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# INSIDE BUSINESS

This is a publication of The Gateway Regional Chamber of Commerce.  
Please visit our website at [www.gatewaychamber.com](http://www.gatewaychamber.com)

Volume Twenty, Number Five  
May 2017

## Businesses and students both benefit from internships

By Lynn Robbins

It's a win-win.

The New Jersey Institute of Technology, Union County College and Rutgers University all offer robust internship programs that align students' majors and career goals with companies that need the talents they offer. Schools work closely with employers to provide internships that are beneficial to both the student and the company.

In the interest of matching student and employer interests, the schools offer internships on an individual basis or through programs.

NJIT places students in a variety of industries because of businesses' demand for technology and engineering talent. Interns are placed in pharmaceuticals, telecommunications, business and financial services and health and medicine. They also work for nonprofits and federal and state governments. Students may also choose to work on community and public service projects with a focus on civic engagement.

Union County College (UCC) offers several internship opportunities, including three unique programs related to the student's major. Sports management majors work at local YMCAs, baseball academies, country clubs and golf courses. Hotel, restaurant and tourism management majors work at airports, hotels, hospitals, country clubs, nursing homes, retail stores and the Disney program in Florida.

Paralegal interns work for local law firms, government offices, legal nonprofits and the Union County Prosecutor's office.

Among Rutgers University's internships, the Road to Industry Programs (RTIPS) is popular among business students and the school recently launched a second RTIPS option for students interested in media and communications. The Road to Wall Street program pairs 50 students each year with alumni working on Wall Street. According to the school's career services group, most of the program's 2015 graduates received job placements. Rutgers internships in all industry sectors are offered through several campus recruiting services.

Businesses benefit from employing interns in a number of ways.

"Hiring interns is a great opportunity to explore a future talent pipeline," said Chris Fitzpatrick, talent acquisition manager at Enterprise Rent-a-Car in Elizabeth and a career development services advisory board member at NJIT. Fitzpatrick is in charge of Enterprise's hiring for Eastern New Jersey.

"So many of our top performing full-time employees started with us as interns," he said. "My boss, our regional vice president who oversees our entire \$25 million operation, started with the company less than 15 years ago as an intern in Iowa."

Interns also fill Enterprise's seasonal needs during busy months. Fitzpatrick's region hires about 25 interns every summer. He estimates that worldwide the company hires up to 4,000 interns throughout its 9,600 locations every year. Interns work in customer service, product and service sales, inventory management, daily operations, finance, marketing and managing the back end of the business.

Sheri Cognetti, the senior program director at the Fanwood-Scotch Plains YMCA,

(Continued on page 4)

## Nurse Camp is not fun and games

By Rod Hirsch

Working alongside dedicated health care professionals who confront life-and-death situations daily has had a profound impact on dozens of select high school students enrolled in the summer Nurse Camp program at Trinitas Regional Medical Center in Elizabeth.

Exposure to the swirl of routine and the unexpected at the urban hospital has helped to crystallize career choices for those selected to attend the week-long program, many of whom now are enrolled in medical programs or work across the health care spectrum as technicians, pharmacists, nurses and doctors.

Lisa Liss, Trinitas' director of volunteer services, conceived of the Nursing Camp program in 2004 to introduce local high school students to the nursing field. She developed the program with help from Patricia Haydu, RN, the former coordinator of health occupations in the Thomas Edison Career and Technical Academy of Elizabeth High School.

(Continued on page 3)



Students from Union County College go through orientation at the Westfield YMCA at the beginning of their internship program.

# The Canterbury Sales®

Develop self-reliant salespeople

By Andy Gole

You need self-reliant salespeople for strong business development and account management. Here's how you can test for self-reliance:

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or “do or die” sales team members? For more info, please visit <http://bit.ly/BestEfforts>.

- 3. Research** – Are you using free online databases to establish common ground, enhance bonding and trust? Fifteen to 20 minutes should suffice before each call.
- 4. Quality Agenda** – Do salespeople send a quality agenda in advance of meetings – to keep the meeting focused and efficient and help the salesperson maintain control?
- 5. Probing Questions** – Verify sales team members are “warming up the prospect” enough to learn the prospect’s “why,” “why now” and vision for the future.
- 6. Proving** – Are sales team members using your proving kit tools to persuade prospects? Are you losing sales because prospects don’t believe you? For more info, please visit <http://bit.ly/TheyDidntBelieve>.
- 7. Addressing Perceived Risk** – Are you losing sales because prospects see you as too risky? For more info, please visit <http://bit.ly/TooRisky>.
- 8. Battle Plan** – For key accounts. If you don’t have a one-call close, are sales team members using an effective battle plan? Conducting pre-mortems?
- 9. Book of Sales Knowledge** – Does your sales book of knowledge help salespeople when they are stuck?



