

### New angle for an ex-newsman

For months, I've been urging businesspeople to start forming their communications strategy by thinking about how they would tell their own story.

Then it was my turn.

A reporter for Quest, a magazine published by the Muscular Dystrophy Association, called me to talk about my career as a journalist-turned-entrepreneur.

Now, any story worth reading connects the reader with the subject in a way that goes beyond surface details and stock remarks.

I knew I would have to open up about the way muscular dystrophy has affected my life.

It was more difficult for me to share the details of my disease than I had imagined. While anyone who knows me is familiar with my willingness to laugh at myself, I was hesitant to talk about such matters for publication.

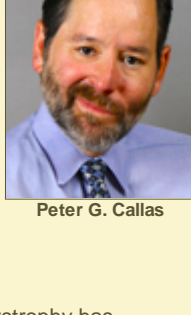
I was getting a taste of some of my own medicine, so to speak. After all, I spent 25 years pressing reporters to get people to open up so they could write the "real" story.

In the end, my apprehensions about the interview were eased when I thought about the quality of the publication and the reputation of the reporter, Miriam Davidson, an Arizona-based writer.

Hmmm. Those core values are familiar—credibility, reputation, trust. They're the same values I identified as my company's key strengths.

<http://www.pgccommunications.com>

Check out the results at <http://quest.mda.org/news/laid-newsman-fshd-starts-second-career>



Peter G. Callas

### On the Horizon

#### Kicking off the summer season

The Mercer Regional Chamber of Commerce is getting ready to host its Connections on the Corridor Event Under the Tent, its largest networking event of the year. <http://bit.ly/dlZUZh>

The gathering, featuring food and entertainment, is scheduled for Thursday, May 27, from 5 p.m. to 7 p.m., at The Shoppes at Hamilton, 549 Route 130 South in Hamilton. Admission fees range from \$25 to \$40, depending upon membership level and advance registration.

A workshop titled "Professionals in Transition" will be held from 4 p.m. to 5 p.m. at the Hamilton Partnership Office at the shopping center. <http://hamiltonpartnership.com/>

The presenters are Robin Fogel, president of Robin Fogel & Associates (<http://coachrobinfogel.com/>), and Steve Szmuto, employer relations manager of Drexel University, LeBow College of Business, Office of MBA Career Services. <http://www.lebow.drexel.edu/CareerServices/MBA/index.php>. There is a \$10 fee for the workshop and registration is required.

#### Tasty treats on menu

Restaurants throughout Hamilton will be rolling out their specialties for the third-annual "A Taste of Hamilton," set for Thursday, June 10, from 5:30 p.m. to 8:30 p.m. at the Seward Johnson Center for the Arts at the Grounds For Sculpture, 18 Fairgrounds Road. <http://www.groundsforsculpture.org/>

The event is intended to showcase the dining options in the township, which boosters have proclaimed is the "restaurant capital of Mercer County."

It is hosted by Hamilton Mayor John Bencivengo (<http://www.hamiltonnj.com/content/901/924/default.aspx>) and the township's Economic Development Advisory Commission (<http://www.hamiltonnj.com/content/893/952/default.aspx>). The Mercer Regional Chamber of Commerce (<http://www.mercerchamber.org>) and the Grounds for Sculpture are co-hosts.

Advance tickets are \$25 per person, for reservations received by June 7, while admission at the door is \$30 per person. Checks should be made payable to the Hamilton Township Economic Development Advisory Commission and mailed to P.O. Box 2926, Hamilton, NJ 08690. For info, call (609) 890-0231 or (609) 890-3519.



John Bencivengo

### On the Move



RWJ Hamilton officials prepare to cut the ribbon at the official opening of the RWJ Medical Associates at Florence. Pictured left to right are: Barbara Smith, chief operating officer; Harry Manser, D.O.; James Bancroft, M.D.; Lisa Breza, chief nursing officer; and Diane Grillo, senior vice president and chief learning and communications officer. (Photo by Cie Stroud)

#### RWJ Hamilton expands Burlco services

Robert Wood Johnson University Hospital Hamilton has always attracted patients from northern Burlington County. Now, the hospital is expanding its presence in the communities south of Hamilton and making sure residents know about its services. <http://www.rwjhamilton.org/Pages/Home.aspx>

Earlier this month, hospital officials cut the ribbon on RWJ Medical Associates at Florence. James A. Bancroft, MD, will lead the practice at 216 E. Front St. Harry E. Manser Jr., DO, practiced at the same office for nearly 30 years before joining RWJ Hamilton and moving to the main campus off Whitehorse-Hamilton Square Road.

