

The CHRONICLE

A SOUTHERN NEW JERSEY DEVELOPMENT COUNCIL PUBLICATION

2020 VOL. 27

TRANSPORTATION & ENERGY *Will Drive the South Jersey Recovery*

NJ's Life Science Companies Rise to Challenge

How Can We Be More Prepared

Supporting Local Businesses Through PPP Loans

Marketing After COVID-19

**Cumberland County's Impact and
Anticipated Adaptations**

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The CHRONICLE

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President's Message

We at the SNJDC recognize the impact COVID-19 has had on our membership. Like many of you, we are all working remotely, determined to continue bringing you consistent value, content and context for your business. And like many of you, we have had to adjust to this "new normal". We've transitioned committee meetings to Zoom, held several webinars and hosted the Public Policy Speakers Series with DEP Commissioner McCabe virtually.

Another example, this special edition of our quarterly magazine for the first time includes sponsored content and comes to you digitally.

As we navigate the complexities of operating during this pandemic across industries such as healthcare, construction, finance, education, tourism and in non-profit and public service, we recognize the uncertainty we all face - uniquely and collectively. With the Governor's recently released Road Map to Recovery, we anticipate a steady rollout of lifting restrictions and announced guidelines that should ease the burden of uncertainty.

Our request for this edition was for content to help define and determine a "new normal"; we were shocked by the overwhelming response our members submitted. This is certainly a much larger edition of *The Chronicle* than we've produced in the past, but it remains that the articles you will find will be not only informative and thought provoking, but heartening and inspiring as well.

We want to thank the contributors to this Special Edition of *The Chronicle*, and we wish all of our members and their families well. Stay safe, stay vigilant.

We hope you enjoy the content within this issue and are able to take away some interesting new information and learn more about South Jersey. We welcome your comments at marlene@snjdc.org. To learn more about the SNJDC, contact us at **856-228-7500** or visit our website at **snjdc.org**.



Sincerely,

Marlene Z. Asselta
President
Southern New Jersey Development Council

A NEW NORMAL DESERVES A NEW MARKETING STRATEGY

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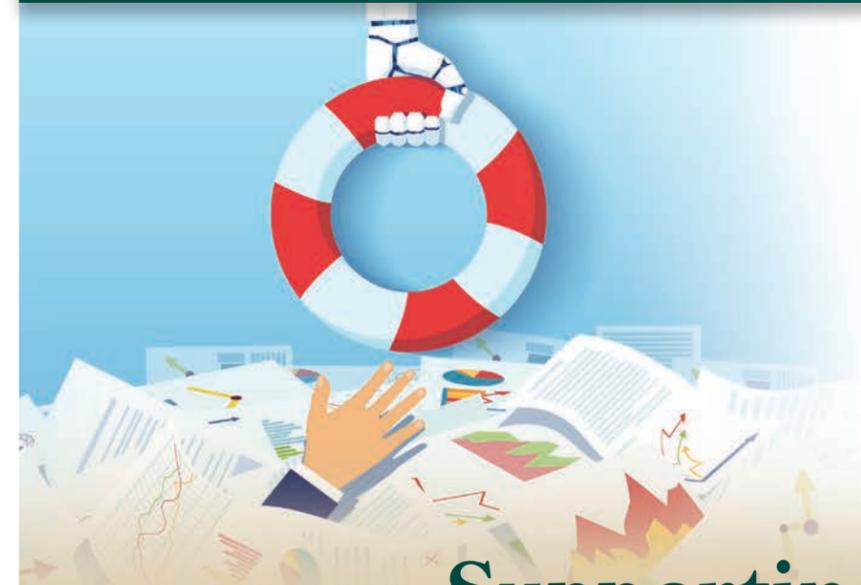
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Supporting Local Businesses Through PPP Loans



By Joe Tredinnick,
Market President, Republic Bank

As South Jersey grapples with the unprecedented disruption caused by the coronavirus pandemic, our team at Republic Bank has been working around the clock to provide financial relief to local small businesses through the Small Business Administration's (SBA) Paycheck Protection Program (PPP). As a leader in business banking with a local, dedicated, and experienced SBA lending team, Republic Bank is uniquely positioned to fund PPP loans, and we're one of the only banks in the region doing so for both FANS! and soon to be FANS!. The loans provide much-needed reprieve to small businesses, self-employed individuals, independent contractors, non-profit and veteran organizations. Funds can be used to meet payroll, cover rent, utilities and business mortgage debt, and all or part of the loan may be eligible for forgiveness.

The initial round of funding was met with overwhelming interest. Republic Bank received thousands of applications from small to mid-sized businesses across a breadth of industries including nonprofits, medical practices and restaurants, with many dropping them off directly at stores, some even in the early hours before the bank opened. Due to this incredible demand, we deployed staff from other departments to assist, with the team working long hours to process applications as quickly as possible. Due to Republic's fanatical customer service, referrals from lawyers, accountants and influencers, as well as other banks filtered in as business owners looked for this critical lifeline.

Even after the first round of funding dried up, our team continued accepting and processing loan applications. As we advocated for additional funding, this put us in a good position to be able to immediately load

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A New Normal in Construction

Ethan Byler, Director, Real Estate & Development
Stanker & Galetto, Inc.

Social distancing has been a new experiment in the construction industry. Execution on the construction site leans heavily on communication and coordination executed impromptu on the job. Governor Murphy's announcement on April 9th truly sparked change in the normal conduct of our business by classifying construction projects by essential and non-essential categories and putting in place a broad set of measures to maintain a healthy job site.

Our immediate steps were to limit access to our central office and deploy laptops and tablets to our employees, so our personnel could travel safely between home and the job site and nothing more. Subcontractors were put on notice of the new social distancing regulations with mandatory protective masks, the staggering of break times, and limiting the sharing of tools and equipment. In addition, extra hand washing stations and sanitation supplies were widely deployed at the job site.

