

South Brunswick Economic Development Committee

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September 2021 Newsletter

Dear South Brunswick Business Community,

Summer has officially come to a close, and for the first time in 18 months, the South Brunswick Public Schools and private schools opened for in-person learning. This brought over 9,000 students along with hundreds of teachers and staff to our schools. Please be vigilant on your morning commute to children walking on or around the sidewalk and/or street areas.

As we move into Hurricane season, we hope that you have all stayed safe, as we have already experienced some significant weather and damage to our area as Hurricane Ida ripped through our township on September 1, 2021. Please see below for information on Hurricane Ida business relief.

This past Saturday, September 11th, South Brunswick Mayor Charlie Carley and the Township Council held a commemorative service at our Memorial

Fountain located at the municipal complex. We remembered over 2,700 lives lost on that day 20 years ago. We recall our four neighbors who left South Brunswick this day for work in New York City and never returned. [Click here Mayor Carley's September 11th address attached.](#)

Mukul K. Agarwal -37 - Mukul grew up in Kendall Park and graduated from South Brunswick High School in 1980. On 9/11/2001 he working as a software research analyst at Fiduciary Trust International. It was the 2nd day at his new job there.

Toyena C. Skinner -27 -Toyena was a resident of Kingston. In 1998 she joined First Union and worked as an associate in the Wealth Management National Services Group. Toyena was a new mother whose last day at Wachovia was supposed to be September 14th, 2001.

Jeffrey Robinson – 38 - Jeffrey was a resident of Monmouth Junction. Mr. Robinson, a systems analyst, had four children and wanted easy commuting. When he started working at Marsh & McLennan, his office was in Princeton, NJ, only 10 minutes from his home in South Brunswick. In February, however, his group was transferred to the World Trade Center, lengthening his travel time to an hour and a half.

Kenneth Charles Ledee -38 - Kenneth was a resident of Monmouth Junction, was married and had a 4-year-old daughter. He was an E-mail coordinator at Marsh & McLennan.

We also remember the actions of so many that day and in the days, weeks, and months that followed. On September 11, 2001 New York City Police asked for assistance and South Brunswick Police sent six officer -Gary Luck, Thomas Glapion, Lenny Hibbitts, Kevin O'Brien, Lazlo Nyitrai, and Jay Jaidullo in to help. "The actions of our officers that day represented the bravery and dedication that remains in all our officers today. This day we remember those we lost but also the resiliency of our department, community, and country," said Chief Raymond Hayducka.

Did you know there are multiple ways to see our updates? You can reach us on the South Brunswick home page, under the Community tab, look for EDC [Click here for details](#)

As a reminder, the SBEDC is here to assist our businesses. If you or another South Brunswick businesses could use the resources of the SBEDC, please feel free to share our information or reach out to us at info@southbrunswickEDC.com.

We value your relationship and hope you and your families are continuing to staying healthy and safe.

Regards,

Allison Clancy

Chairman

South Brunswick Economic Development Committee

Hurricane Ida Relief

The **NJEDA Henri/Ida Business** Assistance Grant Program provides short-term, immediate August rent or mortgage reimbursement support to **New Jersey** small and medium-sized businesses and non-profits that have suffered physical damage as a result of the remnants of **Hurricane** Henri on August 22nd or 23rd, 2021 and/or **Hurricane Ida** on September 1st, 2nd, and 3rd 2021.

NJEDA - Hurricane Henri and Ida Relief

[//www.sbdcnj.com/2021/njeda-hurricane-henri-and-ida-relief/](http://www.sbdcnj.com/2021/njeda-hurricane-henri-and-ida-relief/)

Spotlight on Business

Hugs for Brady

Have you ever wanted to rappel off a building like a superhero? On September 30th and October 1st, you can do both - Rappel and be a Hero! <https://hugsforbrady.org/over-the-edge/>

Join Hugs for Brady in our First Annual Over the Edge Event at the Hilton Meadowlands, 2 Meadowlands Plaza, East Rutherford, NJ 07073 and rappel 256 feet for a cure! Hugs for Brady has raised over \$5 MILLION over the last 10 years to support some incredible objectives!

Spots are limited to 10 VIPS and Media exclusive event on Thursday 9/30/2021 and only 92 rappellers on Friday 10/1/2021. Register for your chance to be a hero TODAY! <https://www.justgiving.com/campaign/hugsforbrady-over-the-edge-2021>

If you would like to know more about how to be a sponsor or make a donation, please email Hugs for Brady at development@hugsforbrady.org. The sponsorship package attached is a guideline, that being said, ALL our sponsorship opportunities can be customized to fit your marketing needs.

If you would like us to set-up a team page here is an EXAMPLE ONLY of the link to show team members that illustrates how to donate and what a bio page looks like for a participant. Please know, we'll get the page setup for all your willing staff and the vendors you send us so they don't have to sign up themselves. We want to be sure that anyone you send to us gets established under your company name so that you get the "fundraising credit" based on all their efforts.

