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REALITY SETS IN

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Spotlight: Women in business

Career advice and success stories from executives making a difference in the corporate and non-profit worlds.

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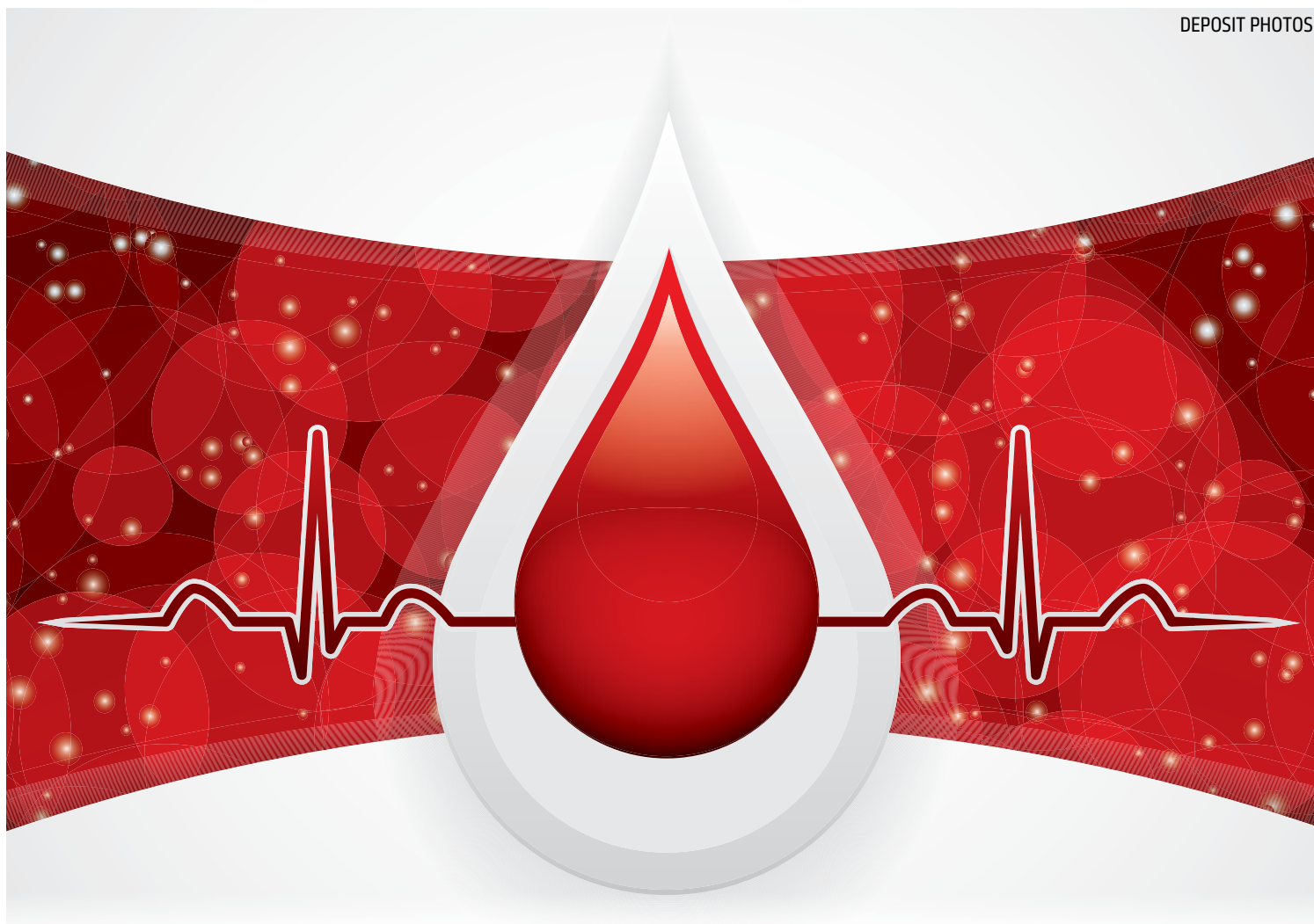
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DEPOSIT PHOTOS



IN THE RED

Blood donations fall off amid COVID-19 strictures

BY ANTHONY VECCHIONE
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At the peak of blood drive season blood donation centers are experiencing cancellations and a drop in individual donations. While the blood supply is adequate in New Jersey now, experts warn that a catastrophic shortage could develop if individuals stop donating while organizations such as colleges cancel scheduled blood drives.

In the face of the novel coronavirus (COVID-19) pandemic, community service providers like Vitalant and other centers are urging healthy individuals to donate blood—and organizations to maintain scheduled blood drives—to ensure patients have the lifesaving blood they need.

“Blood drives have been cancelled, we have a 40 percent drop in our bookings for the month of March since we started and as you can imagine they mostly come from businesses that closed or we just can’t go there. We are in middle of our high school and college seasons and we can’t do blood drives on campuses,” said Robert Kessler, senior manager for Vitalant.

Kessler said the company received cancellations for April and one as far out as June. Because of the curtailments, Vitalant and other donor centers expect their bottom lines to be hit. Vitalant has donor centers in Paramus, Montvale, Lincoln Park and Parsippany and runs blood drives through the state.

Dr. Ralph Vassallo, Vitalant’s chief medical and scientific officer, said hospitals will be challenged if COVID-19 infections increase. “The last thing we want them worrying about is having enough blood for trauma victims and cancer patients. That’s why it’s imperative that healthy individuals donate blood at drives and blood donation sites now,” Vassallo said.

Kessler said that if people need blood it is always best if it is waiting for them at the hospital when they need it and it is important that people donate blood on a regular basis.

“Some government agencies are advising people to avoid gatherings. At this point blood drives and donation centers are not gatherings, but essential health care activities and not having enough blood to meet basic patient needs could cause a public health crisis.”

He said Vitalant has taken measures to protect its donors who may have concerns. For instance, only healthy people are encouraged to give blood and a donor must be free of respiratory illness symptoms, including fever, to be eligible to donate and they have to meet certain travel criteria. Vitalant’s staff is equipped with the necessary personal protection gear and employees who don’t feel well are required to stay home.

In addition to barring ailing individuals from donating, Vitalant is alerting individuals not to donate if they have visited mainland China, South Korea, Iran or Italy within the last 28 days, have had a COVID-19 infection or been exposed to someone suspected of having a COVID-19 infection.

The AABB Interorganizational Task Force on Domestic Disasters and Acts of Terrorism recently urged healthy individuals to make and keep donation appointments—and ensure blood drives continue. (The AABB is the former American Association of Blood Banks.) Currently, all blood types and components are needed, with a significant need for platelets and type O blood donations. Platelets have a short, five-day shelf life. Type O-negative blood is the universal blood type, frequently used in traumas that can help stabilize all patients.

Vitalant said it strives to maintain a four-day supply of blood just to provide what patients need, and currently the company is at less than half that for many blood types. In addition to the vigorous FDA-mandated testing of all blood components donated, Vitalant staff follows rigorous safety and disinfection protocols at its blood drives and donation centers. Finally, giving blood has no impact on a donor’s immune system.

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REMOTE REPS

Fitness in a time of social distancing

BY GABRIELLE SAULSBERY
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Hayley Guerra enters her MAX Challenge class to a welcome reprieve: her classmates are there, along with the trainer she's grown so fond of. And for the next 45 minutes, she gets to pour the stresses of work and motherhood and life into the workout du jour.

It's a welcome bit of normalcy amid the chaos, but it's a new normal, and a new chaos: Rather than at the gym in Hazlet, her MAX class is on video-streaming platform Zoom. This tableau is fitness during the COVID-19 pandemic.

Six months pregnant and a MAX class faithful, Guerra is also the director of marketing and development for the company, a Morganville-based fitness chain with more than 80 locations nationwide. Earlier last week, MAX Challenge chief executive Bryan Klein decided — before the state required it — to shut the doors of his centers indefinitely until the end of the COVID-19 pandemic that has sickened thousands of people nationwide and killed well over 100.

He is one business owner of many who have had to make the tough yet obvious call that their locations, which often serve as pillars of the community and popular gathering places, can't be open right now. And he's one of many who, in the face of hardship, have decided to innovate at lightning speed.

Over the course of 48 hours, Klein, Guerra, and other key members of the MAX corporate team created and launched MAX From Home, a way to bring workout classes online to its 20,000 members companywide. A repository of videos has been recorded, edited, and released onto YouTube in the interim, and many of the 600 centers are already hosting classes on Zoom, but Klein and co. are working toward a full March 30 release of MAX From Home where each center and each trainer at home is fully equipped with Zoom and able to host classes as scheduled. Zoom allows anyone signed into a class to see other participants, hear each other and be seen and heard themselves in real time.

"The reaction of the members overall is through the roof. They're so grateful to be able to continue with their regular schedule and keep moving forward with their fitness



New Jersey members Jaclyn Cusack and Rebecca Ginsand. - STARKY MORILLO PHOTOGRAPHY

goals, but even more important, at this time it's just a tremendous stress relief," Klein said.

Classes are opened up on the Zoom livestream five to 10 minutes before they begin and kept open five to 10 minutes after the end to allow classmates to socialize as they would at the gym.

"Many of these people became friends from the MAX to begin with. It's amazing that they're not disconnected from their friends and they still get to interact in this way. I think that'll become more and more important," Klein said.

And to keep paying his trainers, managers, staff and the corporate team, Klein has reduced his salary to zero, and corporate team has taken pay cuts.

"I'm protecting people's salaries the best I can and staving off layoffs. If we didn't have this virtual aspect going, it would be impossible, but we're staving it off as best we can. No person can build a company on their own. Even if it was my idea, dozens of people have helped to this point," Klein said.

"We want there to be a MAX Challenge on the other side, and if we make sure our actions are guided by compassion and care, I think we're on the right track," Guerra said. "A business that acts like a business is not going to be a business for too long."

VIRTUAL REALITY

Multiple other fitness centers, including CrossFit gyms and yoga studios, are following suit with a transition to online business in hopes of keeping members committed to



Instructor and member from Texas. - TRICIA KRIMM

their fitness—and their business—during mandated social distancing strictures.

Iron Crossfit in North Brunswick is offering WODs, Crossfit's colloquialism for daily workout, on its platform Wodify with three options available: an option for members with no equipment available, one for members with limited equipment like a dumbbell or kettlebell, and an option for the few members that have access to a full gym. Owners Joe and Danielle Fraser host two live workouts on Zoom each day to give members the interactive feel they're missing and critique their form.