In February 2009, the hospital opened a state-of-the art Diagnostic and Treatment Center at One Sheffield Drive off Columbus Road in Mansfield. It features the latest imaging technology and easy access to the hospital's nationally certified outpatient diabetes self-management program.

Future plans under consideration include the first Burlington County location for a Lakeview Child Center, a nationally accredited network of day care centers.

#### Innovator promoted at restaurant

Amy Foulks has helped launched many initiatives at the Salt Creek Grille, the Plainsboro restaurant perhaps best known for its Zagat-lauded pork chops. <http://www.saltcreekgrille.com/>

Now she's the new general manager, the first woman to hold the post.

Foulks has been with the Salt Creek company for more than a decade, helping to open its Plainsboro and Rumson locations. The company also operates three restaurants in California.

In Plainsboro, she has cultivated a wine culture, helped develop menu items, introduced sustainable practices and started an employee softball league.

She's taking the helm from Hugh Preece, who is now West Coast operations partner for the company.

#### New face on MCCC's sales team

John Radvany, a former account executive for a financial printer, will be working with companies to develop custom training programs to help their employees improve productivity in his new role at Mercer County Community College.

Radvany has joined the sales staff at The Center for Training and Development (CTD), based at the college's West Windsor campus. <http://www.mccc.edu/ctd>

The Yardley, Pa., resident has deep roots in Mercer County. He has lived in Trenton and Titusville, graduated from MCCC and earned his bachelor's degree at Rider University in Lawrence. He also has a master's from the University of Pennsylvania.

The CTD offers programs in a variety of subject areas, including executive coaching, project management, information technology, PC skills and marketing and sales promotion.

For more information, contact CTD Director Elaine Weinberg at (609) 570-3612, or [weinberg@mccc.edu](mailto:weinberg@mccc.edu).

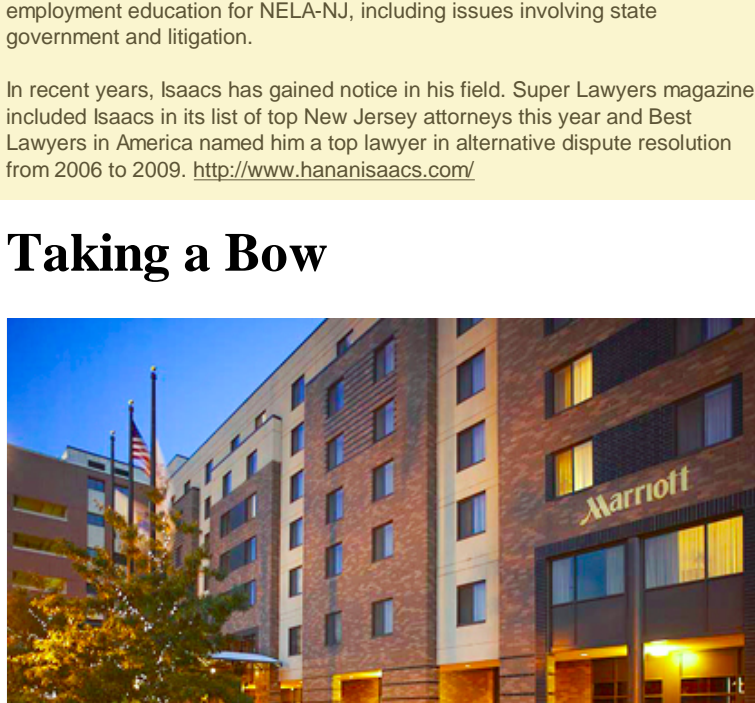
#### Princeton lawyer joins national board

Hanan M. Isaacs, a Princeton attorney with nearly 30 years' experience, will share his insights on the employment law in his new role as a member of the board of directors for the New Jersey chapter of the National Employment Lawyers Association (NELA). <http://www.nelanj.org/>

Isaacs, who has been elected to a two-year term on the board, will work on employment education for NELA-NJ, including issues involving state government and litigation.

In recent years, Isaacs has gained notice in his field. Super Lawyers magazine included Isaacs in its list of top New Jersey attorneys this year and Best Lawyers in America named him a top lawyer in alternative dispute resolution from 2006 to 2009. <http://www.hananisaacs.com/>

### Taking a Bow



Trenton Marriott

#### Hotel has staying power

The Granville Academy, an afterschool program that offers coaching and counseling to underserved minorities, was founded in 1983 by the Rev. William Granville. More than 2,000 students have graduated from the school. The award for the capital city's only hotel was among nearly a dozen awards bestowed upon students and school supporters during the Granville Academy's annual graduation ceremony Friday, held at the hotel.