We are very proud of our team and our network within the South Jersey community and how they have responded in operating under these new set of "normal" circumstances. We have received the

outstanding support of our subcontractors to adopt these new practices. In addition, our service providers including bankers, accountants, insurance brokers, law offices, site engineering and local municipal services like planning and engineering have continued to perform important services for us.

At the time of the Governor's announcement, we had active projects in both categories of essential and non-essential. A food warehousing and distribution facility could continue and a maintenance garage needed to be temporarily secured until notice is provided that work there can resume. We remain optimistic about the economic outlook for South Jersey to persevere. Processing and distribution of food products and the manufacturing and logistical support for a host of other products is done well from our South Jersey home communities and will continue to be "essential" in sustaining our lives if these circumstances persist.

Whatever the new normal is or becomes for the remainder of 2020 and into 2021, the local construction and real estate development community is well equipped to execute on the vision for a prosperous South Jersey.



160,000 square foot food distribution facility under construction in Delanco Township

Jefferson Health Protects Patients and Community During COVID-19 Crisis

By Dana Earley, Corporate Manager of Communications,
Jefferson Health New Jersey

When the coronavirus exploded throughout the United States, healthcare systems everywhere went into overdrive to ensure they could provide the highest level of care to the communities they serve. With stay-at-home orders, businesses closing amid fears of spreading the coronavirus - and the immediate need for testing - Jefferson Health immediately stepped up to protect our patients and the community.

Jefferson Health in New Jersey implemented its telemedicine app, JeffConnect®, in July 2018, but it wasn't until COVID-19 hit South Jersey, that this virtual medical appointment truly took off, becoming the safest and easiest way to see a healthcare provider.

"We had a massive uptick in tele-health visits with an overall patient visit volume of 85% - 96% of the calls for primary care," says Vice President of Ambulatory Operations Amanda Kimmel. "Our 2020 goal was 2,500 visits and we did double that in one week during the pandemic."

Everyone from patients needing to renew their prescriptions to those requiring post-operative or dermatologic care can do so easily, over their phone or home computer, said Kimmel, who oversees the 40 Jefferson Medical Group practices in South Jersey. And both patients and their care providers report positive experiences with tele-health.

Another way Jefferson Health helped the South Jersey community during the pandemic was by setting up three drive-through COVID-19 testing sites - Washington Township, Cherry Hill and Camden County College in Blackwood - for patients with symptoms with a testing prescription. The sites also featured an express lane for First Responders.

"We were testing about 120 people a day between the three sites with results available 24-48 hours later," Kimmel said.

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In mid-April, Jefferson Health New Jersey - in conjunction with the Camden County Board of Chosen Freeholders - opened a COVID-19 drive-thru testing site at Camden County College in Blackwood. Here, the Jefferson team braves rainy weather to serve the public.



FOR THE PAST 41 YEARS, TRIAD ASSOCIATES' MISSION HAS BEEN TO HELP COMMUNITIES GROW.

Through understanding our clients' needs and then identifying the resources available to help them address those needs, Triad has been able to make a positive difference in the quality of life enjoyed by those who live in the communities where we do our work.

Recently, however, the COVID-19 health crisis has presented communities with challenges unlike any they have faced before.

Challenges that have real impacts on people. On families. On small businesses.

Trying to sort through and understand all of the programs and information associated with the COVID-19 health crisis can be like trying to get a drink of water from a fire hose.

In a word, knowing what to do and how to do it can be overwhelming.

Triad has developed a toolkit of federal and state resources targeted at helping those most impacted by COVID-19 and we have been hosting a series of webinars designed to help businesses access the information and assistance they need.

One example is the Paycheck Protection Program. Triad has helped a number of our clients receive this funding.

YET GETTING PPP AND OTHER STIMULUS FUNDS ALWAYS LEADS TO ONE QUESTION:

NOW WHAT?

Through the PPP Program, it is possible to have 100% of the loan forgiven, but in order to do so, it is critical to follow the guidance provided by the Small Business Administration.

Forgiveness of PPP loans requires three things:

- That at least 75% of the funding is spent on qualifying payroll expenses
- That no more than 25% of the funding is spent on qualifying utilities, rent, and mortgage interest
- That your staffing levels are equal to the levels on your initial PPP application by June 30, 2020

We recommend to our clients that they open a separate bank account to house the loan proceeds to make tracking expenditures easier.

Additionally, it is important that you track how much of the funds are being spent on which category to ensure that your loan is fully forgiven.

There are other valuable tips for loan forgiveness, and Triad Associates can help you through the process – from building a strategy for success through your forgiveness period to applying for that forgiveness.

The CARES Act is also beginning to target funding for other public initiatives that promote “recovery and resiliency”. Such programs as USDA’s \$1.5 billion Economic Adjustment Assistance is a notable example and many more are likely to follow. We can assist in helping to identify the programs and projects that can mitigate the unprecedented consequences of COVID-19 in your community.

Contact Triad Associates today at 856-690-9590 or at covidhelp@triadincorporated.com.

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By Glenn Davila,
Performance Marketing

Marketing After COVID-19

You need a new plan. Here's what it should include...

It's a brave new world. Since March 2020 we've seen a number of “firsts” including stay-at-home orders, record-high unemployment, record-low gasoline prices and even toilet paper hoarding! Here's a collection of marketing strategies to help you succeed in the post-COVID world.

First, Contact your Current Clients

Strengthening the bond with your current clients is first priority. Contact clients individually and assure them that you are devoted to helping them reach their goals. Then you can focus on acquiring new clients.

Build a NEW Marketing Plan (and Write it Down)

If you didn't have a marketing plan before, you need one now. If you had a plan before, you need a new one that reflects the new realities. Start with a clear understanding of your goals and how you can reach them with your available resources. Decide which tactics you will use, how much they will cost and when you will deploy them. Formalize your plan on paper and hold yourself accountable for executing the plan. Remember to evaluate your activities to improve future efforts.