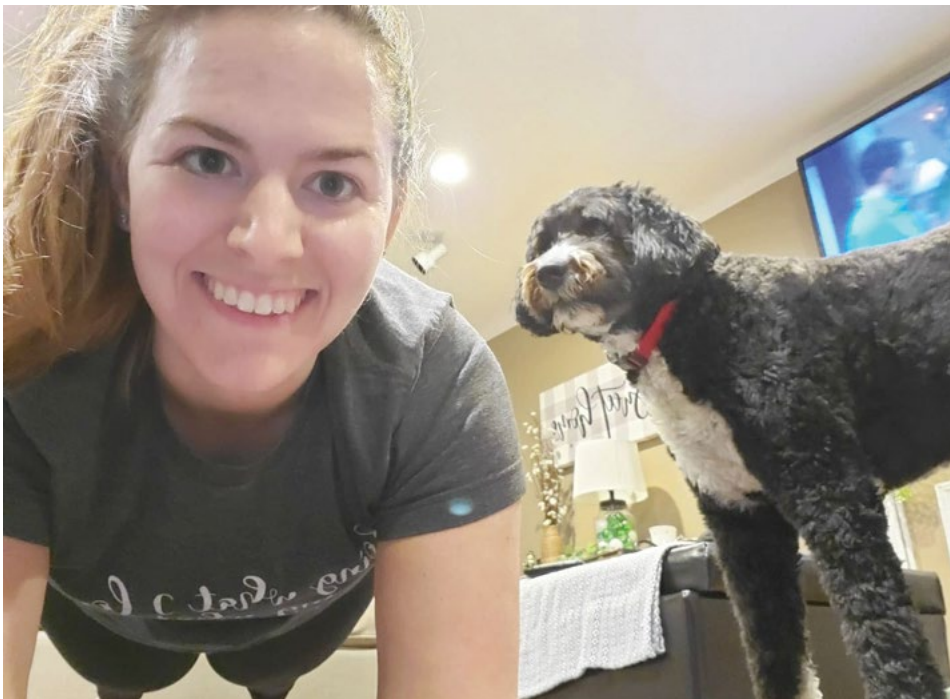
Each class has had 20 or so people tune in live, Joe told NJBIZ, and he expects it to become more popular.

"Most people connect through video

so I can critique them and give them motivation, and then they're not going to take breaks and stop working because everyone's online and can see them," Fraser said. "It's kind of how in-person class goes, it keeps you moving."

The Frasers also opened the gym for two days to rent out equipment to members who had none, giving them something weighted to use "for them to bring back when this thing is over."

In seven years of business, Iron hasn't closed once, save for holidays. Joe and Danielle had to cancel the upcoming seven year anniversary party their members were looking forward to, and in the same email, implored whoever was financially capable not to freeze or cancel their membership



Hazlet member Taylor Zaborney. - TAYLOR ZABORNEY

to allow Iron to continue paying its bills. "There have been no breaks on those commitments thus far," Fraser said. (It's not that no one has quit, it's that their bills haven't decided to give them any breaks. I just don't want that to be misunderstood)

"My insurer said this kind of event isn't covered under business interruption insurance. And our landlord, I haven't heard back from him," Fraser said. "I wrote an email last week ahead of time to see 'hey, could you waive this rent payment, we'll pay it back incrementally when we're back business as normal, or we'll pay it at the end of our lease agreement,' but I've yet to see if he'll help. He's either getting this email from all his tenants, or he has enough people that might have essential businesses that he'll cut me a break."

Overall, their members are understanding: less than 5 percent have cancelled or frozen, and the ones who have were all bartenders. The restaurant sector, tipped positions in particular, has been hit especially hard by COVID-19 social distancing policies and closures. Out of understanding, the Frasers are allowing those members to continue logging into Wodify and accessing WODs until they can get back on their feet.

At Great White Crossfit in Hackensack, owners Tara and Steve Ramos are offering daily WODs without equipment for free on Instagram, and are also offering a rental program for members to use the gym's kettlebells and plates at home.

They, too, in fear of their business collapsing, have implored their members not to quit or freeze memberships during this time. Only one has. Two other members have volunteered financial help, one to cover the costs of memberships lost during this time and another to pay up front for the next five months.

Some yoga studios have pursued growth in the same vein, like Elevate Yoga in Hazlet, which is offering its regular class schedule on Zoom. ("Class sizes have been consistent," said owner Alicia Somma Hodgskin.) And

Lawrenceville-based yoga chain Honor Yoga, launched its own live-streaming platform HY Now Live, which offers 10 or more live classes daily, on March 18.

HOW LONG?

For Iron, Fraser said things will get scarier if his business closure lasts more than three weeks. He's concerned about his trainers and how they're going to make money in this time, and said "if this goes over a month, we're going to go terrified panic mode." One option to pick up the financial slack is nutritional counseling, he said, but if people aren't going to the grocery store to pick up fresh foods, "how do you give good nutritional advice when most of the nutritional stuff like veggies and chicken are gone?"

It's all an adjustment for many, but one without an option otherwise.

"I feel like we're ahead of the game, looking at other gyms, but we weren't ready to do remote training," Fraser said. "This has forced us to grow."

And for students, like MAX's Guerra who also sees it from the company's corporate perspective, having something consistent from pre-pandemic life is a meaningful thing.

"It felt so good for me to work out Monday, even though the dog was hitting me in the face with a toy and my son was jumping on my back," she laughed. "But this is reality. We can still continue to help people the way we've always helped people, and we can do that by making sure that they're safe."

And for all his concern about what might happen to his business if social distancing measures and closures continue for more than a month, at Iron, Fraser sees a light at the end of the tunnel: "I do have a feeling once this is over with, it'll be like another January. I think there will be a huge rush of people trying to get in shape," he said. "I guess that's the silver lining. I won't have to do much advertising."

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PRAYERS ANSWERED

In one Jersey City project, public benefits come before private profits

BY LINDA LINDNER
@LINDALINDNER3

One of Jersey City's historic yet neglected properties will be getting new life as a public-private partnership after city planning officials issued approvals for the former St. Lucy's Church property at 619 Grove St. to be converted into a unique hybrid property.

Originally founded in 1884 as a parish for immigrants living in the area, the church served as a house of worship until 1986 before closing and has not been maintained since. An adjacent school building was taken over by Catholic Charities of Newark and served as a homeless shelter, even though it was not designed for that use. There is also a rectory that Catholic Charities occupies, but that also has seen better days. Plywood covers many windows and there is serious deterioration along with structural and roof issues. The shelter's buildings are inadequate to meet the programming needs and Catholic Charities has been actively looking for a new location for years. St. Lucy's is the only shelter in Jersey City.

For more than 40 years the church has been in real estate purgatory. The city has received many proposals to rehab and reuse the properties, but all proved unsuccessful – until Claremont Development stepped in.

Working closely with the Jersey City Planning and Historic Preservation staff, Claremont purchased the church and adjacent buildings from the Archdiocese of Newark and agreed to preserve and rehabilitate “key historic features” on the church while constructing a glass-heavy addition rising a total of 23 stories. The church property, designed by Hoboken-based Minervini Vandermark Melia Kelly, would include 430 units of housing consisting mostly of luxury rentals.

Maximilian “Max” Dorne, partner at Claremont Development, told NJBIZ that Jersey City emphasized the importance of keeping the facade in certain places and as recently as last summer it stressed the importance of keeping the former school, which is the existing shelter, as part of the development. “Frankly it adds a lot of character to the neighborhood, to the building - especially on the pedestrian level,” Dorne said. “Maintaining a lot of masonry articulation that is over a century old and clearly has significance architecturally. And any time you have these existing conditions you are creating a complexity in construction.”

Under the deal, the shelter will be built before the luxury housing portion and Claremont will not receive any tax abatement for the project. A zoning change was necessary and the planning board signed off on the modifications. Paperwork was submitted



Claremont Development will transform the property around St. Lucy's Church. -rendering by MVMK ARCHITECTURE & DESIGN



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to the city council in early March and the project is now awaiting final approvals before shovels hit the ground.

"Unlike most development projects where there's an offsite requirement or public benefit requirement that comes during construction where you have a certain set aside for affordable units occur during a lease up after construction," Dorne said. "This is something we committed to prior to breaking ground. Part of our developer's agreement with Jersey City is to have both projects [the shelter and the church] approved in a single application. We have to go and get a certificate of occupancy for the shelter prior to starting any vertical construction on the tower. The public benefit is coming before the developer's benefit. We are committed to this and are so happy to be working with Catholic Charities on this project," Dorne said.

The plans include Claremont constructing a completely new, 150-bed homeless shelter – which is more than the current 120-bed capacity – across the street that will also include 15 units of supportive housing for those living with HIV/AIDS. Claremont will also build 13 affordable units in the new tower.

Dorne said the developer partnered with a first-rate design team for structural engineering and architecture. He and his team were excited to take on the challenge of preserving and accentuating the historical facades and elements of the building.

"We've got units that access the bell tower for private bedrooms, common areas, some private dining and private hosting rooms in the upper floor of the bell tower it's pretty interesting how our architecture team was able to utilize some of these existing conditions not just for aesthetics but for functional use as well," Dorne said.

St. Lucy's Emergency Shelter is a supervised 24-hour, 7-day-a-week, year-round facility for women and men offering housing and food for those in need. Within the first week, clients meet with staff to assess their situation. Once their needs are determined, they are referred to one or more of the following services: welfare, supplemental security income, unemployment, job training and job search, education and mental-health/addiction-treatment programs. The shelter provides two meals a day, clothing as well as a shower program and outreach services for the unsheltered homeless.

In an interview, John Westervelt, chief executive officer Catholic Charities of the Archdiocese of Newark, said the facility does all it can to turn lives around of those that seek their help. They offer mental health assistance, job search help and reunite others with their families. They really do more than just get people off the street.

"St. Lucy's doesn't only give people a place to get a meal or spend a night. We offer wrap-around services — health, job search, workshops — and doing it in our current facility has been challenging," Westervelt said. "We will be really excited once we have our new building that will allow us to have designated areas for everything and we don't have to convert our meeting room into a bedroom."

