

NJBIA

REPORT TO MEMBERS *By Philip Kirschner, President*

NJBIA Offers Practical Help To Survive Troubled Times

The official numbers only begin to tell the story of the great difficulties many of our members face as they struggle through the worst recession in almost 30 years.

Most of the NJBIA members I talk to tell me that their business has slowed, in some cases dramatically. Credit is still tight for a large number of companies, and the immediate future does not look good.

The New Jersey Business & Industry Association believes it is extremely important to help its members meet the challenge of a deep recession in whatever way we can.

NJBIA was a driving force behind recent legislation that will help lower the state's business taxes and make more loans and loan guarantees available to businesses. We are also making resources available on our Web site to ease the recession shock. There you will find information, for example, on how to get loans, loan guarantees, and incentive grants from the NJ Economic Development Authority under the Governor's economic stimulus program. (Visit www.njbja.org/resources for details.)

I also urge you to call our Member Service representatives with any problem you have. Please call 800-499-4419, ext. 220. We will do our best to give you the help you need or work with you to connect you with someone who can.

This is also a good time to take advantage of the benefits of your NJBIA membership. One of the most important benefits

of membership is your ability to tap into programs that can save you money at a time when cost cutting is essential. Here are a few of these programs:

Top-Ranked Insurance Coverage—NJBIA members are eligible to apply for auto, home and workers' compensation coverage with New Jersey Manufacturers Insurance Company (NJM). Acclaimed for its prudent business practices, low costs, excellent service and 91-year history of paying dividends to policyholders, NJM offers

>To access the programs and services mentioned in this column, visit NJBIA's online Member Resource Center, www.njbja.org/resources

workers' compensation and commercial auto coverage to NJBIA member companies, as well as personal auto and homeowners coverage to you and your employees, if NJM's underwriting criteria are met. Personal auto insurance coverage with NJM is an excellent benefit for your employees at no additional cost to your company.

Lower Your Shipping Costs—You can enjoy high quality shipping services while saving 20-52 percent on your costs through NJBIA's Shipping Program. You can ship overnight letters, single packages, truckloads or overseas. Services under this program are provided by many of the nation's major shipping companies, including UPS and Federal Express.

Lower Your Credit Card Processing Costs—You can lower your credit card processing costs and get free credit card processing equipment by taking advantage of NJBIA's relationship with Cornerstone Association Merchant Services (CAMS). You can also obtain up to \$175,000 in working capital.

This is a small sample of how we can help. Please contact us and we will assist you in any way we can. Working together, we can help you meet the challenge of this recession. We will get through this difficult period.

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