



Celebrating a Century of Service to NJ Business

# B U S I N E S S V O I C E

New Jersey Business & Industry Association

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## NJBIA Marks Its 100th Anniversary by Honoring Its Oldest Member Companies

Tom Colletti, president and owner of the National Ceramic Company in Trenton, surveyed the big hall at the Palace at Somerset Park, and he liked what he saw.

The occasion was the New Jersey Business & Industry Association's 100th Anniversary Tribute Reception, held on September 21 to recognize the hundreds of companies that have been Association members for 50 or more years.

As president of one of the nine companies represented at the event that have been members of the Association for 90 or more years, Tom Colletti was a special guest.

In his remarks during a ceremony held to honor the oldest companies, NJBIA President Philip Kirschner said he was proud to help lead an association whose members "have survived fierce competition in a high-cost state." He noted that 870 companies have been NJBIA members for 50 or more years, and sixteen for 90 or more years.

Colletti, whose company is still housed in its original 1912 factory on Southard Street in Trenton, said National Ceramic is perhaps the last surviving business that can trace its roots to the city's once world-renowned pottery and porcelain industry that employed thousands at the turn of the century. He took over the business from his father, who purchased the business in 1983.

Today, National Ceramic employs 14 people in the custom design and manufacture of small ceramic products, such as electrical insulators.

Like the other long-time members of the Association who attended the reception,

Colletti was delighted to get the attention. "We've been in business so long we're getting recognized just for lasting so long," he quipped.

Before formally recognizing NJBIA's oldest members, NJBIA Chairman Tony Stonis noted how, over the past 100 years, "NJBIA has become ever more critical to the success not only of its members, but also of New Jersey's wider business community."

Then Stonis called Colletti and representatives from the other eight "90-plus" companies to the stage to be recognized. Each was presented with a framed certificate of appreciation. They were called to the stage in the order in which their companies joined the Association:

- Robert Silberg, Director, Government Affairs, Merck & Co., Inc. of Whitehouse Station. Joined November 1913.
- Dean Paranicas, Vice President Public

(cont'd on pg. 5)

### Save on Energy!

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### It's All in the Family



Ralph Sanders (right), president of Sanders Roofing Company Inc. in Union, and Richard Sanders, vice president, pose for a photo at NJBIA's 100th Anniversary Reception.

## Christie Proposes Significant Pension and Benefit Reforms

Governor Chris Christie wants to fundamentally change public employee pension and health benefit programs that, unless reformed, could bankrupt the state and cost taxpayers tens of billions of dollars in higher taxes. Christie unveiled his reform package September 14 and described it as a responsible way to close a \$46 billion unfunded liability in New Jersey's pension systems and a \$66 billion unfunded liability in health benefits for retirees.

Christie wants to increase public employees' contributions to their health benefits over four years to 30 percent of the cost of premiums instead of the current 8 percent. He also proposed giving employees more options in the types of plans they can choose, including more affordable basic plans.

Christie's plan would also roll

back pension benefits 9 percent for future service, increase the retirement age to 65, increase the years of service for early retirement eligibility from 25 to 30 years of employment, increase the amount pension benefits are reduced for early retirement, increase what some employees contribute to their pensions to make payments uniform, and eliminate future automatic cost-of-living adjustments.

NJBIA strongly supports these reforms. Pension and health benefit costs consume a large and growing portion of state and local government budgets, driving up local property taxes and state taxes.

Furthermore, the changes to employee benefits proposed in these reforms are very much in line with what private-sector employees receive. Contact Jaime Reichardt at [jreichardt@njbia.org](mailto:jreichardt@njbia.org) for more information.

## Bill Would Cap Sick Leave, Vacation Time

Huge payouts for accumulated sick leave and vacation time for government employees would be limited under legislation released September 13 by the Senate Budget Committee. S-2220 (Sarlo) would cap the amount of pay current public employees can collect for unused sick leave and vacation time when they retire at \$15,000.

Often, employees at many public entities have been allowed to accumulate unlimited sick leave and vacation days, and then receive payment for all of it when they retire. As a result, some retirees have collected hundreds of thousands of dollars from public entities in addition to their already generous pension and health benefits. *(cont'd on pg. 6)*

## New Jersey Manufacturers Insurance Company's

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Tell your employees that because your company is a member of the New Jersey Business & Industry Association (NJBIA), they can apply for Personal Auto Insurance with NJM.