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Maximillian Dorne and John Westervelt in front of St Lucy's Church. - AARON HOUSTON



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SPOTLIGHT Women in Business

"I discovered this little jewel that I didn't know existed." — Jean Gajano



Jean Gajano, executive director of New Eyes, standing in front of photo of founder Julia Lawrence Terry. - NEW EYES

From corporate to nonprofit: how one woman's Wall Street career is bringing vision to the needy

BY LINDA LINDNER
@LINDALINDNER3

Twelve years ago, the nation was reeling from a financial crisis and Jean Gajano, a Wall Street executive who had been working for a hedge fund, saw hers as well as other peoples' savings dry up. She wasn't happy.

Gajano had always worked hard and long hours, but the confluence of events that shook the financial world took a toll. She stepped away from corporate America and in her home town of Chatham helped establish the Chatham Education Foundation, raising money for activities that the school district couldn't afford. She also served on the Chatham Board of Education from 2001 to 2006.

In 2009, when an acquaintance asked her to come see what a community nonprofit was all about, she was skeptical, but she was hooked from the very first step in the door. New Eyes for the Needy, a global nonprofit organization with headquarters in Short Hills, was founded in 1932 by another woman, Julia Lawrence Terry, a volunteer at an American Red Cross food bank who noticed that many people seeking assistance could not see well enough to read their applications. Soliciting used glasses from her neighbors in Short Hills, Terry lent them to those seeking assistance. It was not long before she realized the frames of those used glasses were made from gold and silver. She took the glasses to a local smelter and received money for the precious metals. Later she would go on to arrange for free



New Eyes kids waiting to be fitted for glasses. - NEW EYES

eye exams and purchased new eyeglasses for the Red Cross beneficiaries – and New Eyes was born.

"The mission resonated with me. I myself have very bad eyesight," she says. "I discovered this little jewel that I didn't know existed." She was elevated to executive director overseeing daily operations in 2013, and managed grant writing and fundraising.

Today, through partnerships with optical companies and programs, every pair of

eye glasses from New Eyes costs just \$23. Getting to that \$23 price point wasn't easy. An average pair of eyeglasses costs \$190 and with the average weekly cost of groceries for a family of four running conservatively at around \$130 according to the U.S. Department of Agriculture, spending money on eye care often doesn't fit into the plan.

But thanks to Gajano and her corporate background, plus teamwork from everyone at New Eyes, and their belief that vision is

a necessity not a privilege, Gajano made it work. When she walked into New Eyes she had a clear notion of what she wanted to accomplish. She found a place that resonated with her; in fact, she said after working the corporate Wall Street world, coming on board to New Eyes was like “walking into a warm bath. Everyone welcomed me with open arms and they collaborated on everything. There was actual communication.”

Gajano also saw a need. At the time of her arrival, there was only so much the New Eyes team could do. There was a nine-month wait to get glasses on prescriptions that are often only good for a year. Her former Wall Street mentality kicked in and Gajano found ways to improve efficiency. She approached the board and the directors allowed her to take the lead. It took her just two years to revamp the organization’s operations.

GLASSES, GLOBALLY

New Eyes for the Needy provides new prescription eyeglasses for low-income Americans, and recycles gently used glasses that are distributed overseas. Today, the nonprofit purchases new prescription eyeglasses through a voucher program for low-income children and adults living in the U.S. Social service agencies, school nurses or other health advocates apply online on behalf of their clients. If approved, they order a high-quality pair of eyeglasses

through an online dispenser. Donations come in on a regular basis. The Short Hills establishment, together with organizations across the state, distributes eyeglasses to those in need all within the state from locations ranging from Newark to Morristown.

“While there’s global awareness of the lack of access to prescription eyeglasses, most Americans don’t realize that there are families living right in their city, or attending school alongside their children, who can’t afford to buy a pair of prescription eyeglasses,” Gajano says.

Since becoming executive director, Gajano and her staff switched from paper to electronic applications, reducing candidate waiting lists and getting qualified clients their glasses within five to 10 business days. Meanwhile, New Eyes’ partnership with manufacturer FEA Industries has cut single-vision and bifocal eyeglasses from \$63 to \$23 per pair. FEA provides the glasses to New Eyes at cost.

The organization is evolving to engage with a new generation of donors, and millennials have changed the group’s tactics. There have also been changes in the tax law affecting donors and changes in the workforce/work and life balance that influence New Eyes’ volunteer base of over 300 helpers.

The nonprofit’s volunteers test and sort donated glasses into various categories such as readers, children’s, sunglasses, etc.



New Eyes’ oldest volunteer, Jake Dalton, who turns 94 at the end of March, has volunteered at New Eyes for 27 years. - NEW EYES

and then pack and ship the glasses overseas through large medical missions such as Feed the Children as well as smaller groups including eye doctors, church groups, college students and other civic organizations.

New Eyes says that even though its reach is far, it has the capability to do it all from its one facility in Short Hills. The staff is small but volunteers offer time either through community service hours, corporate groups looking for community service days, civic service groups, scout troops and summer high school volunteer programs.

And the response from those using eyewear from New Eyes is overwhelming.

Each client is asked to fill out a postcard to say how New Eyes has changed their lives and recipients have related amazing stories of how they have had their lives improved. Many have said that but for New Eyes they wouldn’t have been able to succeed in their day-to-day activities.

Until vision care is accorded the same importance as vaccinations and other preventive medical services, Gajano says the mission to provide eyeglasses to those in need is as relevant today as it was at the company’s founding 88 years ago.

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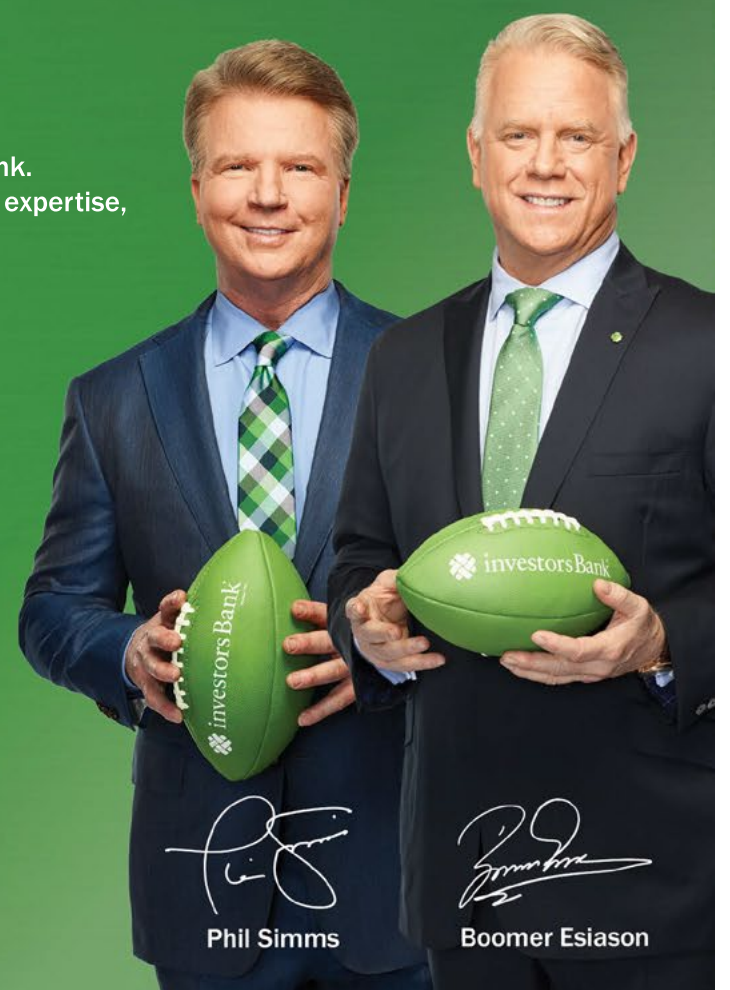
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DEPOSIT PHOTOS



For International Women’s Day, staff members at one business offered their best career guidance to colleagues and peers at other companies

Woodbridge-based Triton Benefits & HR Solutions recently polled several women within the organization and asked them the following question: What advice can you give women in the workplace, whether they are just starting out or established in their career? Below are their responses.



Becoming an effective leader is much more than being in charge and directing a staff. It is not about gender or years of experience either. It starts with earning respect and instilling a healthy positive work culture. Leadership is more than dictating and delegating, it is about inspiring, educating and obtaining results as a team. Always remember the three Cs – manage with confidence, consistency and communication. Celebrate your teams' positive achievements and keep raising the bar. Take responsibility with your team when things have gone wrong. Be the coach, the cheerleader, a supportive teammate and the spectator. Keep the door wide open for feedback and learn to be a great listener.

- Susan Carrero
President and Founder of Triton's 7 Star PEO Division,
Director of Human Resource Services



“Take on work challenges every day; strive to elevate the conversation for you and your team. Have no fear. Think strategically, build an analytical mindset that has power and value. Explore every opportunity to create meaningful relationships, solve complex problems, and shape the internal culture while continuing to be a passionate people person and keep the “human” in Human Resources.”

- Henna Ashraf
Human Resources Manager

“In 2020 make it a goal to embrace the best of you and share it. Do not be afraid to speak up for something you are passionate about in fear of being judged. Self-reflect and understand your worth to yourself and the organization. Feel confident in knowing the experience you gained throughout the years will serve you well. Transfer knowledge to your team, do not hoard it. But most of all, embrace change and keep on learning. Additionally, dress for the job you want to get, not the one you have today. And never turn down an opportunity you don't feel qualified for; you will figure it out.”

– Melissa Cooke
Director of Sales



“Successful women do not get their success overnight. In order to achieve success in the workplace, you need to be connected to it. Learn everything about it, the strategic goals, how they trickle down to your position and the impact you make in performing the responsibilities and tasks of your position. This will help prepare you to spot opportunities, offer recommendations and be an asset. Always give your very best; and be ready to take on challenges, and most important, be open to constructive criticism and feedback. This is how you learn and grow.”

- Helen Battagliotti
Accounting & Finance Administrator



“Whether you are just starting out or working a few years or decades, it is imperative that you plan for the future, so you are always taking stock of your career and building on the next step. Throughout your career, never be afraid to fail, as failure leads to learning and ultimately, success. It is also important to set your own expectations knowing that work/life balance can be difficult at times, but it is achievable. On a personal note, take a trip once a year to relax and refuel yourself; once you return you will be ready to hustle.”