Impressions = Awareness

Harvard professor Gerald Zaltman, says up to 95% of purchasing decisions are subconscious. In his book, “How Customers Think: Essential Insights into the Mind of the Market,” he writes that unconscious urges are the true drivers behind most decision making. Build a plan that engages potential clients on an emotional level to make your brand an obvious choice. Your plan should focus on delivering nine or more impressions a year to each potential client to build true awareness for your brand.

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How Can We Be Better Prepared for the Next COVID-19 Scenario?

An All-Hazards Approach to Building Resilient Organizations and Operations

Jay Appleton, PE, NJCEM, CHC,
GREYHAWK North America, LLC

As I write this, it's the end of April, and we are about 50 days into the State of Emergency declared by Governor Phil Murphy in response to the Coronavirus, a pandemic that is radically changing the way that we conduct virtually every aspect of our lives. Hardly anyone could have imagined an event like this that would so significantly affect the ways that we work, play, learn, worship, and even eat. In addition to the tragic loss of life resulting from the virus, businesses have shut down, many have lost their jobs, schools are closed, and masks are the new fashion statement.

How Can We Know What to Plan For?

An "all-hazards" approach to planning accounts for natural (e.g., hurricane, earthquake), technological (e.g., fire, utility interruption), and human (e.g., active shooter, cyber-crime) hazards. A risk assessment process that identifies and ranks threats, vulnerabilities and consequences that are relevant to a specific organization and/or location will facilitate an efficient planning approach.

What Should We Do to Prepare?

As we're (hopefully) on the downside of the pandemic impact curve, it's time to think about recovery and, most importantly, strategies and planning to make sure we're more prepared for another event of this magnitude. Here are answers to five questions we can ask ourselves to guide effective planning for response to, and recovery from, catastrophic events that disrupt our businesses.

When specific threats and vulnerabilities are identified by the risk assessment process, mitigation measures can be developed to reduce or eliminate the potential consequences of a disruptive event. For example, if the risk assessment notes that frequent local power outages interfere with critical business operations, the installation of an emergency generator would be an appropriate mitigation measure.

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Strength During Adversity

What adjustments have we/will we need in the way we provide our business services?

In Dewberry's cultural statement, called Dewberry at Work, one of our primary values is Perseverance, and through these tough times I have personally observed many of my team members not just persevering but striving and succeeding. Through will and determination, staff members have been learning new skills and upgrading their understanding of quickly changing technology.

– Robert W. Telschow Jr., PLS

What would your business do should COVID come back?

This is an interesting question, and I think the future is still unknown in many ways. The First Fundamental Canon of an Engineer in our professional duties is we shall hold paramount the safety, health, and welfare of the public. COVID19 is an unprecedented time, and we are relying on information from other scientific professionals to aid our decision making. Businesses will have to digest information as it corroborated and make challenging decisions.

– Lisa M. Peterson, PE, PLS, CME



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Some Things Change; Some Never Change



Dan Blanchard,
Lauletta Birnbaum, LLC
(*Lauletta.com*)

There is no denying it: the world is different as a result of COVID-19. With all the dramatic changes, it is easy to lose focus on the things that have remained the same. Amongst the things that have not changed are the personal and industry networks that have long enriched our lives and enhanced our businesses. Although methods of communication and networking may be altered (no more face-to-face happy hours, lunches, or in-person meetings), the relationships themselves have not disappeared. In many ways, this strange world we're living in presents the best opportunity to boost existing networks.

Try placing a phone call, writing a thoughtful email, scheduling a Zoom meeting, or reaching out via text – a personal touch will distinguish you from the pack and people notice the difference. Before reaching out, consider the scale of your network and opportunities

for expansion. Is your focus local, regional, or national? Think also about how this global crisis has affected the recipient individually – ask specific questions and offer personalized, non-generic advice. It will help in the immediate and likely pay off in the long run because when this is all over (and it will end), those same personal relationships and networks you worked hard to keep alive during these difficult times will be stronger than ever – positioning you and your business to build on these vital relationships when the moment presents itself.

In addition to your personal relationship and networks, another thing that has not changed is your exposure to lawsuits, especially lawsuits by disgruntled or allegedly wronged employees. Just because your employees are working from home does not mean that your business is insulated from employment litigation.

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Marketing After COVID-19

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Listen to the Community

Get attuned to what people in your industry are saying. Read articles and social media posts to learn what your potential clients want, what they like, what they need and what they fear. It is only through understanding that you can truly connect with them.

Become a Thought Leader

You're an expert, right? Now is the time to show it! There are many free/cheap avenues for sharing your content; blog, video, podcast, social media, email, direct mail and more. Generate content frequently about your industry and how the changes will affect potential clients. It's OK if no one is listening at the beginning. It takes time and consistent content to build a following. The longer you go, the more likely you are to be successful.

Recycling is Good, Copying is Not

Share your content through multiple mediums. When recycling your messages, evaluate each medium and tailor the message. For instance, a tweet is limited to 280 characters. A LinkedIn post can be 700 characters. An email can be as long as you want!

Ask for Referrals

The hardest part of asking for referrals is having the courage to ask. Here's a confidence-building tip: If you believe that you are the best choice, you are morally obligated to ask for the referral! Your confidence is your best tool to inspire others to trust you, so show it!

Glenn Davila is an award-winning marketing professional with 25+ years of experience across a spectrum of industries. Glenn was part of the team that launched Performance Marketing in 2001, offering marketing and operations consulting to businesses and non-profit organizations across the country. For information, visit www.callpm.com.



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Businesses Thrive By Strengthening Their Community



William M. Gruccio, President
Renati Solutions

The world has changed as we know it and so has the way in which we conduct business.

Companies big and small, whether their focus is B2B or B2C, are refining the way in which they interact with clients, employees and the community. Our firm has always stressed the need for a strong community relations plan to our clients, and working with them through the development and implementation. However, now it is more apparent than ever that our encouragement needs to turn into a mandate.

Community...We all say it, but what is it? How do we add value to it? How do we gain value from it?

