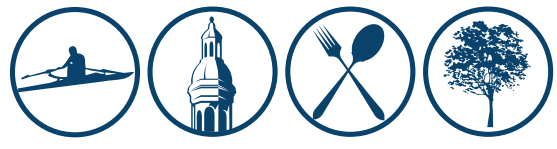


**PRINCETON MERCER
REGIONAL CHAMBER**
champions for business



VISIT PRINCETON-MERCER
www.VisitPrinceton.org

Impact Update

619 Alexander Road, Suite 101 | Princeton, New Jersey, 08540
Tel: 609-924-1776 | Email: info@princetonmercero.org
PrincetonMercerChamber.org

We Are Stronger Together

The Champions of the Region's Business Community.

JOIN US!

Welcome to the Princeton Mercer Regional Chamber

As the largest regional Chamber in the State of New Jersey, the Princeton Mercer Regional Chamber, (PMRC) is proud to partner with leading organizations to help our local business community thrive. Now more than ever our mission is to be your Champion for Business. The role of your Chamber has never been more crucial, not just to help during the pandemic (our Chamber Foundation raised and distributed over \$450,000 to help small businesses), but to help drive our economy.

We are committed to building a community where residents, visitors and investors are attracted; promoting our community; striving to ensure prosperity via a pro-business climate; represent a unified voice of the business community; and encourage networking and connecting of our members.

We are here to advocate and support our business community by marketing them, encouraging doing business with each other, buying local and being a trusted source of information. Through our Legislative Committee we support and advance business friendly legislation that benefits our members. We also support and offer to our members the Buy Local Connection program, to gain visibility through videos which are distributed on a multitude of social media platforms.

The chamber was successful in delivering our meetings, conferences, networking and program events virtually, helping members to stay connected and informed. We are thrilled to bring in-person events back to our members, but remain nimble, making adjustments as needed and holding both virtual and in-person events.

We continue to add new programming and opportunities for our members to gain visibility and thrive, such as our PMRC-branded Phone App, Digital Magazine, Promotional Eblasts, Chamber Live Programs, and our Virtual Business Community on Facebook, to name a few. Opportunities like these allow our members to stay connected and promote their businesses throughout the region.

We remain committed to supporting our members and in turn, look for your support of the Chamber and fellow members as we work together to keep the region's business community strong.

Hal English

Hal English
President & CEO
Princeton Mercer Regional Chamber



As Vice President of Membership and Business Development of the Princeton Mercer Regional Chamber, I am often asked why one should join the Chamber, and it's easy to answer.

I describe how the Chamber initiates business to business contacts that results in new business opportunities for members every day. I mention that we provide over 2 million visitors with access to information on businesses in our region through our Princeton Mercer Convention & Visitors Bureau. I remind them that the Chamber's mission is to generate more business activity for the community, the county, the region, and the importance of doing business locally to keep our region strong.

We are the region's Champion for Business. We accomplish our mission of serving our members, speaking for business and promoting an environment for business growth every day. I personally invite you to join and partner with the Princeton Mercer Regional Chamber, to get connected, build your business, and keep our business community strong.

We are stronger together!

Christine

Christine Curnan
Vice President
Membership & Business Development



MEMBERSHIP HIGHLIGHTS

Valuable networking opportunities and educational events

Ability to participate in targeted business programs

Additional membership with the Princeton-Mercer Convention and Visitors Bureau for our hospitality and retail members, which includes a listing on the Visit Princeton Mercer website, as well as a listing in the Visitors Guide at no extra cost

Membership Listing on the Chamber's Website and PMRC Phone App

Marketing visibility through sponsorship opportunities at networking and educational events

Opportunity to purchase Website, E-Newsletter, Dedicated Member Eblasts, Event Postcard, PMRC Digital Magazine advertising to gain visibility for your organization

Ability to upload events and success stories and more to the Member News Section of the Chamber's website

Ability to enter events to the Member Event Calendar

The ability to upload videos to the Independent Business Alliance, the Real Estate Business Alliance, and to our Elevator Connection YourTownTube page of the Chamber's website

Individual mentorship opportunities through Client Strategy Sessions

Complimentary promotional tables in the reception area at our in-person Monthly Luncheon for our non-profit member organizations

Opportunity for Non-Profit Members to participate in the Chamber's Non-Profit Benefit Exchange Program

Sustaining Sponsors have the ability to upload free 1 to 3 minute videos to the Buy Local Connection program on YourTownTube.