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Zeiger has reached out to a variety of organizations to ensure the Trenton Marriott Downtown plays a role in the region's economic and civic events and to build customer bases for the hotel.

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### From the Editor's Desk

#### On the road again

Sometimes, I have to rely upon the kindness of strangers to drive safely around Mercer County, particularly when it comes to exiting shopping centers and changing lanes along Route 1 southbound in Lawrence at rush hour.



Anita Shaffer

That's why I've grown to appreciate the state's 511NJ Travel Information Hotline.

You don't have to wait until you see an electronic message board with a confusing advisory to find out whether a ramp is closed or a big accident is clogging the very highway you need to travel to make an appointment.

You simply dial "511" on your cell phone and speak to a computer. Of course, those who are organized can check online at <http://511nj.org/> before they leave the house.

After years of hearing about how New Jersey was moving to a smart highway system, the "511" service seems to be a prime example of how the technology can work.

Drivers can sign up for a customized alert service delivered via cell phone, email or personal digital assistant (PDA).

And if you want to talk to that computer, you may end up marveling at the advances in voice recognition technology.

There aren't too many conversations in the workday where you ask for a piece of information and get exactly what you want.

Anita Shaffer

Editor, BizBuzz

### Make sure your e-mails are seen!



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### Dim View of Garden State

#### CEO's rank N.J. near bottom

Businesspeople frequently complain about the difficulties of doing business in New Jersey and there's fresh confirmation of these frustrations in Chief Executive magazine's latest "Best & Worst States" survey.

New Jersey ranked 48th in the survey of all 50 states and the District of Columbia, based on the opinions of 651 CEOs throughout the nation. By contrast, Pennsylvania ranked 32nd.

Ranking with New Jersey in the "Worst 5" states were Massachusetts (47th), Michigan (49th), New York (50th) and California (51st). The "Best 5" states were Texas, which ranked first, followed by North Carolina, Tennessee, Virginia and Nevada.

The survey polled the business leaders on a variety of issues, including proximity to markets and resources, regulation, tax policies, workforce quality, education resources, quality of living and infrastructure.

The CEOs gave New Jersey a D in tax and regulation, a B- in workforce quality and a C in living environment. Pennsylvania's grades in those categories were C, B+ and B, respectively.

The survey comes with a nifty interactive website where you can customize the results by choosing from a variety of criteria. <http://bit.ly/bH0eP>

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### Now for the Good News



IT Hiring

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#### IT hiring poised for a rebound

Every dark cloud deserves a silver lining and there is some good news for New Jersey on another front.

WANTED Technologies Corp., which crunched employment market data, found that the number of online job ads for information technology professionals is up 34 percent over last year, with 185,000 ads in April compared with 138,000 at the same point last year.

In New Jersey, there were 9,019 jobs posted, up 14 percent from last year, making the state 12th nationwide in the growth in jobs-to-be-filled.

Topping all states in job postings was New York with 14,679 jobs advertised, a 74 percent increase over last year. The outlook is particularly good for New York City, the metro area with the most robust growth in online postings, where the survey found the demand now exceeds 2008 levels.

That's good news for New Jersey jobseekers with transit access to New York City.

Overall, demand for IT workers still trails its peak of 240,000 jobs in 2008, before the economy crashed. Current figures indicate there was one job advertised for every 16 IT workers, compared with one posting for every 23 workers last year.

The category includes programmers, software engineers, systems analysts, network administrators and web developers.

But if hiring is on its way up, that has to mean more opportunities for any company seeking to do business in the IT space.

WANTED Technologies is a Canada-based company with its U.S. headquarters in New York City. <http://bit.ly/9uMRdF>

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### Making an Impression

#### SERV attracts attention from industry magazine

SERV Behavioral Health System, a Ewing-based nonprofit that helps adults and children cope with mental illness and developmental disabilities, was featured recently in Behavioral Healthcare, a national magazine for managers and clinicians in the mental health and substance abuse fields. <http://www.servbhs.net/>

The article puts the spotlight on SERV's efforts to emphasize employment and education as part of the recovery process for people with severe and persistent mental illness. <http://bit.ly/9tmS8j>

SERV, which stands for Social, Educational, Residential and Vocational, is a private behavioral healthcare provider with offices in Mercer, Middlesex, Ocean, Hudson, Passaic and Union counties, and operations in Burlington and Monmouth counties.