Visit [www.NJM.com/request](http://www.NJM.com/request) for informative materials to distribute to your employees.

*\* For instance NJM policyholders paid \$819 per car in 2009 after dividends, while other drivers paid \$1,111.*

## Manufacturing Tax Relief Bills Clear Assembly Panel

New Jersey manufacturers could expect to pay lower taxes under two NJBIA-backed bills released September 13 from the Assembly Commerce and Economic Development Committee.

A-2799 (Coutinho, Quijano) would exempt manufacturers from paying the transitional energy facility assessment (TEFA) surcharge on their energy bills, and A-2474 (Coughlin) would provide manufacturers a tax credit for 20 percent of the costs of new manufacturing equipment or improvements to a manufacturing facility.

The energy surcharge (TEFA) was created in 1997 when the taxation of utilities was shifted from a gross receipts tax to a combination of the corporation business tax and the sales tax. It was supposed to be temporary, but the state extended the surcharge several times.

Exempting manufacturers would save them approximately 10 percent of their energy costs and help them remain competitive with neighboring states. Manufacturers are among the largest users of electricity and natural gas, and in New Jersey they pay the 7th highest electricity rates in the nation.

A-2474 (Coughlin) would provide a tax credit for 20 percent of the costs of manufacturing equipment installed at a facility and for improvements or additions that result in the renovation, modernization or expansion of a manufacturing facility.

For more information, contact Sara Bluhm at [sbluhm@njbja.org](mailto:sbluhm@njbja.org).

## Small Business Red Tape Relief

Small businesses would have the right to appeal any state agency's economic-impact assessment under NJBIA-backed legislation approved by the Assembly on September 30.

A-2129 (Chivukula, McHose) would change NJ's Regulatory Flexibility Act to require government agencies to simplify reporting processes for small businesses and better assess the impact new or revised regulations would have on them. Small business owners would be able to petition the department or agency that issued the regulations and assert that they failed to comply with the act. For more information, contact David Brogan at [dbrogan@njbja.org](mailto:dbrogan@njbja.org).

## Governor Conditionally Vetoes Bill Allowing UI Benefit Overpayments

New Jersey employers should not have to pay for unemployment benefits in excess of what a recipient is entitled to. That is why NJBIA supports the Governor's conditional veto of S-1968 (Buono, Madden)/A-2864 (Greenstein, DeAngelo).

The veto would eliminate a provision in the bill permitting people to keep overpayments they received in error, based on incorrect information that was not submitted fraudulently. Currently, overpayments must be returned to the fund.

The Senate has concurred with the conditional veto.

The bill would also protect laid-off workers from improper

delays or denials of their unemployment insurance (UI) claims, expand the time frame for appeals, and provide for the regulation of agents representing claimants and employers. The veto would not change these provisions.

New Jersey's UI fund has been insolvent for more than a year and is approximately \$1.75 billion in debt. Errors in overpayments would cost the fund about \$28 million annually if they are not recouped. It is wrong to add to employers' already heavy UI tax burden.

For more information, contact Christine Stearns at [cstearns@njbja.org](mailto:cstearns@njbja.org).

## Energy Savings Credits for Cos.

Businesses would be eligible for a credit against their Societal Benefits Charge (SBC) for implementing energy efficiency and conservation projects under A-2528 (Chivukula, Quijano), backed by NJBIA. The Assembly Telecommunications and Utilities Committee released the bill September 20.

All New Jersey energy consumers pay an SBC surcharge based on the amount of electricity they consume. Because commercial and industrial energy users consume 64 percent of all electricity, they are the largest contributors to this fund. However, most credits are provided to residential customers. For more information, contact Sara Bluhm at [sbluhm@njbja.org](mailto:sbluhm@njbja.org).

# NJBIA Honors Eleven Members for Outstanding Achievements at Awards Ceremony on October 19

On Tuesday, October 19, New Jersey Business & Industry Association President Philip Kirschner presented the Association's 2010 Awards for Excellence to eleven companies for their outstanding achievements.

The awards were presented at a dinner ceremony at The Pines Manor in Edison.

Every year, NJBIA honors a select group of employers from among its 22,000 members for their outstanding achievements in four categories: Business Expansion, for exceptional business growth; Environmental Quality, for protection of the environment; Outstanding Employer, for outstanding workforce management practices; and Public Service, for giving time and resources to community projects.

Any member company can nominate itself for an award. An independent panel of judges selects the winners, and the information submitted by the winners is verified by Mercadien.