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Andy Gole has taught selling skills for 23 years. He started three businesses and has made approximately 4,000 sales calls, selling both B2B and B2C. He invented a selling process, Urgency Based Selling®, with which he can typically help companies double their closing or conversion ratio. Learn more about Andy’s method at [www.bombadillc.com](http://www.bombadillc.com), at [www.urgencybasedselling.net/entrepren.html](http://www.urgencybasedselling.net/entrepren.html) or by calling him at 201.415.3447.



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## Nurse Camp is not fun and games

(Continued from page 1)

Following orientation and introduction to medical terminology, the students hear presentations from a wide array of departments, learning about how the hospital operates, how staff work as a tight-knit unit to deliver the best-possible patient care and how all that benefits the patients.

The week-long program offers shadowing opportunities for campers, who give the program high marks for helping them investigate, in a realistic light, a career they may want to pursue.

"We get fantastic support for the program from all of our staff members who happily take on this extra responsibility of having a 16-year old following them around," Liss said. "It's a great program and I'm proud of that and that these kids can make their decisions on future careers before going to college, without spending time or money."

Most of the students are predisposed to pursuing a medical career but there have been instances where their minds are changed after their one-week exposure to the often harsh and abrupt realities of life and death.

"Not everyone can handle the sights, smells and sounds of a hospital," Liss said. "The kids have to ask themselves, 'Is this something you really want to do?' They're exposed to the emergency room. They see babies being born and people passing away. It's real."

Few, however, opt out.

"We tell them that this is real, these are the things they may see, but they all have an interest in it to see things first hand," Liss said. "Very few say 'This isn't what I want.'"

Cynthia Eleanya was in between her freshman and sophomore years at Elizabeth

High School when she enrolled in the camp in 2006, just a few years after she and her family arrived in this country from Nigeria. She looked up to Haydu, impressed by her knowledge and work ethic. Haydu's counsel and advice helped to reaffirm the young woman's dream of becoming a physician.

Years later, Dr. Eleanya, now in her residency at Johns Hopkins Bayview Medical Center in Baltimore, counts Haydu as one of her best friends. When she returns to visit her family in Elizabeth, they make a point to have lunch to catch up.

"She was very helpful," Eleanya said. "Meeting her was the best part of the program. She encouraged me to go into medicine, which led me to becoming a doctor. She continues to be a mentor."

A more recent graduate of Nurse Camp also benefited from the experience, which helped to guide her career decision. Veronica D'Amico, a senior at Union High School who attended the nursing camp in 2015, will enter the U.S. Army after graduation in June and hopes to train as a medic.

"Having an opportunity to participate in Nurse Camp was once in a lifetime," she said. "Being exposed to the different areas of the hospital was eye-opening and really taught me how many resources and medical professions are truly out there."

"Speaking to experienced professionals who are passionate about what they do was the best learning experience," D'Amico added. "It showed me that there are a variety of ways to help people and every person on the road to recovery matters."

"Such a great and educational experience so early on really gives young students perspective on whether nursing is for them and all the options out there. Nurse camp truly is a great resource."

Bank of America and the Aviation Council underwrite the tuition-free program, which runs for six weeks in the summer and enrolls 10-12 students each week. The deadline for application this year is June 1. Visit [www.trinitashospital.org/nurse\\_camp.htm](http://www.trinitashospital.org/nurse_camp.htm).

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## Businesses and students both benefit

(Continued from page 1)

hires several interns a year and finds that internship programs benefit her organization because they help identify future staff members. Another plus for YMCA staff is a feeling of fulfillment from supporting the goals of students and the needs of the community.

Working closely with staff members, interns provide introductory sessions to new members, show members how to use the gym equipment, teach classes to middle school students and help staff in several ways.

Ellen Dotto, the executive director of college relations at UCC, says her department benefits from their student interns' knowledge of social media. This winter when an unexpected snow storm hit, an intern was able to quickly announce the school closing through Twitter, Facebook and the college website.

"These are the sources students look to for the latest information," Dotto said. "As technology changes and grows, having a student's perspective is vital to us, particularly from the marketing perspective."

Students benefit greatly from internships, as well.