- Sonali Sadana
Benefits Account Manager



“Build a legacy for future generations in the workplace. Female leaders have the potential to build confidence, encourage a thriving environment that ignites new ideas and celebrates ambition. Don't settle for mediocracy, work hard and bring in new ideas while establishing a high level of professionalism. Be a team player while being your own best advocate.”

- Marianela Torrico
Senior Benefits Account Manager

Triton Benefits & HR Solutions provides group health insurance, human resources and payroll outsourcing.

LISTEN, SPEAK UP, WORK HARD

Lessons from female leaders in banking

BY GWENDELYN FISHER

A couple of decades ago, when Maria Mayshura started working in banking, she experienced a problem shared by many other mothers at the time—and sometimes, still today: She didn't have the scheduling flexibility she needed from her then-employer.

She has two children. If they were sick or their school schedule changed, she needed the option to work different hours.

But in a department full of men, many of whom had wives who didn't work, it was often difficult to find a sympathetic ear.

"It was hard to be loyal to that company when they didn't have an understanding of how different responsibilities can be for men and women," recalls Mayshura, now FSVP/Internal Auditor at Hamilton-based First Bank. "I was told to arrive at work at the same time as everyone else, regardless of my circumstances."

She has helped change the culture by not being that kind of manager.

"It's hard to be an income earner and continue to make sure the family has what it needs, especially if a job becomes too demanding or the hours are not flexible. That's for all workers, even higher-level ones."

INCLUDING MEN.

"I've had male employees say, 'I just got a call from the school and my kid is sick. I must go,'" she said.

First Bank President and Chief Executive Officer Patrick Ryan, who is a father to three school-age children, is sensitive to work-life balance in the office.

"We talk a lot about providing opportunities, moving businesses forward and growing communities, but that sentiment begins with our employees and their families," Ryan said.

Marianne DeSimone, First Bank's FSVP and lending group manager, took another well-traveled career path: She temporarily left the workforce to raise her family. When she returned, she realized she had to "build" herself back up.

"It's difficult to come back initially because you have to get your career back on track," she said. "You're a little economically disadvantaged. They aren't going to pay you top dollar after being out those years."

But years of hard work—before and after a leave—can pay off. Case in point: Peter Cahill, First Bank's chief lending officer and executive vice president, worked with DeSimone at another bank. When she reached out to

him, he remembered her tireless work ethic and brought her on as a vice president. She has been promoted three times in eight years.

"You cannot overestimate hard work," DeSimone says. "First impressions are very lasting."

To advance, DeSimone advises "associating yourself with projects that have visibility" throughout your company. "Get your name out there. Make sure the board of directors and executive management know who you are. I also believe having a sponsor, someone above you—man or woman, it doesn't matter—to guide you and your career is important."

Sharing your opinion is also important, according to DeSimone and Mayshura. Find your voice and speak up. It's something many female leaders hesitate to do, even as more women supervise departments.

Both understand why. In Mayshura's words: "If you have a strong personality or you're outspoken, you're perceived as nasty or rough. However, when men have strong personalities or are outspoken, they are perceived to be good leaders and supervisors."

That attitude is starting to shift. Mayshura says more businessmen, especially younger ones, now listen without judgment and are receptive to feedback from female colleagues. If you encounter the few who aren't as receptive, she offers this advice: "Set the bar high for yourself and overachieve."

"At this point in my career, due to my accomplishments, my strong personality has not held me back," she said. "I have the experience and recognition to prove I belong in this position."

One way to get in that position, DeSimone says, is for women to "ask for what you want."

"You have to know your worth and ask for what you deserve. Make it clear and challenge yourself to take on new responsibilities that require you to step outside your comfort zone," she says.

And when you get there, always understand the circumstances of your employees and be sensitive to their needs, both say.

"Always have high standards and integrity in any project or position you have," Mayshura says. "This will prove to anyone around you that the work you do is quality and can be counted on. The knowledge and experience you learn, and share, can be the steppingstone to being successful."

Gwendelyn Fisher is assistant vice president/marketing manager at First Bank

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PRESENTING THE FORCE FOR CHANGE AWARDS

In 2020, we are honoring people and companies who are a **Force for Change** in their field, and create the most cutting-edge innovations.

We want to discover, connect and showcase communities, companies and individuals committed to a world with more freedom, consciousness and innovation.

The awards are not a competition— they are an acknowledgment of ideas, action and initiatives lead by thought leaders driven to make the world and our state a better place.

Nominations are open for "**The Force for Change Awards**" for women, men and companies who:

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Who can be nominated?

Women, men and companies can be nominated that are either living in New Jersey or have a company located in NJ.

This prestigious group of honorees will be selected based on their strong business acumen and ability to be a force for change within their respective industries.

Deadline: April 3, 2020.

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EXECUTIVE ACTION

Why businesses should invest in their women employees

BY NICOLA KAYEL

Employees are a company's most important asset. While certain perks like good benefits and a solid 401k plan are important, investing in talent development is a critical component of fostering employee growth and retaining team members. This is especially important for women, as since 2018 women have been joining the workforce at a faster pace than men. As women in business work to climb the metaphorical ladder, it is imperative that their employers work to help lift them up simultaneously.

Although gender equality in science, technology, engineering and mathematics careers has come a long way, at Salix we believe we have a personal responsibility to continue to narrow the gap within leadership in the pharmaceutical industry. Salix's Women's Leadership Network was established with the company-wide vision of continuing to enhance and develop women talent in leadership positions, as a top business priority.

The WLN is a group of dynamic individuals who are committed to developing, retaining and attracting women professional talent within Salix and whose shared values include empowering, engaging and advancing women.

Our development plan consists of three core components. First, creating consistent opportunities for learning, including the analysis of case studies on leadership topics, staying abreast of the advancements in the pharmaceutical space and studying broader women's leadership trends to educate ourselves about the challenges, and solutions, that women face in business. One way in which we're doing so is through our annual WLN all-day meeting, which includes focused workshops designed to help develop and enhance leadership skills.

Second, facilitating career advancement by offering access to cross-functional key leaders within the company who serve as mentors to each of the WLN participants. Additionally, we host intimate roundtable discussions featuring select leaders from the company who host

thought-provoking discussions on various topics in business. By adapting a mentor-mentee model, women have the opportunity to learn from, network and build key relationships with senior leaders as they blaze their own path to success.

And third, to build upon our broader existing talent within Salix, we've launched numerous local chapters across the country – led by existing WLN members – who share their knowledge and content with junior, emerging female leaders.

Since launching the WLN, we've strengthened connectivity between our members and leadership, partnered to better understand the important and unique needs of women in the workplace, as well as made important tools and resources available to our emerging leaders.

As of today, we are proud to state that we have increased the number of women advancing from management into executive leadership roles at Salix while continuing to develop a diverse and talented roster of women into the management pipeline. We're confident that these efforts are nar-

rowing the gap within pharmaceutical leadership and positively shaping the future of our industry. Our commitment to gender equality will continue and we look forward to lasting growth, not only within the WLN, but also throughout all of Salix and the pharmaceutical industry at large.

As companies compete for great talent, it is important they look within their organization to find and recognize the potential that already exists among their employees. From there, they can expand their workforce utilizing the support of employees who can attest to the benefits of working for a company that is committed to helping them advance their career and skillsets. With more women in the workforce than ever, it is critical that employers focus on the career advancement of this population. By doing so, companies will be able to maximize their resources and reap the benefits that go along with putting their most valuable asset – their people – first.

Nicola Kayel is vice president, GI marketing at Salix Pharmaceuticals.



Honoring International Women's Day and Women's History Month

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Don't panic

DEPOSIT PHOTOS

Managing your business during times of disruption. Like these times right now

BY BILL HAGAMAN

While we all deal with the challenges brought on by the COVID-19 pandemic, and the resulting travel restrictions and social distancing recommendations from governments around the globe, we must keep perspective. The health and well-being of yourself, your family, your teams at work and their families are of utmost importance. I sincerely hope you are in good health as you read this.

At Withum, we have been consulting businesses on how to navigate disruptions for more than 45 years. By promoting cash conservation and proactive remote working technologies, our clients have been ahead of the curve when it comes to facing worldwide turmoil.

During times of disruption, such as this, when you may come to the realization that you and your business were not quite as prepared as you thought. Take a moment in the coming weeks to discuss “scenario planning” and business continuity with a trusted advisor. It will be a worthwhile investment of time to help your company come through the other side of this pandemic, and better prepare for future disruptions.

We see three pressing areas of focus that we direct our clients to consider.

BUSINESS DISRUPTION

Many industries are experiencing a disturbance in regular business, facing challenges related to supply chain hiccups and lack of inventory, or resulting from public area closures and travel restrictions.

Actionable recommendations to address these issues immediately include:

- Look for alternate sourcing beyond your current vendors if they are unable to deliver goods at this time.
- Conserve cash, planning for varying lengths of time of reduced revenue flow.
- Speak with your bank about increasing lines of credit to use as a safety net during a cash crunch.
- Extend payment terms with vendors through transparent discussions between both parties.
- Cut or delay non-essential expenses such as travel, entertainment and marketing.
- Review your insurance policies for business interruption coverage.
- Keep team morale up. It is during times like this when effective leadership is required most. Your teams will look to you for an optimistic, yet realistic, outlook. They need to feel assured that you have a plan which will keep them and the business healthy.

REMOTE WORK ENVIRONMENTS

At Withum, we've invested heavily over the years in technologies that allow our team members to work remotely. Jim Bourke, Withum's managing director of Advisory Services and HLB International's

Global Advisory and Technology Leader, is widely recognized in our profession

as being at the forefront of technology in the workplace. Bourke shares about the applications that can help get you and your teams set up rather quickly.

Microsoft Office 365 subscribers have access to Teams. Many aren't even aware they have this tool included in their software suite, which can quickly make your remote working situation implementable. Teams allows you to create channels, which organize conversations and collaboration around specific topics. Additional capabilities include video meetings, instant messaging-style conversations, and file sharing.

Stay present by leveraging videoconferencing applications like WebEx, Zoom or Teams to continue office conversations and meetings.

Having a plan in place for moving your business to remote-only workers will reduce disruption time and allow you to shift seamlessly out of the office. If you find yourself frantic to put these processes in place, don't panic. The video conferencing apps and programs mentioned above are user-friendly and will be easily picked up by your team.