For more information and full list of member benefits, please call **Christine Curnan, Vice President of Membership & Business Development** at 609-924-1776 ext. 102 or email Christine@princetonmercer.org.

Our Values, Mission & Vision

Uncomfortable Conversations:

THE NEW WAY TO LEAD IN DIVERSITY

The Princeton Mercer Regional Chamber is galvanized toward our mission, to champion Diversity, Equity & Inclusion through education, involvement and the facilitation of uncomfortable conversations around systematic racism, sexism, and inequality. As business leaders, we recognize our responsibility to stand against injustice and provide resources for our members and the community that promote anti-racism, equality, and bring positive meaningful change.

The Chamber has been an influential leader and continues to forge the path for companies to improve their DE&I initiatives. In the words of Gary Burnison, CEO of Korn Ferry, “leaders communicate why it is important to go beyond diversity alone to reach “conscious inclusion” – where curiosity about differences is encouraged and where inclusions the mutual responsibility of all people.”

We have always believed in creating a space where differences are welcome, valued and celebrated, and will continue our work to realize this outcome.

OUR Vision

The *Princeton Mercer Regional Chamber* aims to provide our members with indispensable business and networking resources vital to their growth and success. Our vision is to be an effective catalyst for improving the quality of life and business for those who visit, work and live in the greater Central New Jersey Region. This is put into action through our exceptional business programs, working with our civic leaders and promoting diversity in our region to facilitate the difference we aspire to.

OUR Mission

“Serve our members with opportunities to meet and do business with other members and to provide resources that will enhance their success.”

- **Speak for Business:** with a collective voice on public policy issues affecting business and our communities
- **Promote and environment for business growth:** by encouraging economic development efforts that strengthen the Region’s reputation and by enhancing the quality of life in the over 18 communities and five counties we serve in New Jersey.
- **Display excellence in all aspects of our operations:** led by the Chamber’s Board of community leaders, with support from a full-time professional staff, we will ensure that the skills, talents and interests of our members are effectively utilized and supported and the everyone’s experience with the Chamber is positive and productive.
- **Core Values:**
 - We value our *Clients* earn the respect of our members and meet their needs.
 - We value our *Staff*, our most important resource. We encourage, reward, and motivate them every day.
 - We value *Integrity*. We adhere to the highest of ethical standards.
 - We value *Diversity*. We respect the variety of people, businesses, and ideals in our community and consider this diversity to be an advantage.
 - We value both *Innovation* and *Tradition*. As a proactive and forward-thinking organization, we create meaningful programs that add value and meet the needs of an ever-changing world. We embrace the possibilities of the future while preserving our region’s rich history.
 - We value our *Board of Directors*. They lead us with their integrity, their knowledge, and their excellence.

“ Our *Mission* is what guides us as we serve our members, speak for business and promote business growth. ”

Forging Ahead with Purpose

NEW INITIATIVES

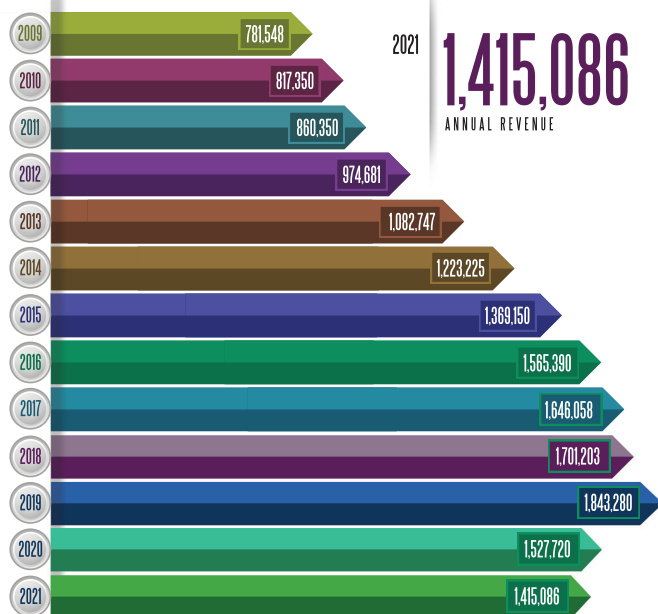
- ▶ PMRC hosts monthly Mercer County Employer Legislative Committee Breakfasts in partnership with NJBIA at various locations around the County with Mayors and Legislators.
- ▶ PMRC has partnered with Lincoln Financial, a nationally recognized leader in retirement planning services, and Merrill Lynch as financial advisors, to develop this unique program that provides a cost-effective and easy way for you to implement a turnkey 401(K) employee program through the Chamber, eliminating administrative costs and compliance issues.
- ▶ The Chamber has created a Military Action Committee to serve as a liaison between our member companies and Joint Base MDL to foster meaningful dialog of our shared interests; to support our military, and to collaborate on the \$7 billion economic benefit the Joint Base adds to our NJ community.