"It's almost a hiring requirement now for students to have had one or more internships," said Gregory Mass, NJIT's executive director of career development services.

College interns say that in addition to receiving on-the-job training, the experience helps them in other ways, improving their social skills, broadening their perspectives and allowing them to learn what it takes to own a business.

"Nothing really teaches you what it's like to be an employee other than just being one," said Kim Lam about the internships she completed before earning her engineering degree at NJIT. She said her internships were especially helpful in applying her academic learning to the working world.

Lam's last program with Lockheed Martin led to a full-time position with the company as an associate systems engineer. As an intern, she helped update the Aegis software defense system used by the U.S. Navy, a project she continues to work on today as a full-time employee.

"It was amazing to me to know that even as an intern, I had a direct impact on things the sailors would be using," she said. "I learned that every person working on a system really matters."

David Abraham, a student at Rutgers School of Arts and Sciences found that his experience at New York City-based Mango Concept opened his mind to working in a variety of environments. As a web developer intern, he translated the designers' website mock-ups into code, fixed problems on existing sites and managed client accounts.

"It gave me the skills to pursue an advanced web design career, no matter how I choose to approach it," he said. "I could pursue a prestigious position with another company or choose to grow my own existing business, Bluesoft Design."

Timothy Wiemer, a sophomore studying sports management at UCC, said his internship at the Fanwood-Scotch Plains YMCA not only enhanced his skills as a fitness trainer, it improved his social skills, as well.

"I find myself being able to come out of my shell more and be more friendly toward people at the gym," he said.

Wiemer said his internship also improved his time-management skills. Through going to classes, tutoring other UCC students and doing the internship, he learned to coordinate several different social and career roles.

Mass of NJIT said students who complete internships between or during semesters return to school more confident and more at ease solving problems.

"For professional growth and academic enhancement, the programs are wonderful support mechanisms," he said.

There also is a financial reward. In 2016, NJIT intern and co-op students earned more than \$5 million for their services.



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## Inside Views

### How Congress was broken

Watching government dysfunction for the eight Obama years was distressing. Watching how it is shaping up during the Trump administration is absolutely terrifying. The partisanship and polarization in Congress has grown to a point where it is hard to see anything of significance being accomplished in a bipartisan way.

Congress was not always this way. During the 1950s and 1960s the Republicans joined with Democrats to pass major government reforms. Civil rights legislation, environmental legislation and programs to help the elderly were all passed in a bipartisan effort.

Tax reform passed with a Democratic Congress and Republican administration in the 1980s, as did immigration reform. Welfare reform passed in the 1990s with a Republican Congress and a Democratic administration. And love or hate it, the No Child Left Behind Act was passed in 2002 by a bipartisan effort. It was the last major piece of reform passed this way.

So how have things gone so wrong? The reasons for today's dysfunction are actually quite clear and yet have become such a part of our belief system that it is doubtful we can ever put Congress back together again.

Three people and one technological innovation can be seen to be the main culprits of today's system of dysfunction.

Have you ever wondered why when you watch someone speaking on the floor of the House or Senate there seems to be no one else around? That's because there isn't anyone else except a television camera. The advent of C-SPAN, which was launched in 1979, is probably the single most important event leading to the disintegration of civility in Congress and more widely. Suddenly the way things actually worked was being put on display.

But it took almost 10 years and Newt Gingrich to fully explode its potential. Gingrich, long before he took control of the House, realized all he had to do was to go before the camera on an empty House floor and make the most explosive statements and he would get noticed. And noticed he was. In 1995 he became Speaker as part of the Contract with America and set the stage for a new type of confrontational politics that relied on safe districts, the demonization of opponents and no compromise.

The next person to take the situation from bad to worse was the Republican Speaker during the George W. Bush years, Dennis Hastert. He coined the so-called Hastert Rule, which required a majority of the majority to advance legislation to the floor. This had the effect of meaning that Republicans would have to be able to pass legislation without Democratic support for anything to advance. This pretty much killed minority party input into the process.

Since Hastert was speaker, no legislation of major import has been passed on a bipartisan basis. Bills like the Affordable Care Act and Dodd-Franks were passed without minority party participation.

The final blow was dealt by President Obama. In his 2011 State of the Union address, Obama stated he would henceforth veto any bill containing an earmark. Shortly thereafter, Congress imposed a temporary ban on earmarks which has not been lifted.

Historically, earmarks have been the horses used in horse trading. Earmarks allowed legislators to get money and projects for their districts that no one else cared about. They would often be willing to trade their vote on a matter that might not be of big significance to them in exchange. Without earmarks, ideological purity has reigned supreme. Left or right, caring about purity doesn't leave much room for compromise.