A community can be where you live, work, or a shared vision between like-minded individuals. It is the backbone of our personal and professional lives and impacts us all daily, which is why any disruption is felt so strongly. If the COVID-19 pandemic has taught us anything, it is that people are committed to the betterment of their communities and a need for a strong voice within that community.

As we recover and contemplate future operations, business owners need to make sure they are contributing too, have a voice in, and are strategically aligned with the communities to which they belong. Take a hard look at your organization's commitment and contributions to the community and establish a clear plan moving forward. Whether it be through volunteerism, more effective communication with stakeholders, and/or philanthropy, make sure that your business and brand become a recognized leader within the community.

Being strategically engaged will bolster employee morale, increase your brand visibility, and strengthen the impact of your voice, while positioning your business as a leader in an ever-changing world. The planning should center around how you can add value. Ask yourself the following important questions:

Do you have a clear message?

What is your mission and how does helping your community fit into this? Who is your audience?

What Strategic Partnerships will be beneficial?

Do other businesses or local organizations have synergies with your goals? How can you partner?

How can you Give Back?

Consider partnering with a non-profit, municipalities, or local schools to be an agent of change and make a long-lasting impact.

A community relations plan is a fluid document that should constantly be reviewed and updated. A strong plan will integrate components of your company's marketing strategy, long term financial goals, and views on corporate citizenship. I think you'll find that creating a plan will lead to meaningful discussions, immediate action, transformation in your community and, most importantly, give you and your team a great sense of fulfillment.

William M. Gruccio, President, Renati Solutions,
info@renatisolutions.com



Transportation & Energy Projects Will Drive the South Jersey Recovery

By Kate Gibbs, Deputy Director,
Engineers Labor-Employer Cooperative 825

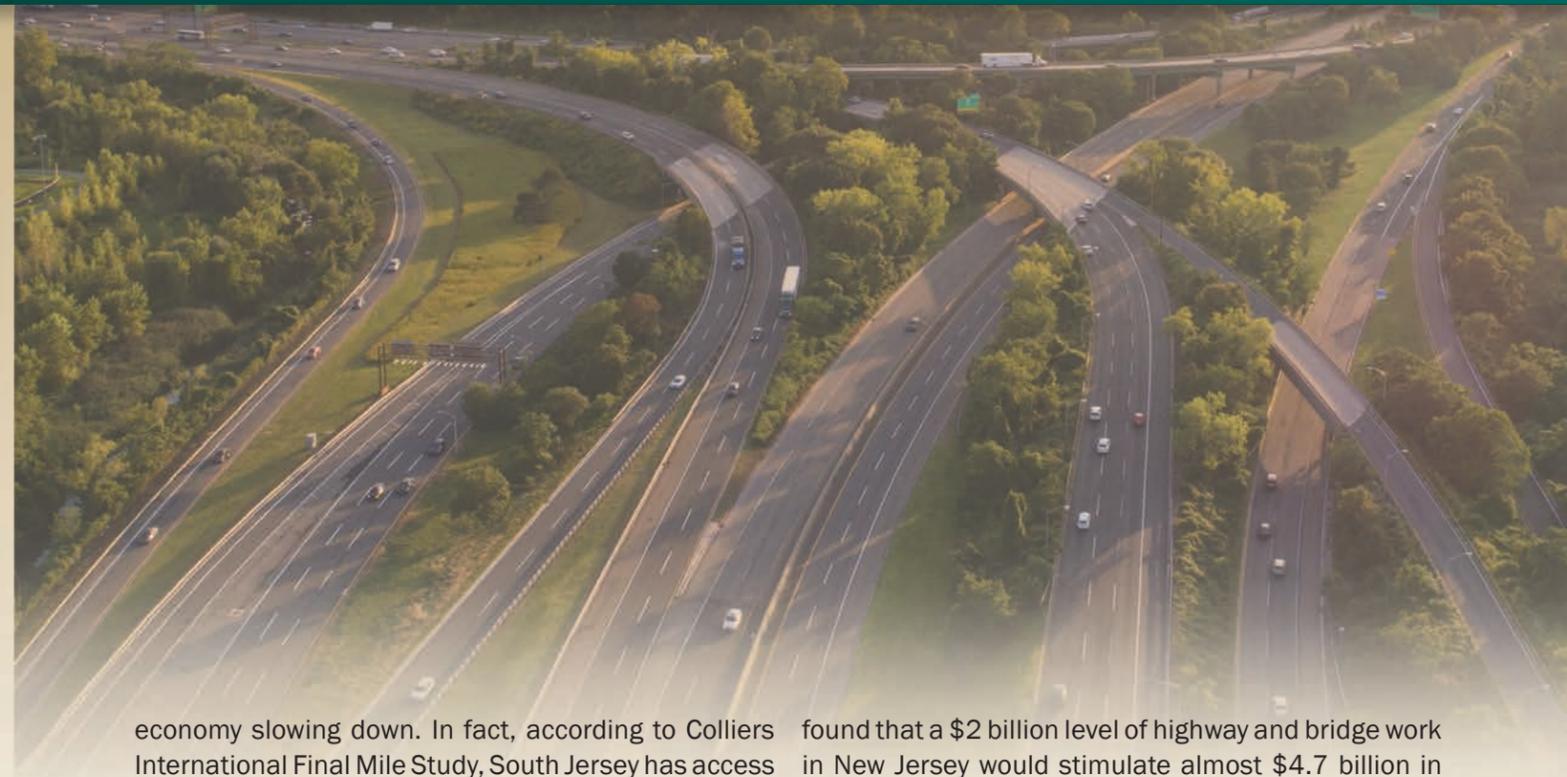
The primary foundation of South Jersey's communities and economy has always been infrastructure. Sparse parts of our region require access to our primary travel arteries and businesses desperately need connections to low-cost and reliable energy sources. Sadly, South Jersey infrastructure has consistently been overlooked by state leaders from the north.

But now, in the midst of this pandemic, there is a once-in-a-generation opportunity we must not squander. Proper investments into our roadway and energy infrastructure can position South Jersey as the global epicenter in the warehousing and supply chain logistics sectors and kick-start our sputtering economy, driving billions into the economy, creating hundreds of thousands of good paying construction jobs, and leading to thousands of long-term career jobs.