STRENGTH IN NUMBERS

With your support, the Princeton Mercer Regional Chamber continues to move forward with clear focus and in strong financial position to deliver for the regions business community. We were fortunate to be able to move quickly from virtual programming in 2020 to in person programming beginning in June of 2021. Our members were thrilled to once again see each other in person and make the meaningful business connections the Chamber provides. The Chamber continues to offer our Business Before Business Speed Networking which is very popular with our membership. Attendance at our events has been strong and continues to strengthen as more and more of our members become comfortable with in person networking.

ANNUAL CHAMBER REVENUE GROWTH

We are proud to be the largest regional Chamber business organization in New Jersey. Our financial strength assures you that we will continue to invest in business programs that help our members grow



Being a member of the Chamber and participating on its committees has been a rewarding experience. I have had the opportunity to learn, meet amazing people in the business community, expand my professional network and be a part of very important events that both educate and celebrate the Princeton and Mercer County communities. I am also able to share these experiences with the broader Novo Nordisk workforce.

Nadine M. Gomes Williams
Assistant General Counsel, Clinical & Commercial Law
Legal Affairs, Novo Nordisk



I've been a PMRC member for about 15 years, a Board member, committee head for Marketing, and the Independent Business Alliance, as well as contributor to key chamber initiatives. As a member, being active, involved, accessible, and visible reaps rewards. The people, enriching events, and professional experiences have made a marked difference in our success.

Tom McManimon
President & Founder
StimulusBrand Communications



Chamber Programs



WOMEN IN BUSINESS ALLIANCE

The Women in Business Alliance (WIBA) is a group of professional women who provide an environment for women to connect and build professional relationships



REAL ESTATE BUSINESS ALLIANCE

The Real Estate Business Alliance (REBA) is comprised of individuals from a variety of fields that come together to address the issues relevant in today's real estate market.



PRINCETON-MERCER REGIONAL CONVENTION AND VISITORS BUREAU

The official Convention and Visitors Bureau for the Princeton-Mercer Region



PRINCETON MERCER YOUNG PROFESSIONALS

Young Professionals are a group of emerging leaders who join to network and create professional relationships enhancing their career development, and community service initiatives.



INDEPENDENT BUSINESS ALLIANCE

The Independent Business Alliance (IBA) promotes local independent businesses and provides resources with the focus on developing growth strategies for independent businesses in the Princeton-Mercer Region



REGIONAL BUSINESS PARTNERSHIPS

The Trenton Economic Development Program is comprised of professionals, nonprofit organizations, and community leaders dedicated to promoting and serving the business needs of the Capital City.



EMPLOYER LEGISLATIVE COMMITTEE

The Mercer ELC – a program of NJBIA – brings business leaders together with legislative leaders for important conversations on public policy issues that affect business owners in our region.



INNOVATION & ENTREPRENEURSHIP

I&E focuses on the creation, development and expansion of innovative companies and assists entrepreneurs with programs regarding capital formation.



CENTRAL NJ NONPROFIT COUNCIL

The Central NJ Nonprofit Council (CNJNC) fosters a vibrant community by strengthening the important connections among the arts, nonprofits, cultural and business sectors.



