

MARCH 2009

Uncertainty a Comfort Zone for Entrepreneurs



(From left to right) Ranjini Poddar (Co-Founder/President, Artech Information Systems, LLC), Seth Tropper (Co-Founder/CEO, Switch2Health Corp.), Judith Sheft (Associate VP Technology Development, NJIT), JJ Ramberg (MSNBC Host "Your Business"), Paul G. Lewis (Entrepreneur/Founder of Four Companies) and Jeanne Gray (Publisher-Entrepreneur.com)

Whippany, NJ – JJ Ramberg, host of MSNBC's *Your Business* as well as an entrepreneur, kicked off the March [New Jersey Innovates](#) conference stating, "The best person to learn from is the person who has done it before." She also led a panel of entrepreneurs discussing what it takes to be successful in starting your own business. North Jersey Partners and NJEntrepreneur.com sponsored the successful event that had over 125 attendees.

A Time for Change - Talent Network Strategy

Businesses need competent employees; prospective workers need to have the necessary skills; education and training providers need to know what competencies to train to; and government and workforce professionals need to support these efforts with effective programs. All of these factors are addressed in the U.S. Department of Labor Employment and Training Administration's Workforce³One [Competency Model](#). Moreover, North Jersey Partners has applied this model to its Transportation, Logistics, and Distribution industry through the [Talent Network](#) to better align worker training with employer needs.

Addressing Employment Opportunities in Health Services

North Jersey Partners welcomes recently hired Ken Christensen and Robert Spellman as Site Administrators for the [Health Services](#) initiative. These seasoned professionals will work directly with hospitals and healthcare facilities to understand workforce needs and address the critical shortage of nurses and healthcare workers in northern New Jersey. They will also link healthcare organizations to the programs offered by local colleges and universities as well as the services provided by the public workforce system.

Retailers Face Retention and Communication Challenges

Retailers in the North Jersey Partners region are looking to improve and promote within, however, retaining competent workers, reducing the turnover rate (ranging from 60-180 percent), and improving communication skills are their first concerns. Retailers from Build-A-Bear to Macy's to McDonald's along with educators and workforce service providers discussed these and other critical issues facing their industry at the [North Jersey Partners Employer Roundtable](#) held at the Retail Skills Center in Jersey Gardens.

Weaver and Saleh Present at 2009 NAWB Forum

North Jersey Partners Kathy Weaver and Yustina Saleh, NJ Department of Labor and Workforce Development, presented the *Myth of Scarcity: Pushing the Supply Curve of Workforce Resources* at the March [National Association of Workforce Boards](#) forum in Washington, DC. Their presentation introduced North Jersey Partners, explained the paradigm shift being introduced in the region through the Talent Network Model, and the tools developed for job seekers to assist them in finding employment.

NJ Biomedical Engineering Showcase a Success

The Biomedical Engineering Showcase, a collaborative effort of academic institutions, industry, trade associations, state agencies, and state commissions, focused on *Exploring the Leading Edge of the Biomedical Frontier: Neuroengineering, Imaging, Assistive Technologies*. Over 400 attendees viewed 75 posters from graduate and undergraduate students, examined 30 exhibits and listened to experts in the biomedical and biotechnology fields. The topics covered included a review of cutting edge research and development, technology transfer, intellectual property, and entrepreneurship. North Jersey Partners was an event sponsor.

Master Plan for Entertainment, Arts & Retail Underway

Economic Research Associates will conduct a market research study to develop a strategic plan for the [Entertainment, Arts, and Retail](#) sector in northern NJ. The Master Plan will quantify financial economic impacts to leverage the cultural, arts, entertainment, retail and sports assets in our eight counties. North Jersey Partners' goal is to create pathways to increase employment in this market sector.

North Jersey Partners Happenings...

Featured author of the book entitled, "24 Carrot Manager," [Chester Elton](#) will speak at the New Jersey Institute of Technology on Friday, April 3 from 11:30 a.m. to 1:30 p.m. in Room 3710 at the GIT Center. Admission is free.

The first workshop, in a series for entrepreneurs, entitled *Developing and Perfecting the Financial Model*, will be held on Thursday and Friday, April 23-24 at the New Jersey Institute of Technology from 9 a.m. to 5 p.m. Registration fee is \$50.

The [Business Plan Competition Awards Luncheon](#) will be held at the Campus Center at the New Jersey Institute of Technology on Thursday, April 30 from 11 a.m. to 3 p.m. To register, link to [Institute of Entrepreneurial Leadership](#).

Kathy Weaver, Vice President of Programs-Newark Alliance, will be a guest speaker at the Professional Development Guidance Counselor Workshop addressing *Prepare Your Students for the 21st Century Skills* on Friday, May 8 sponsored by New Jersey Institute of Technology.

If you would like your event on the North Jersey Partners' calendar, email denisea13@mac.com. For regularly updated regional events, please link to [North Jersey Partners Calendar of Events](#).