"It always gives us great pleasure to recognize the outstanding achievements of our member companies. Each of our winners has a wonderful story that deserves to be told," said NJBIA President Philip Kirschner.

## THE 2010 WINNERS

### Business Expansion Award

The Business Expansion Award is presented to companies that have contributed to the state's economic growth through sales growth, productivity enhancements, and/or the net creation of new jobs.

**Peloton Advantage, LLC**

### 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.

**Colgate-Palmolive Company Global Technology Center  
Hall's Warehouse Corp.  
Waste Management of New Jersey**

### Outstanding Employer Award

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

**Berkeley College  
NuStar Energy L.P.  
Wakefern Food Corp.**

### Public Service Award

The Public Service Award is presented to companies for outstanding service to their communities.

**Burlington County College  
ConocoPhillips Bayway Refinery  
Gibbons P.C.  
Hackensack University Medical Center**



Mercadien, P.C., Certified Public Accountants performed the agreed-upon procedures to verify the information supplied by the 2010 NJBIA Awards for Excellence finalists.

As entrepreneurs serving entrepreneurs, the principals and staff of Mercadien, P.C., CPAs are uniquely suited to provide creative solutions to a variety of businesses and organizations.

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## NJBIA Celebrates *(cont'd. from pg. 1)*

Policy, BD or Becton Dickinson of Franklin Lakes. Joined January 1914.

- Jennifer Sweeney, Executive Coordinator, Government Affairs, Campbell Soup Company, Camden. Joined January 1914.
- Cliff Lindholm, President, Falstrom Company. Joined January 1914.
- Ralph Ruocco, President, I N Blue Printing Company of Point Pleasant Beach. Joined January 1914.
- Warren Flicker, Chairman & Chief Executive Officer, Homasote Company, West Trenton. Joined March 1919.
- Vincent “Tom” Colletti, Chief Executive Officer, National Ceramic Company of Trenton. Joined May 1919.
- John Green, President, Charles E. Green & Son of Newark. Joined October 1919.
- Jake Angell, Executive Vice President, C. S. Osborne of Harrison. Joined December 1920.

The reception was sponsored by Merck & Co., NJBIA’s oldest member. Merck representative Silberg spoke about the importance of NJBIA to the New Jersey business community today.

Bernie Flynn, president and CEO of the New Jersey Manufacturers Insurance Company (NJM), spoke about the close 97-year relationship between NJBIA and NJM, and the importance of NJBIA members being eligible to apply for NJM’s top-rated insurance products.

The event’s featured speaker, Lt. Governor Kim Guadagno, spoke passionately about the work being done on many fronts by Governor Chris Christie and his staff to cut red tape, lower taxes, and bolster New Jersey’s business climate.

Guests were intrigued by NJBIA’s historical exhibit, which included a large bronze plaque from 1926 that was fastened to a 15-ton rock on the lawn of the Association’s former headquarters at 175 West State Street in Trenton.

Roy Konwiser, president of Ralph U. Konwiser Inc. in Orange, shows the original NJBIA member plaque received by his father Ralph, who founded the company in 1929.



Representing 28 years of NJBIA leadership are Barbara Coe, wife of the late NJBIA President Bruce Coe; President Emeritus Joe Gonzalez (second from right); and current President Philip Kirschner (second from left). Flanking them are NJM President Bernie Flynn (left), and NJBIA Chairman Tony Stonis.



Individuals representing companies that have been NJBIA members for 90 or more years gather for a ceremonial photo. They include (from left to right, first row) Jake Angell, Dean Paranicas, Jennifer Sweeney, John Green, Tom Colletti and Warren Flicker, as well as Cliff Lindholm (third from left, second row), Bob Silberg (fourth from left, second row), and Ralph Ruocco (far right, second row). Also seen (from left) are NJBIA Chairman Tony Stonis, Lt. Governor Kim Guadagno, NJBIA President Philip Kirschner and NJM President Bernie Flynn.

**NJBIA Wishes to Thank Its Exclusive 100th Anniversary Tribute Sponsor**

**Merck & Co., Inc., — NJBIA member since 1913**

## New Federal Law Extends Depreciation Write-off, Expands Tax Deduction for Expenses

Businesses of all sizes will be able to immediately write-off 50 percent of the cost of depreciable property under a federal law signed September 27 by President Barack Obama.