The United States industrial real estate sector is in the midst of the greatest expansionary period in its history. The sector has posted more than 35 consecutive quarters of positive absorption, record-breaking development, all-time high asking rental rates and all-time low vacancy rates. While we have been ravaged in so many sectors by the COVID-19 crisis, e-commerce continues to drive our economy forward. Herein lies the opportunity.

We must begin to expand our roadways, repair our bridges, and expand capacity for affordable sources of energy if we are going to capitalize on this sure thing investment. Our location, along with access to major metropolitan areas, easy access to highways and shipping ports coupled with the abundance of unreleased space to build puts South Jersey at the forefront of this movement despite the rest of the

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economy slowing down. In fact, according to Colliers International Final Mile Study, South Jersey has access to qualified union labor sources and warehouses in New Jersey have access to nearly 40% of the US population.

Sadly, there are those that have attempted to block access to affordable energy sources that could power these warehouses—projects like B.L England, PennEast, Fisherman's Energy Center and the Southern Reliability Link. These same naysayers are attempting to block expansion of our toll roads that would all but ensure South Jersey's place as an e-commerce distribution mecca. In fact, every dollar that we invest in infrastructure actually provides a great return on that investment. A recent study by the American Road & Transportation Builders Association

found that a \$2 billion level of highway and bridge work in New Jersey would stimulate almost \$4.7 billion in economic output. This is a return of over \$2.35 for every \$1 in spending.

As our state leaders say regarding the healthcare crisis we face, the data must drive our decision-making process. When it comes to our economic recovery, we must do the same and invest in South Jersey infrastructure now!



Kate Gibbs

South Jersey native Kate Gibbs is the Deputy Director of ELECS25 and has been leading business development efforts there for the last five years.





New Jersey's Life Science Companies Rise to the Challenge

Decades of investment in technology, research and treatments prepared New Jersey's life science community for its role on the front lines in the war against COVID-19. Our state is home to 14 of the world's 20 largest biopharmaceutical companies, many of whom have been working to combat the spread of the novel coronavirus since it was first identified in late 2019. Armed with experience garnered from previous outbreaks and an array of knowledge about infectious diseases, the industry responded quickly to the many challenges created by this public health crisis.

Life science companies are accelerating the development of diagnostic screening and testing capabilities, testing existing antivirals, antibiotics and other medicines and devoting significant resources to finding new therapies and vaccines. Additionally, they are rapidly increasing manufacturing capacity in anticipation of the need to produce and distribute newly developed products quickly. The industry is committed to finding ways to mitigate the human cost of the virus and reduce its impact on the healthcare system.

In addition to applying scientific expertise, companies are providing significant financial support and in-kind donations to organizations and collaborating with U.S. and global health authorities. Companies are also mobilizing their employees, offering medically trained personnel paid leave to provide medical services and help diagnose, treat, and contribute to public health support for COVID-19. They are also awarding monetary grants to eligible employees for their work to keep people safe in manufacturing and laboratory facilities, and matching donations by employees or retirees to charities working to respond to COVID-19.

The biopharmaceutical sector is frequently recognized for its extensive economic footprint in New Jersey and the many therapies and cures it creates for human health issues. It is important to note that we can also look to this important industry in our state to play a major role in combatting a global health crisis.



For more information, visit PhRMA.org/coronavirus or contact Lucy Montgomery, WWFH-NJ State Director at lucymontgomery@gmail.com.

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By developing a toolkit of essential resources, Triad Associates remains at the forefront helping businesses & communities navigate the challenges of responding to the COVID-19 pandemic.

WE CAN ASSIST YOU BY...

- Preparing a strategy that will address current needs and support future revitalization and growth
- Providing recommendations on which program is the best fit for your small business or community
- Assisting in preparation and submission of application packages
- Providing post-approval technical assistance

Triad Associates has over 41 years experience securing & administering federal & state loan & grant programs.

Let our team of knowledgeable professionals help you identify the best solutions to meet your specific needs.

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Supporting Local Businesses Through PPP Loans (continued from page 3)

processed applications into the SBA system when an additional \$310 billion became available at the end of April, before pivoting to new applicants.

Our FANS! (and non-FANS!) who have worked with our top-ranked SBA lending team to secure these loans have talked openly and enthusiastically about their positive experience. Frank Giordano of Atlantic Trailer

Leasing Corp, the Philly POPS and the National Italian American Foundation expressed how impressed he was with our response to the situation. The impact of these loans is critical in helping to support the 250+ staff of these three organizations. Frank had a question and was able to speak directly with our chairman to get a quick, thoughtful answer – something he said you just don't get from other banks.

As of April 28, 2020, Republic Bank had obtained SBA approval for 72 percent of the 4,300 PPP applications received with an average loan size of \$213,000, amounting to \$750 million in loan balances. We understand the vital role that our small businesses play in the local economy and will continue to do whatever we can to support them during this difficult time.



Cumberland County Impact of COVID-19 with Anticipated Changes and Adaptations



By Cumberland County Freeholder Director
Joseph Derella

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The COVID-19 crisis has forced changes in the operation of virtually every organization and county government is no exception. Many of those changes will live on after the health crisis passes. To continue to provide essential services to the public, many government offices have had to quickly adapt to remote work arrangements and increase the utilization of online digital technologies to reduce in person and paper transactions. The consequence of these changes has been a rapid adaptation to and acceptance by the public of technologies that were previously available, but often underutilized. The net result is an increase of efficiency, reduced transaction costs and a reduction in time spent by the public waiting for public services.