DIVERSITY, EQUITY & INCLUSION FORUM

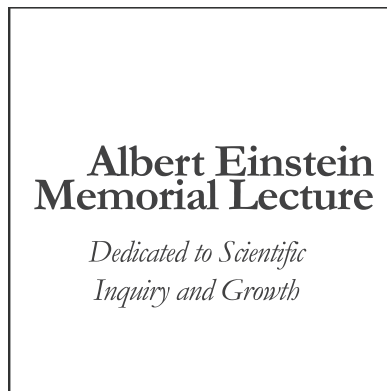
The Chamber's Diversity & Inclusion program strives to bring education and resources to help companies improve performance and be better corporate citizens by advancing diversity and inclusion in the workplace.

New Jersey Conferences

The Princeton Mercer Regional Chamber is proud to bring six statewide conferences to our members and the region's business community, each providing educational opportunities, the ability to promote their business, network, and gain visibility statewide and beyond.



STATEWIDE CONFERENCES



Board of Directors



WILLIAM RUE, JR.
CHAIRMAN OF THE BOARD
President, Rue Insurance



JEANNINE CIMINO
CHAIR ELECT
William Penn Bank



PATRICK L. RYAN
VICE CHAIR
First Bank



KAREN ANDRADE-MIMS
Executive Director
Father Center of Trenton



KRISTIN S. APPELGET
Director, Community &
Regional Affairs
Princeton University



RASHAAD BAJWA
President & CEO
Integrus



GREG BLAIR
Partner
Nottingham Insurance



CHRISTOPHER BORDEN
Vice President
CBIZ Borden Perlman



CHANTAL CAPODICASA
Senior Vice President, Regional Head
TD Bank



SAMUEL FRISBY
Director of Strategic Intervention
YMCA of the USA



ALLISON GORGA
Senior Marketing Director
Withum



AUBREY HAINES
CEO
Mercer Oak Realty



JEFF HURLEY
General Manager/Chief Operating Officer
Trenton Thunder



AVERY INCE, MD, PHD
Vice President, Medical Affairs -
Cardiovascular & Metabolism Franchise
Janssen Pharmaceuticals, Johnson & Johnson



SARA LESTER
Vice President of Human Resources
and Learning
ETS



FRANK LUCCHESI
Regional Public Affairs Manager
PSEG



ERIC ORLANDO
Executive Vice President
Kaufman Zita Group



CHAYA PAMULA
President & CEO
PamTen



CHRISTOPHER PERKINS
President, North America &
SIP Taste & Beyond
Firmenich



MIKE RECA
Vice President for Facilities and
University Operations
Rider University



ROSA ROSADO
Owner
McDonalds Franchises



**DR. SETH ROSENBAUM,
MD, MMM**
SVP, Chief Medical Officer
RWJ Hospital Hamilton



BRENDA ROSS-DULAN
President & CEO
Ross Dulan Group



VINCENT J. SCOZZARI, JR.
Vice President
V.J. Scozzari & Sons, Inc.



CALI R. SPOTA
Intellectual Property Attorney
Fox Rothschild LLP



RACHAEL STARK
Shareholder
Stark & Stark



ANGIE TSIRKAS
Senior Vice President
Government Bonding
Northfield Bank



JEFFREY VEGA
President & CEO
Princeton Area
Community Foundation



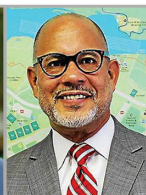
Lauren Vescio
Marketing Manager
NJM Insurance Group



DEBORAH VISCONTI, MBA
Vice President, Finance
Capital Health



ZACK WARRINGER
Senior Vice President
Merrill Lynch



AARON WATSON
Mercer County Deputy Administrator /
Executive Director
Mercer County
Park Commission



NADINE GOMES WILLIAMS
Counsel of Clinical and Commercial Law
Novo Nordisk

As the largest regional Chamber in New Jersey, the Princeton Mercer Regional Chamber is primarily focused in five Central New Jersey counties. Membership stretches as far as New York, Pennsylvania, Washington DC, and Canada.

COVID-19 has impacted us all, large and small businesses, and now more than ever, it is important to stand together, so we can thrive together. The Princeton Mercer Regional Chamber is committed to supporting our businesses, our community and our members, and we will continue to do so each day with your support.

Join us, and be a **Champion for Business!**
Together we will succeed!



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