production. Its VOC emissions remain 25 percent below the state-allowed limits. The company has cut hazardous wastes by 38 percent.

Pictorial has also reduced its carbon footprint and increased energy efficiency. It was able to offset all carbon emissions from its facility by planting 5,000 trees in the Edwin B. Forsythe National Wildlife Refuge. In addition to implementing an aggressive energy conservation initiative, Pictorial has received approval to install 200,000 square feet of solar panels, which will generate 1.07 megawatts of renewable electricity.

### ★ Hackensack University Medical Center

**President and CEO: John P. Ferguson**

**NJ Location: Hackensack**

**Founded: 1888**

**Full-time NJ Employees: 5,726**

**Business: Hospital**

Hackensack University Medical Center's Sarkis and Siran Gabrellian Women's and Children's Pavilion not only helps the hospital's patients get healthier, but it also makes the environment healthier. The Pavilion, designed using the highest "green building" standards, is an outstanding example of how beautiful, healthy and sustainable a building can be.

The Pavilion exceeds the U.S. Green Building Council's guidelines for Leadership in Energy and Environment Design (LEED), the industry standard for green building. This standard encompasses energy efficiency, green building materials, indoor air quality, and

waste minimization and disposal.

The hospital avoids using harmful chemicals wherever possible. Flooring and wall coverings are PVC-free. For cabinets, the hospital uses products such as wheat board instead of formaldehyde-laden particleboard. And the flooring is made of rubber instead of vinyl. Even the cleaning products are green. The Pavilion avoids toxic cleansers by using Greening the Cleaning products developed by the Medical Center's Deirdre Imus Environmental Center for Pediatric Oncology.

In short, the goal of the Hackensack University Medical Center was to set a national standard for environmentally sound hospitals. It's a goal they achieved: the 2006 *Green Guide* included the Pavilion on its list of Top 10 Green Hospitals in the U.S.

## Outstanding Employer

*The Outstanding Employer Award is presented to companies that demonstrate a creative and forward-looking approach to managing their human resources.*

### ★ J.H. Cohn LLP

**Partner and CEO: Thomas J. Marino**

**NJ Headquarters: Roseland**

**Founded: 1919**

**Full-time NJ Employees: 628**

**Business: Accounting and Consulting**

At J. H. Cohn, simply giving employees the tools they need to do their jobs is not good enough. As the largest independent accounting firm headquartered in the northeast, J. H. Cohn makes sure they have what they need to grow professionally and balance their

careers and their personal lives.

Take the Partner Academy for instance. It identifies up-and-coming professionals and offers them career development training and exposure to the firm's top management. Over the past four years, 70 percent of Academy participants were elected partners.

Similarly, the Professional Women's Program is designed to help J. H. Cohn's female employees succeed by providing opportunities for coworkers to share information, offering seminars to build nontechnical skills and one-on-one mentoring. The firm maintains a Learning and Development department that offers long-term learning paths and resource materials for technical work, such as audits, and "enabling skills," such as communication and networking.

But J. H. Cohn's commitment to its employees does not stop with professional development. The company understands there is more to life than work. The company supports flex-time schedules, allowing employees to work a schedule other than the traditional nine-to-five in order to accommodate their personal needs. And it promotes fitness and wellness by making its fitness center at the Roseland office available to all employees and providing discount gym memberships to employees at other locations.

### ★ Robert Wood Johnson University Hospital Rahway

**President and CEO: Kirk C. Tice**  
**NJ Location: Rahway**  
**Founded: 1917**  
**Full-time NJ Employees: 635**  
**Business: Hospital**

When it comes to promoting employee health, Robert Wood Johnson University Hospital (RWJUH) Rahway puts its money where its mouth is. Recognizing the health impact of obesity, smoking and lack of exercise, the hospital started providing financial incentives to employees to live healthy lifestyles.

For starters, it opened the Robert Wood Johnson Fitness and Wellness Center three miles from the hospital, offering employees deep discounts on membership. As part of its Health Initiatives Program, any employee who joins the fitness center receives \$50. An employee who joins any other health club receives \$25. And any employee who exercises 12 times per month for six consecutive months in a calendar year gets \$100. A similar incentive is offered with the hospital's weight-loss programs. Employees can join the hospital's Lighter Lifestyle Program at no cost, and dependents

who join receive \$50. There's \$25 for anyone who joins Weight Watchers or Jenny Craig, and any employee who attends 20 classes for six consecutive months receives \$100. Similarly, anyone who completes the American Lung Association smoking-cessation class receives \$25.

The hospital revamped its health benefits program, too, adding coverage of certain weight-loss and smoking-cessation medications. It also offers a free diabetes disease-management program to employees with diabetes. This is in addition to offering regular free health screenings on site, a free healthcare information website and more.

As a first-rate healthcare facility, Robert Wood Johnson University Hospital Rahway is making sure its employees' health is first rate, too.

### ★The Francis E. Parker Memorial Home

**President and CEO: Roberto Muñiz**  
**NJ Location: Piscataway**  
**Founded: 1907**  
**Full-time NJ Employees: 186**  
**Business: Nursing Home**

You don't stay in business for 100 years without doing a lot of things right. At Francis E. Parker Memorial Home, management believes treating employees well is what makes its operations so successful. So the company offers excellent benefits, finds creative ways to have fun, and makes sure employees are informed of, and included in, the decision-making process.