This public health emergency required Cumberland County Government to implement its emergency management and business continuation plan. The impact of this unprecedented health emergency has brought the need for ongoing planning for global

pandemics into clear focus. Disaster planning has often centered on natural disasters and terrorist attacks. As difficult as those emergencies are to manage, the COVID-19 pandemic has presented all levels of government with unique challenges. Planning for potential future epidemics will require county governments to stock pile higher levels of protective equipment. Throughout the COVID-19 crisis, but particularly in the early days of the spread of the disease, county governments played a leading role in the coordination of regional efforts to provide resources on a regional basis. COVID-19 proved the value of county government to create both regional and localized solutions that transcend municipal boundaries.

In addition to managing local public health resources, Cumberland County has played a central role in providing information to its residents and businesses. We have leveraged our economic and workforce development professionals to assist businesses and

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USCONSTRUCTION COVID Challenge

We Listen, We Collaborate, We Build...

To
Valued Clients
and Associates,

USCG is here
for you!



First, to all who read this newsletter, all our best to you and your families. We hope this find you well. These are difficult and trying times that we are facing in this country. COVID-19 has impacted and is expected to continue to impact all aspects of the economy including the construction industry and its associated supply chain for the foreseeable future. The resulting product shortages, project delays, increased lead times, additional mobilization costs, social distancing orders, and workforce protection compliance, are all unforeseeable events outside of our control. Moreover, the ultimate duration and scope of these and other still unknown effects remain unclear.

Until this is over, or perhaps the new “norm” is in place, USCG will continue to think outside the box to protect our clients as well as our project craftsmen and office team. This means prior approaches, terms, conditions, commitments, methods of communication, scheduling, and meetings among others, require adjustment and patience as we work together to navigate and mitigate the effects of this pandemic. We are always looking for new ways to conduct business and restore profitable and value generating operations. Let us survive and succeed together and emerge greater than before. I am confident that we will come out of this stronger and more resilient.

-Tony Onesti, President, US Construction Group

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How Can We Be Better Prepared for the Next COVID-19 Scenario?

(continued from page 9)

Is Our Facility Good Enough?

It is critically important to understand the status of the buildings and infrastructure that support core business operations. The best way to document facility condition and thus plan mitigation of deficiencies is to have a comprehensive facility assessment conducted and documented by qualified professionals. Such an assessment would evaluate site conditions, building envelope, structural condition, building systems such as HVAC, plumbing, and electrical, as well as life-safety and overall facility security.

Will We Be Able to Survive Through and Past A Disaster?

Preparation of a thoughtfully crafted Emergency Operations Plan that is informed by a comprehensive threat/vulnerability assessment will enhance the probability that an organization will respond effectively to most disasters, thus preserving life, and minimizing physical damage. Likewise, a Continuity of Operations Plan that makes provision for alternative workplaces and teleworking, technology redundancy, leadership succession, supply chain integrity, protection of vital records, and reconstitution following the disruption will give an organization the best possible chance to continue operations through most disaster scenarios.

Who Should Be Involved In Planning?

A planning team should include representation from organization leadership, and should have a seat at the table for key people from every operating department within the organization including finance, facilities, technology, and security.

One of the most important lessons we’ve learned so far from the COVID-19 pandemic is the need for self-sufficiency at every level – from states to counties to municipalities. This doctrine extends to corporate, healthcare, educational, and senior living organizations. For a variety of reasons, we can’t always count on getting the help we need from the next rung up the ladder. Smart planning, training, and exercising the plan will build resilience and make a positive difference, no matter what we need to deal with next.

About the Author:

Jay Appleton, PE, NJCEM, CHC, is a Project Executive with GREYHAWK North America, LLC. With over 35 years of experience in design, construction, project management, emergency planning/operations, and critical infrastructure protection, he brings an integrated perspective to organizational and facility resilience. Contact Jay: jappleton@greyhawk.com



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“Now more than ever, we must invest in our roads, bridges, energy, and water projects. *The road to recovery begins with infrastructure.*”

Greg Laveve
Business Manager of IUOE Local 825
Chair of ELEC825



“If we are going to get this country jump-started again, we can create jobs and fix our crumbling infrastructure at the same time.”

Mark Longo
Director of ELEC825

#BUILDINGOURRECOVERY

ELEC825 is the labor management fund of Operating Engineers Local 825

Some Things Change; Some Never Change

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Whether it's an inappropriate email, an offensive text, or an errant comment during a Zoom meeting, there are a number of ways that "workplace" misconduct can expose employers to lawsuits even when people are not physically working in the same space.

In fact, the EEOC has settled with employers accused of violating employment laws in a number of cases, announcing over \$7 million dollars in settlements over just 10 days in April. And that is just the tip of the iceberg when it comes to employment lawsuits. A myriad of recently enacted state and federal laws, such as the Families First Coronavirus Response Act, place additional requirements on businesses by expanding employees' rights to paid sick and family medical leave. Employers who fail to abide by these novel COVID-19 laws increase their chances of getting sued.

For this reason, now is the time businesses should take a fresh look at their employment practices and determine how the new work environment and legal regulations impact existing policies. Remember, an employer's duty to provide proper notice to employees of relevant employment laws as well as respond promptly to allegations of misconduct hold true even in today's altered landscape. All employers should review and update their policies in light of new state and federal leave laws. With a strong, well-developed program of practices in place, you protect both your company and your employees.

If you're facing a potential lawsuit, need your policies reviewed and updated, or just want to grow your network with a local attorney who enjoys a good Zoom meeting, please contact me at dblanchard@lauletta.com.



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A New Normal

By Cheryl Hoffman Coniglio
Director of Operations, C & C Supply

When I pulled into the parking lot of our industrial supply store and saw a line of healthcare workers waiting for us to open, I knew the tide had turned. The heavy steel and oil and gas contractors we have serviced for over 30 years had either laid off their employees or shelved projects until further notice. Our customer service reps were no longer explaining differences in torch tips to pipefitters; they were educating frontline doctors how respirator filters meant to be worn under a welding mask would still offer the highest level of respiratory protection.

We provided face shields to nurses and EMTs, disposable gloves to police officers, and hand sanitizer to just about anyone who asked. While we are still committed to serving our industrial contractors, the spread of COVID-19 has presented an opportunity to serve our community at large.

