



by Philip Kirschner
President

Report TO MEMBERS

You Are the First to Know With NJBIA Publications

As a New Jersey employer, you are confronted daily with difficult challenges and issues related to doing business in this state.

How do I get the best health insurance at the best price for my employees? How can I get training for my employees? How do new tax laws impact my business? What environmental laws apply to my business? Who can answer my questions if my business has a problem?

I strongly believe that the New Jersey Business & Industry Association is the only statewide organization in New Jersey that has the staff, knowledge, experience and contacts in business and government to truly help you succeed in the face of these challenges.

One of our most important goals as an Association is to help you meet the challenge of doing business in New Jersey by delivering valuable, timely, succinct and relevant information through our print and online publications.

If you are reading this column, it's probably because your company or organization is already a member of NJBIA. New Jersey Business Magazine is our flagship publication, and it is sent automatically to all members at no extra charge. It contains a wealth of practical information about business solutions and trends.

We have two other regular print publications. The monthly Business Voice, which goes to all members, contains timely updates on laws and regulations affecting your business, tips on how to get the most out of your membership, practical information to help your business, and news about member activities. The weekly Capitol Memo, available upon request, contains the latest information on new laws and regulations coming out of Trenton.

Not long ago, all communications from NJBIA came to you in paper-and-ink format, courtesy of the US Post Office. However, the world of Internet communications has changed forever how we communicate with you — and how you can communicate with us.

Before discussing our Internet communications program, and how it can benefit your business, I'd like to ask you a favor. If you have never received an e-mail from NJBIA, it's because we don't have your e-mail address. If this is the case, we ask that you send us your e-mail address, which we will keep strictly confidential.

As a recipient of our e-mail communications, you will be the first to know about some of our great new programs, such as how to get free basic-skills training for your employees and about new laws impacting your business.

Our regular e-mail publications include the E-Memo (the online version of the Capitol Memo), the E-News (our monthly online publication, which contains links to valuable information and money-saving benefits), and our Issue Networks, which go to small groups of NJBIA members who are interested in particular issue areas, such as health insurance, taxation, environmental compliance, human resources, and energy.

We also send periodic e-mails to targeted groups of members. For example, we recently sent an e-mail to our small and medium-size companies about a new Basic Skills Workforce Training Program geared specifically to their needs. The program provides free training to employees in communications, computer use, mathematics and English as a second language! Within days, more than 200 companies had signed up online, and they are now the first ones taking advantage of this exceptional program.

Our goal is to serve you, and we can serve you better if we have your e-mail address. This way you can take advantage of all NJBIA communications. We've made it easy for you to send us your e-mail address online. Just visit www.njbja.org. 📧