The *Small Business Jobs and Credit Act* extends for 2010 the bonus depreciation provision included in both the 2008 and 2009 economic stimulus laws. It also increases Section 179 expens-

ing for two years by increasing the expense limitation to \$500,000 with a phase-out threshold of \$2 million for years 2010 and 2011.

Specifically, the bonus depreciation provision allows 50 percent of the basis of qualified property to be deducted in the year in which the property is placed in service. The remaining 50 percent can be recovered under normal depreciation rules. As a result of this extension, bonus depreciation is generally available for qualified property placed in service in 2008, 2009 or 2010.

The Act also includes a number of other small-business incentives, including an extension of the carry-back period for eligible small-business credits to five years and a provision that general small-business credits are not subject to the alternative minimum tax.

The measure also creates a \$30 billion federal fund to encourage more small banks to issue loans to small businesses.

## Expanded School Choice Bill Becomes Law

School children across New Jersey will be able to attend schools outside their home districts thanks to a new law expanding New Jersey's pilot program for public school choice.

On September 9, Governor Chris Christie signed A-355 (Jasey, Voss)/S-1073 (Turner, T. Kean), which expands the state's pilot Interdistrict Public School Choice program from 15 districts to all school districts seeking to become approved choice districts.

More public school choice will allow thousands of students to attend better schools. NJBIA believes that all students would benefit from greater competition between school districts.

School choice is also a key component of Governor Chris Christie's education reform proposals, which are designed to improve student education outcomes, increase the use of charter schools and base teachers' salaries on their performance instead of seniority.

For more information, contact Jaime Reichardt at [jreichardt@njbia.org](mailto:jreichardt@njbia.org).

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United Water

### Time Cap for Gov't. Employees *(cont'd. from pg. 2)*

Earlier this year, Christie and the Legislature enacted a law to cap sick leave and vacation pay for new public employees, but not for current public employees. These excessive payouts have contributed to New Jersey's highest-in-the-nation property taxes by forcing school boards, municipalities and other local government entities to pay huge lump sums when employees retire. For more information, contact Jaime Reichardt at [jreichardt@njbia.org](mailto:jreichardt@njbia.org).

## NJBIA Programs & Benefits

### WEDNESDAY, NOVEMBER 3

**Building Your Business: How to Get Government Contracts and Financing and Make the Most of State Tax Laws**

- Location: The Pines Manor, Edison (Route 27)
- Time: 8:00 a.m. – 12:30 p.m.
- Cost: \$129 pp for NJBIA members  
\$169 for nonmembers
- Contact: Katie Wittkamp, ext. 239

State and local governments spend billions of dollars on contracts with private-sector companies and offer financing and other government programs to help businesses. At this seminar, some of the state's top experts will show you how to obtain government contracts and financing, and how to make the tax laws work for you!

### FRIDAY, NOVEMBER 12

**Managing Energy Costs  
in a  
Challenging Market:**

**Making the Most of  
Green Technology**

See page 8 for details!

**High-visibility  
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available for  
these and other  
events!**

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ext. 219 today.**

**Registering couldn't be easier!**

**Visit [www.njbja.org/events](http://www.njbja.org/events) to register online or  
call the NJBIA contact listed at 609-393-7707.**

### FRIDAY, NOVEMBER 19

**Complying with State and Federal Family  
and Disability Leave Laws**

- Location: The Mansion, Voorhees
- Time: 8:30 a.m. – 1:00 p.m.
- Cost: \$129 pp for NJBIA members  
\$169 for nonmembers
- Contact: Katie Wittkamp, ext. 239

Enactment of paid family leave in New Jersey means your employees could be eligible to take paid or unpaid leave under six different state and federal laws that often overlap. Hear from top legal experts about your company's rights and obligations under the state's leave laws, workers' compensation and disability laws, the federal Medical Leave Act, and the Americans with Disabilities Act.

### TUESDAY, DECEMBER 14

**NJBIA Public Policy Forum – Heading in  
a New Direction: Changing NJ's Business  
Climate**

- Location: Renaissance Woodbridge Hotel, Iselin (Route 1 South)
- Time: 7:45 a.m. – 2:00 p.m.
- Cost: \$175 pp for NJBIA members  
\$250 for nonmembers
- Contact: Katie Wittkamp, ext. 239

Change is happening in Trenton! A new governor has set New Jersey on a path of reform and a better business climate. New legislative leaders have made creating jobs a top priority. Meet the state's top business and political leaders at this don't-miss networking event of the year. Space is limited, so register today!

