

NJBIA

AT ISSUE By Christopher Biddle, Vice President

Check out NJBIA's New Website!

The New Jersey Business & Industry Association has launched a brand new website! The site contains resource-rich pages that only NJBIA members can access.

Importantly, these pages contain content that you—our members—asked for in response to surveys we conducted early in NJBIA's Web redevelopment process.

We listened carefully to your suggestions, and we have worked hard to deliver a great new product.

An important goal of the new site is to help you quickly find the information you need to meet the challenge of doing business in New Jersey.

Much of the new content, for example, is designed to help you deal with the many state laws and regulations affecting your businesses—from complex employment and labor laws to new tax rules.

There's also new information to help your company obtain business loans, grants, contracts and economic-development incentives.

This information is organized in nine logical resource buckets: business development, employee training & education, employment & labor law, energy, environmental regulations, healthcare, Internet, manufacturing, small business and taxation.

Keep in mind that these pages will not be static! We will update and refresh them often with new information.

As a member, you will be able to access this information 24/7 by logging onto the new website.

Great new content is not the only thing you will find on NJBIA's new website.

The entire site has been modernized in every respect. The most important visible change is the requirement that all new Web visitors sign up and login to access protected pages. Most members will be prompted to follow a quick three-step process to create a password. However, any new visitor who enters an e-mail address that is not recognized by the system will be required to complete a brief new-visitor signup form.

Members who sign up and log in will be able to:

- Access protected, members-only pages (such as the resource buckets mentioned above).
- Take advantage of member discounts when registering for events or purchasing publications online.
- View their information and history of transactions with NJBIA.
- Request a change to their information.
- Join NJBIA policy committees and receive free electronic copies of our top publications.
- Pay their dues online.



>We listened carefully to your suggestions and worked hard to deliver a great new product.

If you are a member who signs up with an unrecognized e-mail address, it may take our member services department a day or two to confirm that you are indeed employed by an NJBIA member company. In that event, we ask your patience. However, you may also contact a member services representative at webhelp@njbja.org or 609-393-7707, ext. 2673, during regular business hours.

Nonmembers who sign up and login will be able to register for events and purchase publications online at regular nonmember prices. They will also be able to view their information, request changes to that information, and join NJBIA online.

Please enjoy our new website, and if you have a good idea to improve it or simply want to talk about it, feel free to contact me directly at 609-393-7707, ext. 227, or cbiddle@njbja.org. **NJB**