If you find that your team takes to certain remote programs, like Teams or Zoom meetings, don't abandon them once the dust clears. Having videoconferences over in-person meetings in the office can be more convenient for employees, and even more productive. Never fix things that are not broken.

LOOKING AHEAD

Realistically, this pandemic and the resulting decline in business performance, stock markets and consumer confidence could lead us into a global recession. Nonetheless, keep an optimistic, long-term perspective and prepare for when you can restore optimal operations.

If we do have a recession, revisit how your business was affected during the last downturn in late 2008, and plan your recovery timeline accordingly. If you have a newer company, all of the above points apply. Either way, consider future investments in marketing to grab market share ahead of your competitors.

At the time of this writing, news channels are reporting that the novel Coronavirus spread is seemingly peaking in countries where it was first identified. In the U.S., we may have a couple of months to go before we are through this. In the meantime, use these tips to prepare accordingly, in case of prolonged impact. Always remember to observe regular health and safety precautions to protect your people.

Feel free to visit Withum's COVID-19 Resource Center to stay informed on the latest tax updates by state that may impact your business. Together, we can get through these challenging times.

Bill Hagaman is managing partner and CEO at Withum.



SERVING THOSE WHO SERVED

What veteran businesses need to survive the crisis

BY DR. DALE G. CALDWELL AND MIKE FERRARO

Veteran businesses represent an important, but frequently overlooked, segment of the U.S. economy. A veteran business is generally defined as a company in which one or more veterans own more than 50 percent of the enterprise. There are more than 2.4 million veteran businesses in the U.S. representing 9 percent of all domestic firms. These enterprises employ 5.8 million people and pay more than \$210 billion in annual wages and salaries. Seventy-five percent of veteran business owners are at least 55 years old because these founders started their enterprises after completing their military service.

Unfortunately, most veteran businesses are “mom and pop” enterprises that, because they receive little tax and regulation relief, have thin profit margins. These businesses are among the largest employers in the country yet their needs are rarely discussed in Washington or state capitals because they do not have the kind of money that big businesses and unions have to hire influential lobbyists.

The coronavirus pandemic has affected millions of people. Tragically, this ailment has led to the death of some patients who were already suffering from an illness. And the damage to society extends beyond these deaths because the panic about the virus has reached epic proportions. The stock market has had its worst slide since 1987. Broadway theaters have been closed and conferences in every state have been cancelled. Multiple professional sports leagues have ended their season early for the first time in history. Consumer spending on travel and entertainment has dropped precipitously. Most

people recognize that this crisis will have a negative effect on the economy. However, few realize that coronavirus fears are having a devastating impact on veteran businesses.

People spend a large percentage of their money with these businesses yet they don’t know anything about them or even how they survive with small profit margins. More important, the proposed coronavirus relief measures proposed by Congress ignore the need to help veteran businesses continue to provide millions of jobs to local residents.

Veteran businesses, because their margins are thin and they cannot afford staff turnover, treat employees better than more profitable companies because there is a high cost to losing employees. Many of these businesses pay a higher percentage of employee health care costs than big businesses and unions. Veteran businesses often pay for medical bills and funeral expenses of the family members of employees. If the coronavirus fears continue, and there is no economic relief provided directly to veteran businesses, thousands of local concerns will close, many individuals will lose their jobs and be pushed into poverty.

The legislation that Congress is offering does a good job of guaranteeing free services for individuals. However, these provisions will not help veteran businesses losing revenue because of coronavirus fears. Veterans have served the country and deserve to be protected from the current economic challenges. To address this major crisis, I believe that the federal government should develop “Veteran Business Recovery” initiatives that do the following four things.

First, prevent banks from initiating foreclosures on veteran businesses during the pandemic. Second, provide tax credits,

grants and employment incentives to veteran businesses that hire new employees during the current pandemic emergency. Third, approve low interest rate job retention loans to veteran businesses (regardless of their credit history) to prevent business failures and the laying off of employees. And fourth, require that all public organizations report how much they are spending on Veteran Certified Businesses on their websites. This provision will help veteran businesses providing goods and services to public entities generate millions of dollars of much needed revenue they would not have otherwise.

Coronavirus fears are causing significant damage to the long-term viability of veteran businesses. If the government does not provide much needed support directly to veteran businesses, these organizations, run by people who have sacrificed for the country, will fail and millions of jobs will be lost. The government has bailed out big banks during a major economic crisis, it is time that government leaders support the largest employers in America - family, small and veteran businesses.

Dr. Dale G. Caldwell is a professor and the executive director of the Fairleigh Dickinson University Rothman Institute of Innovation and Entrepreneurship which has operated the Veterans Launching Ventures (VLV) program for 10 years. Mike Ferraro is the executive director and founder of Bridging the Gap for Veterans Career Transition & Resource Center located in Wall. He served in the U.S. Air Force active and reserve components for 32 years retiring as command chief master sergeant with oversight of nearly 28,000 airmen and 18 air mobility wings across the nation.

DEPSOIT PHOTOS



A BETTER RECOVERY

New Jersey should learn from past mistakes and make investments that will prevent future crises

BY JOHN KENNEDY

For the first time that I can recall, the conversation for all of us is the exact same thing. The coronavirus has reached all aspects of our life and turned everything upside-down. The natural breaks that we have relied on after other catastrophes — from 9/11 to the Great Recession to Superstorm Sandy — like sports, concerts and nightlife are systematically being removed from the mix.



Kennedy

To me this is unprecedented. And I feel somewhat lost.

Like everyone, my first concern is my family, then my team here at New Jersey Manufacturing Extension Program (NJMEP). Then others, like those who struggle with hunger every day. Taking care of these individuals must be a priority. Period.

That being said, the next step is the recovery of businesses and the incomes that support our citizens. I suspect that the effects of the pandemic will be felt longer than the health conditions. And when it comes to learning lessons from the crisis, it is crucial that New Jersey use the past experiences from the Great Recession and Superstorm Sandy to recover more quickly than we have in the past.

To do so, we need to ride advanced manufacturing, STEM and innovation to provide the path to recovery. And to encourage growth.

Readers will know of my background, both before and

during my tenure NJMEP and will no doubt detect a built-in bias toward these sectors. But I know that manufacturing has driven recovery after all major disasters — natural and man-made. Let's stop wondering if manufacturing is dead and realize that it has never died, nor will it as long as we all require things in our lives.

In New Jersey alone, manufacturing — including biopharma, food, technology and logistics/supply chain — is carried out by 15,000 firms and more than 900,000 employees generating over \$150 billion annually. The average wage in manufacturing is \$92,097, according to the National Association of Manufacturing.

If we want all other sectors — retail, tourism, etc. — to recover, then people need to have their careers back.

So, let's take a moment and look at the last few years and how several incidents provided our nation with warnings about the lack of security and control we have over our supply chain and how that puts New Jersey, and our entire country at risk.

The 2016 election exposed our cyber-vulnerability and demonstrated how everyone is risk. But we've made no real progress on this front. Companies across sectors simply refuse to move forward with a plan for protection. Many are more likely to pay ransomware fees than protect themselves.

The tariffs on steel and aluminum became a political football and while one can agree or disagree with them, the levies showed me that the damage done to this area decades ago has never been repaired. The fact is that we don't make many of the types of steel and alumi-

num that we need in industries like defense, aerospace, automobiles and so many more.

Now comes the coronavirus, and we're seeing even more — and more substantial — weaknesses. We are relying on foreign entities — it doesn't really matter who — to provide us with medication, asthma inhalers and many other items. New Jersey was long known as the 'Medicine Chest of the World' but that title easily resides with China now.

To me this situation has nothing to do with xenophobia or any such thing. It stems from bad business practices. No company wants to rely on a single source of supply because doing so leads to higher prices, extended lead times and reduced quality due the absence of competition.

We must learn from past failures and choose a different direction. One that truly benefits New Jersey and the entire country.

We all know that the first order of business is to ensure that everyone is healthy and has proper care — including — food. People come first.

After that we need to ensure that our citizens have places to go back to work and in this state, that's about 380,000 in total. If you add in supply chain and logistics, the number of jobs is even higher. While many are looking at a simple return to status quo, I am calling for something different. Expand our supply chain. Build stronger pipelines for people through education. Provide careers and not just jobs.

New Jersey should lead the nation in recovery from the pandemic by investing in advanced manufacturing, STEM and innovation.

RANK PREV.	COMPANY WEBSITE YEAR EST.	ADDRESS PHONE FAX	OWNER(S)	% WOMAN-OWNED INDUSTRY	2019 TOTAL REVENUE
1 1	SHI International Corp. www.shi.com 1989	290 Davidson Ave. Somerset, 08873 (888) 764-8888 NA	Thai Lee	60% Global solutions provider of IT hardware, software and services	\$10.70 billion
2 3	Turtle & Hughes Inc. www.turtle.com 1923	1900 Lower Road Linden, 07036 (732) 574-3600 (732) 388-4471	Jayne Millard	65% Electrical and industrial wholesaler	\$759 million
3 2	Diane Turton, Realtors www.dianeturton.com 1985	511 Forman Ave. Point Pleasant Beach, 08742 (732) 295-9601 (732) 295-7235	Diane S. Turton	100% Real estate	\$739.97 million
4 4	Artech LLC www.artech.com 1992	360 Mount Kemble Ave., Suite 2000 Morristown, 07960 (973) 998-2500 (973) 998-2599	Ranjini Poddar, Prabha Jhunjhunwala, Megha Poddar	75% IT and non-IT staff augmentation services	\$724.70 million
5 5	Atrium www.atriumstaff.com 1995	186 Wood Ave. S., Suite 200 Iselin, 08830 (732) 494-6900 (732) 494-6906	Rebecca Cenni-Leventhal	100% Staffing, recruitment and workforce solutions	\$322.24 million
6 7	Partner Engineering & Science Inc. www.partneresi.com 2006	611 Industrial Way W. Eatontown, 07724 (732) 380-1700 (866) 928-748	Dana Derhake, Joe Derhake	51% Environmental and engineering consulting services	\$178.48 million
7 8	D'Artagnan Inc. www.dartagnan.com 1984	600 Green Lane Union, 07083 (973) 344-0565 (973) 465-1870	Ariane Daguin	100% Specialty meat and gourmet food	\$150 million
7 6	Staffing the Universe Family of Cos. www.staffing-the-universe.com 1995	25 Kennedy Blvd. East Brunswick, 08816 (732) 238-6050 (732) 238-2152	Linda Block	68% NA	\$150 million
9 9	Industrial Staffing Services Inc. www.industrial-staffing.com 2003	25 Kennedy Blvd. P.O. Box 177 East Brunswick, 08816 (732) 390-7100 (732) 390-7118	Linda Block	68% Full-service global staffing organization meeting client needs with contract employees, direct placements and payroll service	\$117.31 million
10 10	ACCU Staffing Services accustaffing.com 1979	911 Kings Hwy. N. Cherry Hill, 08034 (856) 482-2222 (856) 482-9036	Elaine M. Damm	51% Full-service staffing provider offering long-term, project sourced and direct placement projects	\$96.51 million
11 11	Pomptonian Food Service www.pomptonian.com 1959	3 Edison Place Fairfield, 07004 (973) 882-8070 (973) 882-6645	Candy Vidovich	100% K-12 school food service management	\$91.46 million
12 13	Stillwell-Hansen Inc. www.stillwell-hansen.com 1969	3 Fernwood Ave. P.O. Box 7820 Edison, 08818-7820 (732) 225-7474 (732) 225-7872	Carol Stillwell	100% Data center infrastructure equipment, heating and cooling products and services	\$85.50 million
13 12	Juniper Partners LLC www.junipercommunities.com 1988	400 Broadacres Drive, Suite 4 Bloomfield, 07003 (973) 661-8300 (973) 661-8333	Lynne S. Katzmann	55% Senior living communities	\$83 million
14 15	Bayshore Family of Cos. www.bayshorerecycling.com 1995	75 Crows Mill Road P.O. Box 290 Keasbey, 08832-0290 (732) 738-6000 (732) 738-9150	Valerie A. Montecalvo	100% Recycling	\$77 million
15 16	The Millennium Group of Delaware Inc. www.tmgofficeservices.com 1984	106 Apple St., Suite 101D Tinton Falls, 07724 (888) 703-7030 (732) 741-4917	Leticia Murphy	80% Integrated office and facilities management, mail and print services outsourcing	\$75.09 million