It starts with wages, which, at Parker, are highly competitive. The company adds annual merit increases, a one-week holiday bonus, excellent medical and dental insurance with low co-pays, and an old-fashioned, defined-benefit pension plan, wholly funded by Parker. The company even provides employees with a Thanksgiving turkey. Instead of vacation/sick days, employees are provided with a unified paid-time-off plan (PTO). This allows them to bank PTO days to protect against a long illness or to sell those days back to the company if they go unused.

Parker employees not only work together, they also play together. In addition to the traditional holiday party, the company has sponsored a pool party and a Saturday movie matinee, both of which were open to employees and their children. A variety of contests, such as the Employee Baby Photo contest, helps keep the mood light. The company created the Star program, complete with a Star pin, to recognize employees who exceed Parker's already high standards.

Finally, Parker goes above and beyond to make

sure employees are kept fully aware of the company's plans. In addition to regular departmental meetings and monthly meetings, quarterly staff meetings are conducted by the president.

Parker believes its employees are the reason for its success, and it works hard to keep it that way.

## Public Service Award

*The Public Service Award is presented to companies for finding solutions to pressing social or economic problems in their communities and for demonstrating committed leadership in serving those communities.*

### ★ Tilcon New Jersey

**President and CEO: George Thompson**

**NJ Location: Wharton**

**Founded: 1981**

**Full-time NJ Employees: 777**

**Business: Construction**

Community service is about everyone pitching in to do their part. Tilcon is a company that has put the idea into practice and, as a result, the Borough of Bloomingdale has a new public safety center, and a family with severely disabled children has a home.

Bloomingdale needed a new firehouse. The existing one was badly deteriorated and was barely large enough to hold two fire trucks. But the town was more than \$1 million short of being able to afford a new firehouse. Tilcon stepped in, providing \$750,000 worth of work and materials to the borough free of charge. The company cleared the site for a new public safety center; did excavation and grade work; removed more than 6,000 yards of soil; installed drainage, sewer and water lines; and paved a 1,055-square-foot parking lot.

Tilcon also helped the borough's Moeller family, which desperately needed a new house for three severely disabled children. When the community got together to build a house for the Moeller's, Tilcon was there. It donated labor and materials for the site work, cleared brush, and provided pre-construction drainage and excavation. Today, the Moeller's live in a beautiful one-story house, complete with wheelchair ramps, extra-wide hallways and a safe environment for all.

Tilcon demonstrates the power of pitching in.

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## ★ Honeywell International

**Chairman and CEO:**

**Dave Cote**

**NJ Location: Morristown**

**Founded: 1920**

**Full-time NJ Employees: 1,835**

**Business: Manufacturing**

Honeywell likes to be an important part of the communities where its employees work and live. It does so through its Honeywell Hometown Solutions, which focuses on three vital community needs: math and science education; family safety and security; and housing and shelter.

Working with Jersey City schools and the Stevens Institute of Technology, Honeywell provided 14 middle school teachers with award-winning, research-based curricula that connects science with real-world challenges. It's also sponsoring 24 New Jersey teachers at its Honeywell Educa-

tors @ Space Academy, an educator-training, scholarship program at the U.S. Space & Rocket Center in Huntsville, Alabama. Similarly, it provides scholarships for 20 students to attend the Honeywell Scholars @ Presidential Classroom in Washington, D.C., where students get a behind-the-scenes look at how science and technology interact with public policy.

Thanks to employee donations, 5 million students nationwide have received potentially life-saving lessons from the Got 2B Safe program created by the National Center for Missing & Exploited Children. Got 2B Safe is an abduction-prevention program that teaches students how to protect themselves. More than 4,000 Honeywell employees donated to the program.

Finally, more than 2,000 Honeywell employees have donated to Rebuilding Together, a partnership that helps repair homes for low-

income homeowners. In 2007, 60 Honeywell volunteers helped Jersey City homeowners with repairs so they could stay warm and safe in their homes.

## ★ Harrah's Entertainment

**Eastern Division President:**

**Carlos Tolosa**

**NJ Location: Atlantic City**

**Founded: 1978**

**Full-time NJ Employees:  
13,646**

**Business: Casino Hotel**

Harrah's Entertainment Atlantic City may be best known for its casinos, but its biggest impact is in the community. Harrah's shares its financial success by donating 1 percent of the company's profits to charitable and civic causes—a commitment leading to donations worth about

# CONGRATULATIONS

## 2008 Awards for Excellence Winners

**Hackensack University Medical Center  
Robert Wood Johnson University Hospital  
at Rahway**

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\$1 million per week.

The company also encourages its employees to get involved in volunteering through a program called Harrah's Entertainment Reaching Out, or HERO. More than 1,400 employees have volunteered their time for community projects.

Through this work, Harrah's has also formed partnerships with numerous charitable and civic organizations throughout Atlantic County. For instance, it has formed partnerships with the Atlantic/Cape May County Special School District, the NJ Division of Vocational Rehabilitation, and the ARC of Atlantic and Cumberland Counties to help the handicapped and developmentally and mentally disabled get and retain jobs at Harrah's Entertainment.

Every Friday, HERO volunteers from Bally's Casino Hotel prepare 300 sandwiches to be distributed to the homeless over the weekend. The company has a partnership with Sister Jean's Kitchen, a soup kitchen that feeds between 300 and 600 homeless individuals per week. The kitchen is closed on weekends, so Bally's donates sandwiches to tide the homeless over until the kitchen opens on Monday.

The list goes on. Harrah's created a partnership with Community Quest to help single parents obtain employment. Two of its managers sit on the board of the Boys and Girls Club of Atlantic City, and the company purchased two, 24-seat school buses so the Club could expand its reach to children who are too far away to take advantage of their services.

Clearly, Harrah's Entertainment sees community involvement as a good bet. ♣