While Gingrich, Hastert and Obama deserve special recognition for the current debacle, the reality is all of us are responsible. We are the ones who demand the transparency that C-SPAN brings. We are the ones who thrive on the name-calling to which our politics has descended. We are the ones who rail against "the bridge to nowhere."

As Cleveland lawyer John Godfrey Saxe said before it was attributed to Otto von Bismarck, "Laws, like sausages, cease to inspire respect in proportion as we know how they are made." We know way to much right now.



Jim Coyle

*Jim Coyle*  
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## The Inside Look...

The **Gateway Regional Chamber of Commerce** this month hosted its 28th Annual Mayors Dinner, held at the Renaissance Newark Airport Hotel. More than 400 people listened as mayors or their designees from 20 of Union County's 21 municipalities provided updates on the states of their communities.

Awards were given out for Mayor of the Year, Business Administrator of the Year, Public Safety Official of the Year, Business Development Official of the Year and Best Speaker, which usually goes to the most entertaining and/or imaginative speaker.

This year's winners were:

- Mayor of the Year – Mayor Adrian Mapp of Plainfield
- Business Administrator – John Laezza of Clark
- Public Safety Official – Joe Cryan, Union County Sheriff
- Economic Development Official – Richard Puschel of Linden
- Best Speaker of the Night – Mayor Adrian Mapp of Plainfield

"Businesses and government leaders work hand-in-hand to strengthen their communities and those partnerships lead to commerce, jobs and taxes that help ease the burden of property taxes on homeowners," said Jim Coyle, chamber president. "The Gateway Chamber is honored to represent the business community as we say thank you to these leaders for their support."



Mayor Adrian Mapp of Plainfield was named both Mayor of the Year and Best Speaker of the Night.



John Laezza of Clark was named Business Administrator of the Year.



Sheriff Joe Cryan was named Public Safety Official of the Year.



Richard Puschel of Linden was named Economic Development Official of the Year.

**Trinitas Regional Medical Center** has announced that Nancy M. DiLiegro, vice president of clinical operations/physician services and chief clinical officer, has been elected to serve a three-year term on the board of governors of the American College of Healthcare Executives (ACHE). ACHE is an international professional society of 40,000 health care executives who lead hospitals, health care systems and other health care organizations. DiLiegro previously served as the ACHE regent for New Jersey-Northern and as presidential officer of ACHE-New Jersey Chapter.



Trinitas also announced it has launched the Emergency Nurse Boot Camp Program, which is designed for the

## INSIDE BUSINESS

A publication of the Gateway Regional Chamber of Commerce

Publisher: James R. Coyle • Editor: Chris Reardon

Director of Advertising: Joanne Vero • Director of Graphics: John Tirpak  
135 Jefferson Ave., P.O. Box 300, Elizabeth, N.J. 07207-0300

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"The Gateway Regional Chamber of Commerce is a business organization which represents and advances the business interests of its members"

registered nurse who has an interest in experiencing the critical care environment of an emergency department. The 12-week program will enhance assessment and prioritization skills and support the transition of a novice/mid-level nurse into a skillful and confident nurse. To apply visit [www.TrinitasRMC.org/bootcamp](http://www.TrinitasRMC.org/bootcamp) and search position number 1954. For applicant questions contact Mercy Mallari at 908.994.5239.



Mark Minkler, operations supervisor, Rahway EMT; EMT Michael Barcellona; and Steve Youngman, commercial loan officer, RSI Bank.

**RSI Bank** recently made a contribution to the Rahway EMT Squad that will be used to purchase additional state-of-the-art emergency response equipment that will enhance the squad's ability to serve the community. Pictured are (left to right): Nair Carvalhal, senior loan representative, RSI Bank;

The law firm **Genova Burns** has announced that 10 of its attorneys have been named to the 2017 New Jersey Super Lawyers List and six have been named to the Rising Stars List. Named to the Super Lawyers list were: Angelo J. Genova, Kathleen Barnett Einhorn, Jennifer Borek, Dina M. Mastellone, Brian W. Kronick, James J. McGovern III, John C. Petrella, Patrick W. McGovern, Judson M. Stein and Harvey Weissbard, J.A.D. (retired). Named to the Rising Stars list were: Rajiv D. Parikh, Harris S. Freier, Gina M. Schneider, Charles J. Messina, Matthew Kertz and David A. Tango.