RANK PREV.	COMPANY WEBSITE YEAR EST.	ADDRESS PHONE FAX	OWNER(S)	% WOMAN-OWNED INDUSTRY	2019 TOTAL REVENUE
16 14	EPS Corp. www.epscorp.com 1983	78 Apple St. Tinton Falls, 07724 (732) 747-8277 (732) 530-4726	Antoinette M. Musorrafiti	100% Federal government contracting; provides systems engineering and rapid prototyping solutions, training, logistics and fielding solutions, IT software and cybersecurity solutions, and network and communication solutions	\$63.13 million
17 18	Seven Seven Softwares Inc. www.77soft.com 1996	262 E. Main St. Rockaway, 07866 (973) 586-1817 (973) 586-6964	Adela Sering-Fojas	100% IT services	\$50 million
18 19	Astir IT Solutions Inc. www.astirit.com 2001	50 Cragwood Road South Plainfield, 07080 (908) 279-8670 (908) 279-8667	Srilalitha Bhattaram, Kishore Ganji	51% Software consulting	\$43.80 million
19 22	Untracht Early www.untracht.com 1993	325 Columbia Turnpike, Suite 202 Florham Park, 07932 (973) 408-6700 (973) 408-9275	Tracey B. Early, David S. Untracht	50% Accounting, tax, assurance and advisory	\$32.80 million
20 NR	LMC Personnel dba Express Employment Professionals www.ExpressPros.com/NorthernNJ 1995	140 Littleton Road Parsippany, 07054 (973) 316-4885 NA	Johanna Nolfo, Christina N. Barile, Mike Nolfo, Pete Nolfo	51% Staffing firm for professional, administrative, manufacturing and warehouse positions	\$31.08 million
21 24	BW Electrical Services LLC www.bwes.com 2006	239 Homestead Road, Unit 2 Hillsborough, 08844 (908) 281-0660 (908) 281-0664	Stephanie E. Wojtowicz	55% Electrical construction	\$28.93 million
22 21	The Atlantic Club Inc. www.theatlanticclub.com 1977	1904 Atlantic Ave. Manasquan, 08736 (732) 292-4363 (732) 223-4573	Patricia A. Laus	100% Private health, fitness and spa facilities	\$28.53 million
23 26	NewAgeSys Inc. www.newagesys.com 1994	600 Alexander Road, Suite 3-3 Princeton, 08540 (609) 919-9800 (609) 919-9830	Limy John	60% Custom computer programming, clinical trial support, IT consulting and offshore software development	\$21.11 million
24 25	Solvix Solutions LLC www.solvixsolutions.com 2014	701 Route 73 S., Suite 425 Marlton, 08053 (856) 324-4100 NA	Stacey Rock, Anthony Rock	51% Technology, furniture and office products	\$20.61 million
25 28	KSS Architects www.kssarchitects.com 1983	337 Witherspoon St. Princeton, 08542 (609) 921-1131 (609) 921-9414	Edmund Klimek, Pamela Rew, Merilee Meacock, Matthew McChesney	61% Full-service architecture, planning and interior design	\$17.92 million

Source: The companies. NA: Not Available. NR: Not Ranked. There is no charge to be included in **NJBIZ** lists. We assume that information provided by representatives is accurate and truthful. We are not responsible for the omission of organizations that do not respond to our requests for information. Information received after press deadline cannot be included. If you wish to be included in future lists visit www.njbiz.com/lists and click on "Complete Survey" or e-mail lists@njbiz.com. The list, or any parts of them, cannot be reproduced without written permission from **NJBIZ**. For more information on **NJBIZ**, please visit www.njbiz.com.

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BANKRUPTCIES

Nizza Inc., 11 Park St., Montclair, 07042; Industry: Business services; Adviser: Scura, Wigfield, Heyer, Stevens & Cammarota LLP; Court: Newark; Chapter 11; Case Number: 20-14096-SLM

Prime Construction & Remodeling LLC, 28 Maple Ave., Morris Plains, 07950; Industry: Construction; Adviser: Minion and Sherman; Court: Newark; Chapter 7; Case Number: 20-14116-SLM

Modell's NJ II Inc., 498 Seventh Ave., 20th Floor, New York, N.Y. 10018; Industry: Retail; Adviser: Newark; Court: Cole Schotz PC; Chapter 11; Case Number: 20-14178-VFP

Modell's Sporting Goods Inc., 498 Seventh Ave., 20th Floor, New York, N.Y. 10018; Industry: Retail; Adviser: Newark; Court: Cole Schotz PC; Chapter 11; Case Number: 20-14179-VFP

Modell's CT II Inc., 498 Seventh Ave., 20th Floor, New York, N.Y. 10018; Industry: Retail; Adviser: Newark; Court: Cole Schotz PC; Chapter 11; Case Number: 20-14182-VFP

Modell's DC II Inc., 498 Seventh Ave., 20th Floor, New York, N.Y. 10018; Industry: Retail; Adviser: Newark; Court: Cole Schotz PC; Chapter 11; Case Number: 20-14193-VFP

Modell's DE II Inc., 498 Seventh Ave., 20th Floor, New York, N.Y. 10018; Industry: Retail; Adviser: Newark; Court: Cole Schotz PC; Chapter 11; Case Number: 20-14194-VFP

Modell's Maryland II Inc., 498 Seventh Ave., 20th Floor, New York, N.Y. 10018; Industry: Retail; Adviser: Newark; Court: Cole Schotz PC; Chapter 11; Case Number: 20-14197-VFP

Modell's Massachusetts Inc., 498 Seventh Ave., 20th Floor, New York, N.Y. 10018; Industry: Retail; Adviser: Newark; Court: Cole Schotz PC; Chapter 11; Case Number: 20-14202-VFP

Modell's NH Inc., 498 Seventh Ave., 20th Floor, New York, N.Y. 10018; Industry: Retail; Adviser: Newark; Court: Cole Schotz PC; Chapter 11; Case Number: 20-14206-VFP

Modell's NY II Inc., 498 Seventh Ave., 20th Floor, New York, N.Y. 10018; Industry: Retail; Adviser: Newark; Court: Cole Schotz PC; Chapter 11; Case Number: 20-14208-VFP

Modell's Online Inc., 498 Seventh Ave., 20th Floor, New York, N.Y. 10018; Industry: Retail; Adviser: Newark; Court: Cole Schotz PC; Chapter 11; Case Number: 20-14209-VFP

Modell's PA II Inc., 498 Seventh Ave., 20th Floor, New York, N.Y. 10018; Industry: Retail; Adviser: Newark; Court: Cole Schotz PC; Chapter 11; Case Number: 20-14211-VFP

Modell's VA II Inc., 498 Seventh Ave., 20th Floor, New York, N.Y. 10018; Industry: Retail; Adviser: Newark; Court: Cole Schotz PC; Chapter 11; Case Number: 20-14212-VFP

MSG Licensing Inc., 498 Seventh Ave., 20th Floor, New York, N.Y. 10018; Industry: Retail; Adviser: Newark; Court: Cole Schotz PC; Chapter 11; Case Number: 20-14213-VFP

Forgees LLC, 15 Jeffery Lane, Brick, 08724-7142; Industry: Business services; Adviser: Reinheimer & Reinheimer; Court: Trenton; Chapter 7; Case Number: 20-14342-CMG

Lawrence J. Grill MD PA, PO Box 78, Lakewood, 08701; Industry: Health care; Adviser: Law Office of Arnold R. Schlisserman; Court: Trenton; Chapter 7; Case Number: 20-14362-KCF

JY8 LLC dba Friendly's Restaurant - Cherry Hill, 5 Hilltop Drive, Mount Laurel, 08054; Industry: Food service; Adviser: Law Office of Dino S. Mantzas; Court: Camden; Chapter 7; Case Number: 20-14363-JNP

INSIDER TRADING

Peapack-Gladstone Financial Corp.; Peter Horst, director; Transaction: Purchase; Transaction Price: Low 16.43, High 16.43; Amount: \$16,430; Current holdings: 1,500

Peapack-Gladstone Financial Corp.; Robert Plante, director and beneficial owner; Transaction: Purchase; Transaction Price: Low 15.19, High 15.19; Amount: \$7,443; Current holdings: 3,471

Sealed Air Corp.; Emile Chammas, officer; Transaction: Purchase; Transaction Price: Low 20.54, High 20.54; Amount: \$205,400; Current holdings: 216,706