However, operating a safety supply business during a pandemic has not been without challenges. Critical shortages have disrupted supply chains and we are in endless pursuit to keep up with historic demand. Businesses eager to get back to work are finding the safety and sanitizing products they now need are not readily available. We are continually researching alternative vendors, alternative products, and alternative solutions to enable businesses to maintain health and safety standards set by the CDC.

With NJ looking ahead to ease restrictions, we are happy to assist our local restaurants, retailers, salons, and banks in their preparations to reopen. As a business that was originally deemed essential because we service the energy sector, we are proud to have become an essential resource for a multitude of industries now faced with a new normal.



Food Bank of South Jersey COVID-19 Response: Standing Strong with South Jersey



Celebrating 35 Years of Feeding South Jersey

With certainty, 2020 has been a year of change and challenge for our community.

The impact of COVID-19 in South Jersey has been nothing short of catastrophic in terms of loss of life, record joblessness and a massive surge in food insecurity – impacting thousands of families who had, before COVID-19, never before needed to turn to us for support. In fact, approximately 40 percent of the people attending the Food Bank of South Jersey’s emergency food distributions are first-time participants, driven to the Food Bank by the impingement of COVID-19.

Thankfully, the Food Bank of South Jersey is strong – and standing stronger than ever with South Jersey.

In response to the COVID-19 pandemic, the Food Bank of South Jersey has eliminated barriers to food distribution and has implemented low- to no-contact delivery solutions, including drive-up food distributions. The Food Bank distributed a record 1.6 million pounds of food in March, a mark that was quickly erased by 1.8 million pounds in April. Overall, 58 South Jersey communities received food distributions, with individuals, children, families and seniors receiving vital food resources.

(continued on page 30)

Photos from Mount Laurel Drive-up Food Distribution



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Cumberland County Impact of COVID-19 with Anticipated Changes and Adaptations

(continued from page 19)

provide employees with access to resources to survive the impacts of the state of emergency. We have worked closely with our local public and private economic development organizations to share information and provide support. In fact, this crisis has created an unprecedented level of cooperation by and among county and municipal officials, health care providers, first responders, law enforcement as well as business, civic, educational and religious organizations.

security. Superstorm Sandy transformed New Jersey's appreciation and preparation for natural disasters. The COVID-19 health crisis and its devastating economic consequences will forever change the way governments plan for pandemics and health emergencies in general. The reliance upon county government during this crisis will put counties front and center in the planning for future emergencies.



Cumberland County's comprehensive response to COVID-19 is mirrored in counties throughout the state. County government has been the essential conduit between state government and our local communities in the management of the statewide COVID-19 response. This template of coordination by county government of state, municipal and business resources to address a national or regional crisis will survive COVID-19. Disaster planning will no longer be seen as a perfunctory task to be completed and forgotten about. 911 forced us to focus on domestic



Cumberland County COVID-19 Drive thru Site for Testing.

Your Safety Is Our Priority.

Our priority is the health, safety and well-being of our employees and community as we all work together to mitigate the spread of COVID-19. We continue to cooperate with government officials and local authorities to ensure our business practices serve our associates and community in the best way possible, and evaluate our options throughout this time period.

During this time, you can access our banking services through our drive-thru windows, which remain operational during our regular banking hours, as well as branch ATMs. Please remember that you can utilize our online banking, and mobile banking app to view your accounts and statements online, transfer between accounts, and pay your bills any time, day or night.

These are truly uncharted times. We appreciate your support and remain dedicated to serving our community as best we can as we navigate these rapidly changing conditions. Please stay safe and healthy.

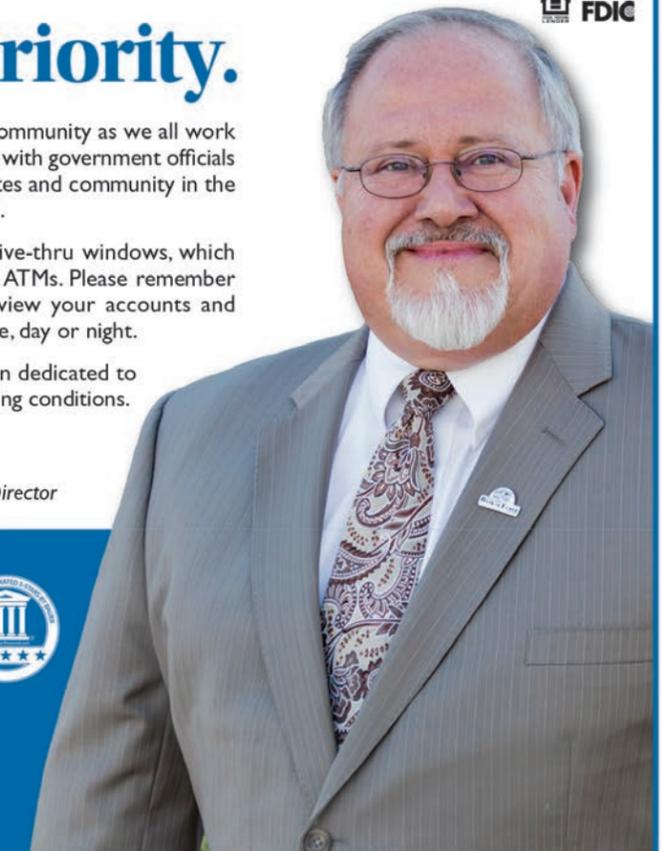
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Jefferson Health Protects Patients and Community During COVID-19 Crisis

(continued from page 5)

At the Sidney Kimmel Cancer Center – Washington Township, both new and established patients can schedule clinical and treatment appointments for chemotherapy, immunotherapy, and radiation treatment.

“Cancer treatment does not stop for the coronavirus. These patients still have a life-threatening illness; they still need our care,” explains Cancer Center Administrator Michele Gaguski. “We are doing everything we can to alleviate fears and anxiety by staying actively engaged with our patients. Social distancing and safety practices have been put in place.”