<https://www.justgiving.com/fundraising/brady-all-our-angels?newPage=True>

Thursday, September 30th, 2021

12:00PM to 1:00PM - Lunch

1:00PM to 4:00PM - Rope volunteer training

4:00PM to 7:00PM - 10 Media/VIP rappels

6:00PM to 9:00PM - VIP Reception

Friday, October 1st, 2021

9:00AM to 5:00PM – 92 Participant rappels

If you would like us to spotlight your business in an upcoming email, please send us an email at: info@southbrunswickedc.com.

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News from the Township Administration

Men's Annual Health Screening in September at Penn Medicine. [Click here for more information](#)

Social Services/Food Pantry Update

Our department has been busy distributing school supplies and backpacks to children in need within the Township. 112 filled backpacks have been distributed. We have additional supplies we are able to share with the schools for students in need.

The Food Pantry has begun Mobile Food Pantry days where we bring food to locations within the Township where there is the most need. We will be at Brookside Mobile Home Park on 9/16 from 1:30pm-3:30pm distributing fresh food, non-perishable food and school supplies.

Social Services is partnering with Replenish (formally MCFOODS) to host several food drives in honor of Hunger Awareness Month. They will be at Stop and Shop in Dayton on 9/18 from 10am-2pm and at ShopRite on 9/25 from 10am-2pm. If anyone would like donate, please stop by and see us at the Municipal Building. If you would like to volunteer at either of these events, please contact Jeanne Wert, contact information below.

Social Services has also been working with the school district and other organizations to provide assistance to 4 families displaced by a fire in Princeton Orchard Apartments. Gift cards, food and school supplies have been distributed to the families. The Lion's Club started a Go Fund Me Campaign for the families and will be distributing funds to them soon.

Hurricane Assistance

Crisiscleanup.org offers help to clean up safely.

This is a high-demand free resource to our community to aid in post-storm clean up, so please share this immediately. Click here for more details.
¡Tambien en Espanol!

Contact: Jeanne Wert, Director of Social Services at jwert@sbtnj.net

News From Fire Safety

CARBON MONOXIDE

Carbon monoxide (CO) is a potentially deadly colorless and odorless gas. It is nicknamed the silent killer. Appliances and equipment that use a fuel such as natural gas, oil, propane, gasoline, kerosene, diesel fuel, charcoal, and wood, emit carbon monoxide gas while operating. There are two ways to protect against carbon monoxide poisoning. First the appliance(s) and equipment need to be installed and used in accordance with the manufacturer's instructions. Second, install a carbon monoxide alarm(s). The alarms are available in battery operated or electric plug in with a battery backup. Install the alarm(s) in accordance with the manufacturer's instruction manual. The alarms are only good for 5 to 10 years depending on the manufacturer. On the back of the alarm is noted the "date of manufacture". Add the warranty period to that date. If the alarm(s) is expired, purchase and install a new alarm(s).

Carbon monoxide poisoning can occur year-round. Symptoms of carbon monoxide poisoning include headache, nausea, vomiting, dizziness, and fatigue. These symptoms are often mistaken for the flu. If the alarm activates, call 911 and evacuate the building immediately.

Contact: John J. Funcheon, Fire Marshal at: jfuncheo@sbtnj.net

South Brunswick PD Update

Part II - CRIME PREPARATION

Today, I would like to continue our conversation about the prevention of criminal acts. Last time, we spoke about the four areas of crime prevention to consider: PREVENTION, PREPARATION, RESPONSE, MITIGATION,

and discussed prevention in depth. This month we will be discussing PREPARATION.

Although the PREVENTION of crime is preferred over the other three areas discussed, it remains a fact that, although you may have done all you can to prevent a crime from occurring, it may still not be enough.

That's why you need to prepare to respond to an incident to achieve the best possible outcome.

Consider this: You have just been the victim of a crime in your business. What measures would you like to go back in time and implement? You probably want to consider the following questions:

1. Do you have well thought out procedures in place for how you would want your employees to act in a given situation? The time immediately following a crime is extremely stressful, and you may not be thinking clearly or be able to spend as much time thinking about your response as you would like to. That is why schools have procedures in place and hold fire and emergency drills every month.
2. Have you trained employees in your response procedures? Consider addressing the need for Situational Awareness on the part of all your staff members. Keeping your eyes and ears open to what is happening around you is crucial in recognizing suspicious behavior or threatening conditions, and is critical in recognizing a crime which has occurred or is about to occur. You may want to train your employees in the preferred response to an active aggressor, whether that be fight, flight, or freeze (hide).
3. Do you foster clear and open channels of communication with employees? Consider that your employees may be more likely to know what fellow employees are doing and how they are feeling than you. Opening communications on employee theft, workplace violence, substance abuse, etc. is a good way to take the pulse of your staff and instill a sense of importance to your directives. This is a part of the Management By Walking Around Theory.
4. Do you have cameras placed in your business? If you don't, consider whether they may be a beneficial addition to your

workplace. If you have them, consider whether or not they are properly used. Consider their placement, the use of lighting, data storage, and whether they observe real-time or are only used to review after the fact. If real-time viewing is possible, can you monitor feed from off-site, such as on your phone?