Becton Dickinson and Co.; Samrat Khichi, general counsel; Transaction: Sell; Transaction Price: Low 224.53, High 224.53; Amount: \$976,481; Current holdings: 5,262

Cantel Medical Corp.; George Fotiades, chief executive officer; Transaction: Purchase; Transaction Price: Low 43.45, High 43.45; Amount: \$347,600; Current holdings: 129,876

Quest Diagnostics Inc.; Causey Davis, officer; Transaction: Sell; Transaction Price: Low 85.59, High 90.15; Amount: \$308,251; Current holdings: 38,086

Peapack-Gladstone Financial Corp.; Jeffrey Carfora, chief financial officer; Transaction: Purchase; Transaction Price: Low 15.96, High 15.96; Amount: \$15,957; Current holdings: 93,834

Peapack-Gladstone Financial Corp.; Richard Debel, officer; Transaction: Purchase; Transaction Price: Low 15.31, High 15.31; Amount: \$15,310; Current holdings: 2,000

Peapack-Gladstone Financial Corp.; Timothy Doyle, officer; Transaction: Purchase; Transaction Price: Low 16.1, High 16.1; Amount: \$16,100; Current holdings: 6,416

Peapack-Gladstone Financial Corp.; Douglas Kennedy, chief executive officer; Transaction: Purchase; Transaction Price: Low 16.06, High 16.06; Amount: \$32,127; Current holdings: 140,516

Sealed Air Corp.; Neil Lustig, director; Transaction: Purchase; Transaction Price: Low 22.22, High 22.22; Amount: \$44,440; Current holdings: 17,269

Valley National Bancorp.; Ronald Janis, general counsel; Transaction: Purchase; Transaction Price: Low 6.98, High 6.98; Amount: \$48,860; Current holdings: 79,435

Chubb Ltd.; Theodore Shasta, director; Transaction: Purchase; Transaction Price: Low 116.53, High 116.53; Amount: \$233,060; Current holdings: 14,375

Covanta Holding Corp.; Robert Silberman, director; Transaction: Purchase; Transaction Price: Low 9.71, High 9.71; Amount: \$194,200; Current holdings: 120,000

Johnson & Johnson; William Perez, director; Transaction: Purchase; Transaction Price: Low 127.69, High 127.69; Amount: \$63,843; Current holdings: 16,030

Kearny Financial Corp.; John McGovern, director; Transaction: Purchase; Transaction Price: Low 9.96, High 9.96; Amount: \$49,800; Current holdings: 255,992

Orbcomm Inc.; Jerome Eisenberg, director; Transaction: Purchase; Transaction Price: Low 2, High 2; Amount: \$59,952; Current holdings: 989,338

Orbcomm Inc.; Marc Eisenberg, chief executive officer; Transaction: Purchase; Transaction Price: Low 1.98, High 1.98; Amount: \$59,517; Current holdings: 564,144

Valley National Bancorp.; Jennifer Steans, director; Transaction: Purchase; Transaction Price: Low 7.5, High 7.55; Amount: \$2,451,000; Current holdings: 4,405,739

Bel Fuse Inc.; Daniel Bernstein, chief executive officer; Transaction: Purchase; Transaction Price: Low 7.79, High 8.24; Amount: \$109,143; Current holdings: 378,158

Hertz Global Holdings Inc.; Carl Icahn, director and beneficial owner; Transaction: Purchase; Transaction Price: Low 6.99, High 8.06; Amount: \$84,832,976; Current holdings: 55,342,108

Valley National Bancorp.; Ira Robbins, chief executive officer; Transaction: Purchase; Transaction Price: Low 6.84, High 7.58; Amount: \$36,050; Current holdings: 222,046

Wyndham Destinations Inc.; Michael Dean.Brown, chief executive officer; Transaction: Purchase; Transaction Price: Low 24.62, High 24.62; Amount: \$196,965; Current holdings: 206,364

Wyndham Destinations Inc.; Geoffrey Richards, officer; Transaction: Purchase; Transaction Price: Low 24.83, High 24.83; Amount: \$99,949; Current holdings: 98,541

Quest Diagnostics Inc.; Catherine Doherty, officer; Transaction: Sell; Transaction Price: Low 104.25, High 104.25; Amount: \$260,729; Current holdings: 72,414

Quest Diagnostics Inc.; Michael Prevoznik, general counsel; Transaction: Sell; Transaction Price: Low 104.25, High 104.25; Amount: \$226,744; Current holdings: 45,196

Valley National Bancorp.; Marc Lenner, director; Transaction: Purchase; Transaction Price: Low 7.64, High 7.64; Amount: \$20,246; Current holdings: 219,808

Valley National Bancorp.; Melissa Schultz, director; Transaction: Purchase; Transaction Price: Low 7.69, High 7.69; Amount: \$15,380; Current holdings: 27,775

Bel Fuse Inc.; Craig Brosious, officer; Transaction: Purchase; Transaction Price: Low 9.01, High 9.01; Amount: \$18,020; Current holdings: 7,710

1st Constitution Bancorp.; Charles Crow II, director; Transaction: Purchase; Transaction Price: Low 15.25, High 15.25; Amount: \$38,430; Current holdings: 103,619

Oceanfirst Financial Corp.; Nicos Katsoulis, director; Transaction: Purchase; Transaction Price: Low 16.83, High 16.83; Amount: \$33,660; Current holdings: 7,635

1St Constitution Bancorp.; William Rue, director; Transaction: Purchase; Transaction Price: Low 16.97, High 16.97; Amount: \$67,860; Current holdings: 262,612

Orbcomm Inc.; Christian Le Brun, general counsel; Transaction: Sell; Transaction Price: Low 2.48, High 2.48; Amount: \$6,755; Current holdings: 121,317

Orbcomm Inc.; Craig Malone, officer; Transaction: Sell; Transaction Price: Low 2.48, High 2.48; Amount: \$6,082; Current holdings: 63,420

Orbcomm Inc.; John Stolte Jr., officer; Transaction: Sell; Transaction Price: Low 2.48, High 2.48; Amount: \$5,908; Current holdings: 129,946

MERGERS & ACQUISITIONS

Talon Storage Solutions Inc., Seller/Target: NetApp Inc.; Date: Mar-09-2020; Price: NA; Percent: 100%; Type: Provide information technology services

Maser Consulting PA, Seller/Target: Colliers International Group Inc.; Date: Mar-09-2020; Price: NA; Percent: NA; Type: Engineering services

SB One Bancorp, Seller/Target: Provident Financial Services; Date: Mar-12-2020; Price: 208.007; Percent: 100%; Type: Provides banking services

NEW BUSINESS

C-Sinker Publishing LLP, 174 Camber Lane, Mount Laurel, 08054; Contact: Cary Skinker

TND Home Holdings LLP, 638 N. Maple Ave., Maple Shade, 08052; Contact: Thaddeus Campbell

MJA Capital LLP, 4400 U.S. Highway 9 S., Freehold, 07728; Contact: Icon Companies LLC

Oatman's Coffee & Smoothie Cafe LLP, 9 Northgate Drive, Voorhees, 08043; Contact: Latoya Oatman

Chasi's Associated LLP, 71 E. Railroad Ave., Jamesburg, 08831; Contact: Caemen Chasi Saquipay

First Cousins Legacy 7 Fund LLP, 193 Hidden Drive, Blackwood, 08012; Contact: Martha Tyler-Washington

My Freedom Jersey LLP, 25 Lane Ave., Gloucester, 08030; Contact: Frank Krueger

My City Jersey LLP, 25 Lane Ave., Gloucester, 08030; Contact: Gary Walker

LLN Express LLP, 11A William St., Jamesburg, 08831; Contact: Gela Tsabaurashvili

Abuhan Cooks and Bakes LLP, 1266 Clifton Ave., Clifton, 07012; Contact: Francis Dompur

Just Immigration LLP, 1700 Oak Tree Road, Edison, 08820; Contact: Anahita George

Huff Property Experts LLP, 64 Ronald Delorenzo Ave., Ewing, 08638; Contact: Tiffany Roddy

Bello Smile LLP, 358 Walnut St., Newark, 07105; Contact: Abraao Costa

Habba Madaio & Associates LLP, 1430 U.S. Highway 206, Bedminster, 07921; Contact: Alina Habba

Armando's Tree Experts LLP, 117 Linden Ave., Elmwood Park, 07407; Contact: Danelis Lizardo

Walkers Caribbean Cuisine LLP, 209 Hollywood Drive, Trenton, 08609; Contact: Nordia Henry

MI7 Princeton Holdings LP, 14 S. Tulane St., Princeton, 08542; Contact: Jeffrey Siegel

Aadvantage Psychological Consulting PC, 156 Sherwood Place, Englewood, 07631; Contact: Hadassah Gurfein

Bart De Gregorio MD of NJ PC, 946 Bloomfield Ave., Glen Ridge, 07028; Contact: Bart De Gregorio MD LLC

Elite Periodontics and Implant Dentistry PC, 510 Rosewood Drive, Union, 07083; Contact: Stephanie Cruz

Talkmd Clinicians PA, 14 Scenic Drive, Dayton, 08810; Contact: Cogency Global Inc.

Juniorlovephotoshoot Photography Business PC, 762 Greens Ave. Apt. 6B, Long Branch, 07740; Contact: Junior Manasse

Ask Julia Healthcare Consulting PC, 2 Noa Court, Hackettstown, 07840; Contact: Julia Nabiullina

Tek Structural Engineering PC, Five Greentree Centre Suite 104, Marlton, 08053; Contact: Registered Agents Inc.

Patronus New Jersey Physicians Group PA, 208 W. State St., Trenton, 08608; Contact: Incorp Services Inc.

250 Union Redevelopment Urban Renewal LLC, 307 Westfield Ave. Suite 202, Elizabeth, 07208; Contact: Mas Developing Group

Laura Lee Hallada Fine Art LLC, 656 Alanon Road, Ridgewood, 07450; Contact: Laura Lee Hallada

Saltwater Margate LLC, 3 West Drive, Margate, 08402; Contact: Lynne Krensel

Saltwater9401 LLC, 3 West Drive, Margate, 08402; Contact: Lynne Krensel

Mountain View Capital Partners Fund LLC, 411 Hackensack Ave. Suite 200, Hackensack, 07601; Contact: Michael Camarinos

Mountain View Development Management LLC, 411 Hackensack Ave. Suite 200, Hackensack, 07601; Contact: Michael Camarinos

G & F Rentals LLC, 495 Main St., Orange, 07050; Contact: Frantz Francois

Invisible Ink LLC, 330 Changebridge Road Suite 101, Pine Brook, 07058; Contact: United States Corporation Agents Inc.