All patients and employees at the Cancer Center are provided face masks, screened either upon entering the building or beforehand over the phone with a series of questions regarding recent travel history and possible presence of COVID-19 symptoms.

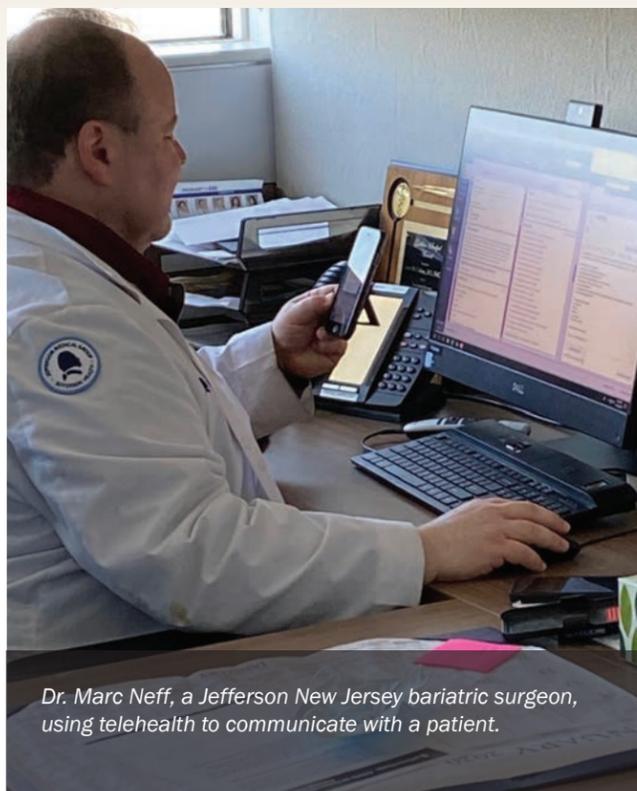
If possible, visits are held through telehealth. When patients need to be seen in person, there are private exam rooms.

In the infusion suite, most bays are private, with a wall separating the treatment chairs. In other areas, the distance between chairs has been measured to ensure proper social distancing protocol.

For new chemotherapy patients, nurses are educating them about treatment and giving them virtual tours of the infusion suite.

Dr. Ana Maria Lopez, Chief of Cancer Services at The Sidney Kimmel Cancer Center – Washington Township, says, “As we shelter-in-place during the current COVID-19 crisis, cancer does not. Our multi-disciplinary teams are compassionately caring for cancer patients or those at high risk for cancer with services that are timely, guideline-based, and include cancer clinical trials.”

Living its mission every day during this public health crisis, Jefferson Health in New Jersey has been on the forefront working hard to improve lives throughout our community.



Dr. Marc Neff, a Jefferson New Jersey bariatric surgeon, using telehealth to communicate with a patient.



Dr. Ana Maria Lopez and Dr. Tamara LaCouture of the Sidney Kimmel Cancer Center in Washington Township, which has served patients throughout the COVID-19 crisis.

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Food Bank of South Jersey COVID-19 Response: Standing Strong with South Jersey

(continued from page 25)

Since the start of the Food Bank's COVID-19 emergency food distribution response, scenes of hunger relief throughout Burlington, Camden, Gloucester and Salem counties have presented a relevant, sobering and deeply troubling view of the escalating food insecurity impacting South Jersey. Currently, 40 percent of participants attending the Food Bank's food distributions are first-time food bank recipients – driven to the Food Bank by the crushing economic consequence of COVID-19.

Standing Strong with South Jersey

What does food insecurity in South Jersey look like during the COVID-19 crisis?

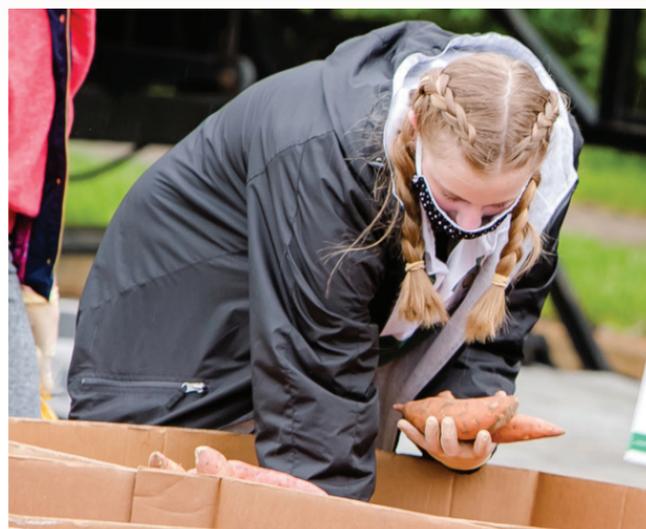
Emergency Food Distribution in Burlington County: More than 1,000 emergency food boxes of fresh produce and non-perishable goods were made available by the Food Bank of South Jersey in response to a more than 200 percent growing need driven a record-breaking regional and national surge in unemployment. The Mount Laurel distribution saw more than 400 vehicles – with volunteers and Food Bank staff loading boxes of substantial food items into trunks as participants drove through multiple food stations. Hundreds of people – all wearing masks – expressed appreciation as the vehicles, one by one, moved forward throughout the massive distribution event.

As the leading hunger-relief organization serving nearly 140,000 food-insecure residents in South Jersey, the Food Bank of South Jersey is deemed essential. Food Bank teams in logistics, warehousing, distribution, advocacy, volunteer management and community engagement are working tirelessly to ensure the flow of food is consistent to our region's most food-insecure communities.

COVID-19 has reinforced the vital role the Food Bank of South Jersey maintains in the community. People have lost their jobs, children no longer have access to consistent, healthy meals at school, and seniors are anxious about their ability to have access to enough food to maintain their health. FBSJ remains a steady and reliable resource for families facing instability. While busier than ever, the Food Bank of South Jersey remains energized, committed and resolved to feeding South Jersey during the current and projected impact of COVID-19.



For more information, please visit www.foodbanksj.org.



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