5. Do you regularly practice and drill with staff? You won't know if a procedure will work until it's been practiced regularly and evaluated. The time to find a weak point in your armor is during drills, not during a real crisis when time and response are critical.

Next month we will discuss the topic of RESPONSE.

Lieutenant Rickle may be contacted at erickle@sbtnj.net

News from the South Brunswick Public Library

The South Brunswick Public Library is here to serve the local business community, your employees, and your families.

The Library has many resources and opportunities for small businesses. Below are two online resources that are available to you and your employees through their website www.sbpl.info with a South Brunswick Library card. You can apply for a card right on the website.

LinkedIn Learning (formerly Lynda.com) is an online resource that provides an extensive library of training videos and courses on business, software, technology, and creative skills taught by industry experts. It can be used as a great professional development tool to brush up on programs and learn new skills. The service features thousands of tutorials where you can discover, complete, and track courses related to job responsibilities and interests.

Reference Solutions (formerly Reference USA) is a powerful directory that provides leading business and consumer data including information on businesses by name, location, industry, and size, and consumers by location, estimated income, interests, and shopping habits. It's perfect to search for business opportunities and suppliers, track down addresses and phone numbers, conduct market research and develop potential sales leads.

We are excited to announce SBPL is embarking on a multifaceted construction plan that will ensure the Christopher J. Killmurray Building keeps pace with its growing community. The plan has been granted approval and funding support by the Township Council.

The plan includes interior renovations featuring small group collaboration rooms plus a 10,400 square foot addition with a new meeting room and a 128-seat auditorium with stage. The anticipated cost is \$7.2 million made possible through a state grant of nearly \$3.6 million, Township bonds of \$3 million, a SBPL contribution of \$250,000 and the SBPL Foundation. Township residents will pay only 42 cents on the dollar for this once in a lifetime opportunity.

The SBPL Foundation has launched a capital campaign "*Building the Next Chapter: Constructing Community Spaces*" with a fundraising goal of \$500,000. Donations to the campaign are welcome and a variety of naming opportunities and sponsorship levels are available. For more details, please visit www.sbplfoundation.org or contact Library Director Chris Carbone, contact information below.

Construction is expected to begin in 2022 and completed by late 2023.

Contact: Chris Carbone, Library Director at ccarbone@sbpl.info

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Middlesex County Regional Chamber of Commerce

In addition, the South Brunswick EDC partners with the Middlesex County Regional Chamber of Commerce. See below for information and links to helpful resources from the MCRCC.

September 20 @ 4:00 pm - 7:00 pm

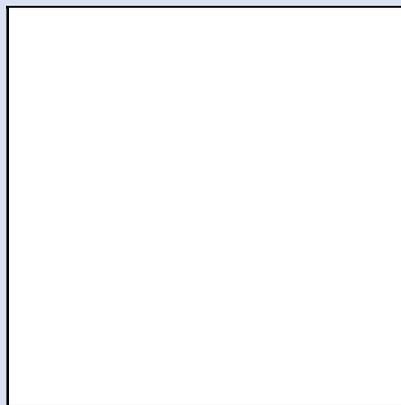
[The Largest Networking Party – Outdoors @ The Hyatt Regency New Brunswick](#)

Hyatt Regency New Brunswick, 2 Albany Street

New Brunswick, NJ 08901 United States

Launched in 1992, the Largest Networking Party (LNP) was created to offer an exciting and relaxed networking opportunity to business partners of Central Jersey. In its 28th year, the Middlesex County Regional Chamber of Commerce is celebrating all that Middlesex County has to offer with a distinguished event that tops all others. Join us on Monday, September 20th for Central Jersey's premiere business & networking expo. Held outdoors at the Hyatt Regency in New Brunswick, hundreds of professionals swarm to...

[Find out more >>](#)



September 23 @ 8:30 am - 10:00 am

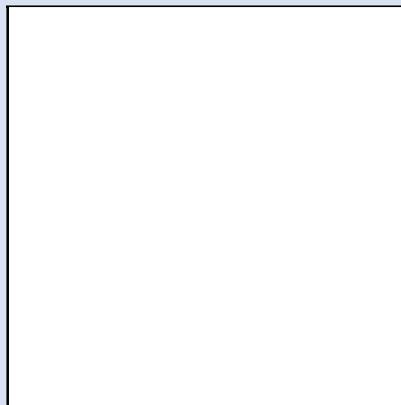
September Networking Breakfast

Pines Manor, 2085 New Jersey 27

Edison, NJ 08817 United States

Join the Middlesex County Regional Chamber of Commerce for our September Networking Breakfast at the Pines Manor, 2085 Lincoln Hwy, Edison, NJ 08817 from 8:30 AM to 10:00 AM on Thursday, September 23rd. The MCRCC Networking Breakfast is designed to provide Members and their Guests (See Below For Details) with the Opportunity to Network with other Members, Develop New Connections and Grow Your Business. Event Overview 8:30 AM Doors Open (Breakfast available) 8:30 AM to 8:50 AM - Breakfast 8:50...

[Find out more »](#)



October 7 @ 8:00 am - 10:00am