American Maid LLC, 330 Changebridge Road Suite 101, Pine Brook, 07058; Contact: United States Corporation Agents Inc.

Braden Cabinet Co. LLC, 330 Changebridge Road Suite 101, Pine Brook, 07058; Contact: United States Corporation Agents Inc.

Selvages LLC, 330 Changebridge Road Suite 101, Pine Brook, 07058; Contact: United States Corporation Agents Inc.

CCFT Realty LLC, 8 Dehart Ave., Hewitt, 07421; Contact: Casey Terramoccia

HVPF Lincoln Park Towers Urban Renewal LC, 820 Bear Tavern Road, West Trenton, 08628; Contact: The Corporation Trust Co.

Chatham Contracting Co. LLC, 50 E. Mount Pleasant Ave., Livingston, 07039; Contact: Steven Katz

86-88 Ellison St. Realty LLC, 60 Camillo Drive, Wayne, 07470; Contact: Elio Gencarelli

Bergamot Wealth Management LLC, 300 Carnegie Center Suite 140, Princeton, 08540; Contact: Christopher Liong

Dr. Yashi LLC, 256 Evergreen Road, Ramsey, 07446; Contact: Dr. Yashashwini Banalore Marappa

Dariel Reyes LLC, 1811 Delsea Drive, Deptford, 08096; Contact: Dariel Bonilla Reyes

1715 Orchard Terrace LLC, 1715 Orchard Terrace, Linden, 07036; Contact: Joseph Chavez Rosero

Red Oak Consulting LLC, 119 Central Ave., Egg Harbor Township, 08234; Contact: Anthony Kaufman

La Cubanita Empanadas LC, 346 E. Midland Ave., Paramus, 07652; Contact: La Cubanita Empanadas

Irvington 14th Lakay LLC, 2837 Edward Stec Blvd., Edison, 08837; Contact: Astride Pierre

Elmas Realty LLC, 834 Clifton Ave., Clifton, 07013; Contact: Volkan Anik

A&R Realty Holdings LLC, 103 Tived Lane, Edison, 08837; Contact: Suresh Ramnani

TBZ Properties LLC, 642 Broad St., Clifton, 07013; Contact: Spiegel & Utrera PA

Prilep Trans LLC, 35 Arthur St. Apt. 3, Clifton, 07011; Contact: Toni Kimoski

Maoze Enterprises LLC, 340 Myrtle Ave. #B4, Irvington, 07111; Contact: Moaze Ibrahim

Humble Beginnings Childcare LLC , 15 Cook Road, Bloomfield, 07003; Contact: Vanessa Clarke	Lima Rentals LLC , 1352 North Ave. 1st Floor, Elizabeth, 07208; Contact: Geronides Modesto	6 Crew LLC , 642 Broad St., Clifton, 07013; Contact: Spiegel & Utrera PA	El Kioskito Mi Favorito LLC , 191 Sylvan Ave., Newark, 07104; Contact: Steven Rosario	Hidalgo S Y Asociados LLC , 47 Warren Ave., Roselle Park, 07204; Contact: Sergio Hernandez Pinto	P & G Property Maintenance LLC , 11 Michael Lane, East Hanover, 07936; Contact: Gerry Guanci	Fowler Media Group LLC , 578 Summit Ave., Jersey City, 07306; Contact: Todd Morris Fowler	609 Motoring LLC , 32 Emerald Road, Robbinsville, 08691; Contact: Suzan Mansour
Mindspring Wellness LLC , 272 Wildflower Lane, Hillsborough, 08844; Contact: Sonja Malcolm	Je Capital Operations LLC , 100 Challenger Road, Ridgefield Park, 07660; Contact: Sayyid Jibreel Hussain	UA Contracting LLC , 1 Vernon St., Toms River, 08755; Contact: Nazarii Mossula	3009 North 2nd Street LLC , 32 Ramella Ave., Moonachie, 07074; Contact: Nader Haddad	133 Howertown Rd. LLC , 32 Ramella Ave., Moonachie, 07074; Contact: Nader Haddad	Mamba Consulting LLC , 131 Main St., Hackensack, 07601; Contact: Fares Ali	Haidet & Associates LLC , 1415 Route 70 E. Suite 407, Cherry Hill, 08034; Contact: Samuel Edward Sweet	FP Ward Consulting LLC , 301 Route 17 N., Rutherford, 07070; Contact: Legalinc Corporate Services Inc.
P.R.S. Construction LLC , 675 Fairfield Ave., Kenilworth, 07033; Contact: Patric Dos Santos	Marwa Marie Music LLC , 1310 Harding Court, Raritan, 08869; Contact: Erica Mohamed	MCR3 LLC , 2983 John F. Kennedy Blvd. Suite 201, Jersey City, 07306; Contact: Christopher Ashamalla	Life Psy EB LLC , 6 Auer Court, East Brunswick, 08816; Contact: Goldie Rabaev	Canales Cleaning I LLC , 81 Paterson Ave., Paterson, 07522; Contact: Raul Canales	North Ridge Condo LLC , Five Greentree Centre Suite 104, Marlton, 08053; Contact: Registered Agents Inc.	Shoppyzon LLC , 1300 Ave. at Port Imperial, Weehawken, 07086; Contact: Business Services Agency	Uni Pack Pro LLC , 53 Livingston Ave. 1st Floor, Lyndhurst, 07071; Contact: Kate Elif Tezer
Unique Quality LLC , 137 1/2 Washington Ave. Suite 209, Belleville, 07109; Contact: Gerard Browne	730 Garden Group NJ LLC , 308 Vreeland Road, Florham Park, 07932; Contact: Jardim, Meisner & Susser PC	Franklin's Landscaping Services LLC , 100 Hamiltonian Apt., Middlesex, 08846; Contact: Carmen Acevedo	MKS Property Management and Development LLC , 62 Holly Hill Terrace, Vineland, 08360; Contact: Marco Cruz-Juarez	All Things Possible Personal Training LLC , 30 W. Haddon Ave., Oaklyn, 08107; Contact: Allyson Averell	Five Ocean Groups LLC , 801 Elizabeth Ave., Newark, 07112; Contact: John Windorff-Nwosu	Live by the Thought LLC , 1557 Springfield Ave., Maplewood, 07040; Contact: Omni Management Corp.	Vegan Edge LLC , 410 D St., Middlesex, 08846; Contact: Ismael Bimbo
8 Squad Rebel Radio LLC, 59A Garside St., Newark, 07104; Contact: Aloysius Hannah	1653-55 Springfield Ave. LLC , 1653 Springfield Ave., Maplewood, 07040; Contact: Snader Navarin	SSN Trucking LLC , 575 N. Midland Ave., Saddle Brook, 07663; Contact: Irfan Kilic	Pennsville Pizza LLC , 233 S. Broadway, Pennsville, 08070; Contact: Rudy Guerra Martinez	60 Roosevelt Avenue LLC , 77 Roosevelt Ave., North Haledon, 07508; Contact: John Farissier Jr.	CJT Risk Consultants LLC , 9 Vivian St., Lincoln Park, 07035; Contact: Christopher Taormina	Oneway Barbershop LLC , 425 Rosehill Place, Elizabeth, 07202; Contact: Roody Isma	CNC US Group LLC , 172 Wallington Ave., Wallington, 07057; Contact: Andrzej Jaruszewicz
LLSF Logistics LLC , 276 Bellevue Ave., Trenton, 08618; Contact: Marvin Fletcher Jr.	Samholly LLC , 525 Route 73 N. Suite 104, Marlton, 08053; Contact: Registered Agents Inc.	Genevie Trucking Services LLC , 114 Elwood Ave., Newark, 07104; Contact: Wilson Malone	Mfonseca Family LLC , 2255 Alpine Ave., Union, 07083; Contact: Maria Fonseca	Lucca Services LLC , Five Greentree Centre Suite 104, Marlton, 08053; Contact: Registered Agents Inc.	Kadak Chai LLC , 107 Charles St., Jersey City, 07307; Contact: Shital Sanap	Pharmcorp LLC , 713 Strassle Way, South Plainfield, 07080; Contact: Poumil Patel	Sahaja Oils & Chemicals LLC , 68 Reids Hill Road, Morganville, 07751; Contact: Paritosh Patyal
Limo World LLC , 30A Reading Road, Edison, 08817; Contact: Muhammad	188th Hudson Development LLC , 3110 W. Bangs Ave., Neptune, 07753; Contact: Platinum Development I	Inspersoft LLC , 1117 81st St., North Bergen, 07047; Contact: Ricardo Pinzon	Cape May Snaps LLC , 902 Ocean Drive Unit 701, Cape May, 08204; Contact: Brian Dunleavy	The Color Den LLC , 20 Sadowski Drive, Old Bridge, 08857; Contact: Amanda Deinstadt	Candide Plus LLC , Five Greentree Centre Suite 104, Marlton, 08053; Contact: Registered Agents Inc.	Panchita Cleaning Services LLC , 6821 Black Horse Pike Apt. 612, Egg Harbor Township, 08234; Contact: Luis Alberto Zapata-Palmo	Pravesh Holding LLC , 328 Greenbrook Road, Greenbrook, 08812; Contact: Vijeshkumar Patel

MORE INFORMATION

Mergers & Acquisitions data were supplied by Refinitiv.	and major shareholders. These data were compiled by StockReports+ from Refinitiv and are listed in order of transaction value.
Bankruptcies are obtained from federal courthouse records available on Public Access to Court Electronic Records, or PACER. Listings are organized by the office in which they were filed.	New Businesses include businesses that have moved to New Jersey or opened a new office in the state. The information was supplied by the state Treasury's Division of Revenue.
Insider Trading reports on the stock transactions reported to the Securities and Exchange Commission by officers, directors	

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NOMINATION DEADLINE: WEDNESDAY, APRIL 18TH, 2020

The *NJBIZ* Healthcare Heroes awards program honors both individuals and organizations that are making a significant impact to maintain the quality of health care in New Jersey during these transformative times.

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Questions? Contact AnnMarie Karczmit at events@njbiz.com

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- Public Health Hero
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- **Long Term Care Facility of the Year**
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