In addition, receiving special recognition, Genova was voted #3 to the New Jersey Super Lawyers list of Top 10 Lawyers and was also named in the Top 100 List. Partners Kathleen Barnett Einhorn and Dina M. Mastellone were recognized as Top 50 Women Lawyers in the state.



**Berkeley College** has announced that Michael McAteer has been appointed dean, Berkeley College School of Professional Studies. In this role, he will maintain academic standards, oversee the hiring of faculty and work with other deans to support the mission and values of Berkeley College.

Berkeley also announced it has been recognized with the Champion of Good Works award from the Commerce and Industry Association of New Jersey for its "85 Acts of Kindness" initiative, part of the College's 85th anniversary celebration. This was the third consecutive year that Berkeley College has received the Champion of Good Works award.

**Community Access Unlimited** honored seven community partners earlier this month at its 2017 Awards Night Celebration, held at its Elizabeth headquarters. The honorees represented the wide variety of professionals and organizations the agency partners with to fulfill its mission of enabling people with disabilities and at-risk youth to live independently within the community.

## Where the Chamber Stands...

### *Businesses gain from internships*

Many businesses already know that internship programs offer great benefits yet others do not avail themselves of these opportunities. As our cover story this month shows, there are numerous benefits of paid internship programs and businesses of all sizes should take advantage of them.

First, internships allow businesses to find future employees and test-drive talent. With recruiting costs so high, internships allow a business to avoid hiring the "wrong" candidate based on just a positive interview process. Interns who do not work out can be let go at the end of the term with little investment lost.

On the other hand, if interns show promise, they can be brought back for a second term and the business will have an even stronger resource who can become a permanent employee upon graduation. In fact, a study by the National Association of College and Employers (NACE) found that nearly 90 percent of eligible returning interns received an offer of full-time employment, and nearly 90 percent of those accepted. And even non-returning interns prove valuable, as seven in 10 receive job offers, according to [Internships.com](http://Internships.com).

Internship programs also improve retention. According to NACE, 40 percent of employers report a higher five-year retention rate among employees they hired through their internship programs.

Next, hiring interns serves as a valuable recruitment resource. College campuses are viral communities. When a student has a great experience interning at a business, they tell other students and that company begins to build a reputation as a great place to work.

Interns allow businesses to become more productive. A business should not hire interns just to give them busy work. They should be given substantive responsibilities. This increases productivity and frees up permanent employees to focus on even higher-value work.

Interns bring fresh perspectives and specialized skills, such as being extraordinarily tech-savvy. College students are the youngest of the millennials, who soon will make up more than half the U.S. workforce. They think differently than older employees, which brings new ideas. They also are current in the latest cutting-edge trends in an industry, knowledge a business' entrenched employees might not possess. This can be particularly helpful in a smaller business.

The investment is not significant. Interns work for lower wages than permanent employees. At the same time, because they are there to learn and gain valuable job experience, they are among the most motivated of workers.

In addition, hiring interns is a good thing to do. Businesses that hire interns provide them invaluable work experience while allowing them to develop skills, test out their choice of career paths and strengthen their resumes.

Internship programs create a stronger workforce of employees ready to be hired and be productive. A study by Southwestern University showed that students who completed one internship while at school were 13 percent more likely to find full-time employment, with the odds going up with additional internships. Another NACE report showed more than 60 percent of students receiving job offers before leaving college had done internships.

Starting an internship program is not difficult. Schools such as NJIT, Rutgers and Union County College will work with businesses to initiate and maintain a program. This brings the added advantage of creating relationships with the schools that can help a business with its recruiting efforts.

In addition, the colleges do not want to send a political science major to intern at a tech company. Therefore, they work hand-in-hand with businesses to ensure they are meeting the needs of both the student and the businesses accepting them. If you need a website developer, the schools will send you a student studying website development.

One more tip. Because you want your internship program to serve as an avenue for recruiting talent, be active. Do not simply rely on the schools to fill your needs. Reach out to potential candidates for internships. Make sure your career portal is mobile-optimized. Millennials spend 14.5 hours per week on their mobile devices and just as you will be looking for the best interns, the best interns will be looking for the top internship programs.

Finally, many small businesses shy away from hiring interns because they feel they do not have the time or resources to accommodate an intern or fear they will take too much supervision. Remember these are smart young people who are quick to learn and eager to contribute. No matter what size your business, internship programs bring great value.



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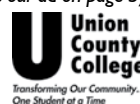
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(See our ad on page 2)

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