## CALL FOR NOMINATIONS!

**NJBIA's 2011 New Good Neighbor Awards Competition  
Nomination Deadline: February 4, 2011**

The New Jersey Business & Industry Association and *New Jersey Business* magazine are holding their 51st Annual New Good Neighbor Awards competition.

If you work for a federal, state, county or local government entity, a local chamber of commerce, or an industrial development association, you can nominate any eligible "new good neighbor."

### What facilities are eligible?

New, renovated or expanded plants, office and commercial buildings, and retail centers (excluding individual stores within shopping centers) are

eligible for nomination. Construction or capital expenditures at the nominated facility must have been completed during the past two years, between January 1, 2009 and December 31, 2010. The projects must show economic benefit, architectural merit, and community involvement. Winners will be featured in the June 2011 issue of the magazine. The awards will be presented at a June 2011 luncheon.

The nomination deadline is Friday, February 4, 2011. Visit [www.njbja.org/awards](http://www.njbja.org/awards) to download the nomination forms, or contact Katie Wittkamp at ext. 239 for more information.

# MANAGING ENERGY COSTS

## MAKING THE MOST OF GREEN TECHNOLOGY



**FRIDAY, NOV. 12, 2010**  
**8:30 a.m.-12:30 p.m.**  
**Pines Manor, Route 27, Edison, NJ**

Learn How to **MANAGE** your **ENERGY COSTS**

Take Advantage of **NEW GREEN TECHNOLOGIES**

Find Out How to Take Advantage of **GOVERNMENT AND UTILITY PROGRAMS** to Fund Energy Efficiency Projects

Get Information on **ENERGY CONSERVATION AND AUDITS**

It seems like everyone is trying to save energy these days. And why not? Conserving energy and becoming more energy efficient can save your business money and improve your company's image at the same time.

That's why NJBIA is offering a half-day program, *Managing Energy Costs in a Challenging Market: Making the Most of Green Technology*. Pick up new strategies and tactics to become more energy efficient. Learn the ins and outs of the government programs and subsidies available to help your business fund energy conservation projects. Find out what programs and assistance are available from utilities. Learn how to put green technologies to work in your business.

This NJBIA program will bring together energy experts, energy providers, government officials and others who can tell you all you need to know about taking control of your energy bills. Don't wait. Seating is limited, so register today.

### AGENDA

8:30-9:00 a.m.: Registration • 9:00-10:30 a.m.: Program  
 10:30-10:45 a.m.: Networking Break with Exhibitors  
 10:45 a.m.-Noon: Program • Noon-12:30 p.m.: Questions and Answers

## REGISTRATION: Managing Energy Costs Seminar

Friday, November 12, 2010 • Pines Manor, Route 27, Edison • 8:30 a.m.-12:30 p.m.

### 1 REGISTRATION INFORMATION:

(Please copy form for additional registrants.)

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 ( ) ( )  
 Phone \_\_\_\_\_ Ext. \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

**2 SPONSOR INFORMATION:** As an event sponsor, you will receive free registration for three attendees; your company name and logo on event signs; recognition during the program; an exhibit table to display your company's promotional materials. Cost is \$2,000. For more information, call Sherry Esteves at 609-393-7707, ext. 219.

### 3 REGISTRATION FEES:

(Includes continental breakfast and handouts)

<b>NJBIA Member</b>	<b>Nonmember</b>
<b>\$129 per person</b>	<b>\$169 per person</b>

**Preregistration is a must! Seating is limited!**

### 4 PAYMENT OPTIONS: (Payment is requested in advance.)

Check enclosed, made payable to NJBIA.  
 Credit Card:  AMEX  MasterCard  VISA  
 Account # \_\_\_\_\_  
 Expiration Date \_\_\_\_/\_\_\_\_ Dollar Amount \$ \_\_\_\_\_  
 Name of Cardholder (print) \_\_\_\_\_  
 Signature (required) \_\_\_\_\_  
 Credit Card Address (required) \_\_\_\_\_

- **Fax** registration to 609-503-9105.
- **Mail to:** NJBIA, Attn: Katie Wittkamp, PO Box 230, Trenton, NJ 08602-0230.
- **Cancel** by November 5 to receive a refund. Substitutions welcome.
- **Information:** Call Katie Wittkamp at 609-393-7707, ext. 239.

**Register online at [www.njbja.org/events](http://www.njbja.org/events)**



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