

Now TRENTON REMAKES

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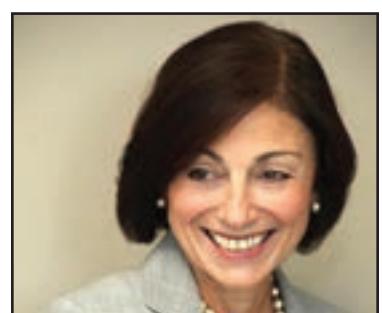
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Survival Guide

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of the benefits of the technology is its simplicity in use, says Blair.

"One of the things you learn in the industry is that complex systems create a complex operating scenario and typically an expensive operating scenario," says Blair. "Simple is better-and anaerobic digesters are very simple."

The team also experimented and developed a machine capable of sorting garbage into different fractions—an organic fraction, a shredded plastic fraction and a metals fraction. Once groups are separated, the three can be recycled. The machine is capable of processing about ten times as much material per hour as compared to the standard rate.

"We're pretty excited about [this technology]," says Blair. "It's very important to talk about this machine that is capable of sorting garbage, that's a big deal and I think that's the next big thing in the industry and an important game changer."

The company hopes to market the new technology to other waste facilities, says Blair. "Landfills that are looking at capacity issues should incorporate this technology to separate organics before the material is landfilled. We think that this technology can save money and extend the life of the facilities."

Blair has been working on creating Trenton Biogas for the past decade. Previously, he had worked in the bio-solids gasification industry converting wastewater sludge to energy. Blair also worked in the automotive waste industry, where he began to recognize the lucrative side and demand for waste innovators, as companies were extremely interested in reducing waste cost in their manufacturing process.

"If you can process the material in an environmentally sensitive way and recycle material, as well as compete with the cost of throwing it in the ground or transporting



Energy Efficient:
Brian Blair speaks at a food waste conference April 27 and 28.

it a long distance, you've got something," says Blair.

Blair, the son of a hairdresser mother and machinist father, grew up in Ohio and majored in business and mechanical engineering at the University of Akron. He says he became interested in environmental issues after college, when he worked for Caligo, a Canadian company that cleaned up hazardous waste for the automobile industry. The process of working with waste material exposed him to the importance of waste management. In 1997 he founded his own company in that line of business, Hydrosolve Inc. Describing his interest in pursuing environmentally friendly waste disposal, Blair says, "Some of it is business opportunity, some of it is maturity, and some of it is just having a conscience."

Blair says he is hopeful that Trenton Biogas and new technology it employs will provide a solution to dealing with increasing amounts of dangerous and environmentally damaging waste.

"With the help of a very large company in Germany and a little bit of elbow grease, we've stumbled across a solution that works," says Blair. "And I think that's the next big thing."

— Julia Case-Levine

Using Live Video For Your Message

Video has long been an effective way to engage new and existing customers. And with today's live video broadcasting, it has been kicked up 10 notches, says Hamilton business owner and marketing expert **Shakira M. Brown**.

Brown will share her experience with streaming media in an upcoming free webinar titled, "Broadcast Your Message to the World LIVE: Understanding Twitter's Periscope App." Sponsored by America's Small Business Development Center (SBDC) at the College of New Jersey, the webinar takes place Wednesday, April 27, from 1 to 2 p.m. Register online at sbdc.tcnj.edu. Anyone who registers for the webinar is eligible for 30 minutes of free counseling.

Attendees will learn why live broadcasting is a game changer for content marketing, how to use Twitter's Periscope and other livestreaming tools such as Facebook Live and related tools, and how to build an audience following.

The cool thing about video streaming, says Brown, is that you can give your audience access to a live event they would not have otherwise. While using Periscope to stream a 2015 NAACP gala, Brown was able to respond in real time to questions the audience texted during the event. This level of engagement provides another layer to your marketing strategy, she says. After the event, you can upload the video to YouTube using a third-party app.

Since Periscope was publicly launched a little over a year ago, it has been a good choice for people interested in reaching mass audiences, and Facebook Live has been a popular tool for reaching existing followers, Brown says. But, she points out, media is evolving and

changing all the time. Hoping to dominate other streaming services, Mark Zuckerberg recently announced Facebook Live's new bundle of features. These include more interactivity between hosts and viewers, an online map of live videos, and a web hub. Regardless of which video tools you use, it's all about engaging your customers, says Brown.

In addition to streaming live events, Brown offers several services through her company, SMB Strategic Media, including public relations, branding, content development, and social media management. "My focus is on providing affordable, quality PR," she says.

Working with the College of New Jersey's SBDC, Brown gives marketing webinars and presentations and also offers private counseling. Her recent presentation topics explore do-it-yourself public relations, business website mistakes, and letting your employees be your brand ambassadors.

SBDC's counseling services cover just about any business topic there is, says Brown. You can get advice on operations, finance, real estate, and legal issues. You don't have to join SBDC to use its services, which are offered to both business owners and employees for free or occasionally for a small fee.

In addition to business counseling, the TCNJ center offers several services including in-person and online training, business funding advice, and resources geared for women, veterans, students, and Spanish-speaking clients.

One of the popular SBDC events, says Brown, is the free networking business breakfast titled, "Mercer County: Keep It Local Networking." Brown says attendees are encouraged to "shamelessly plug their business." The next breakfast is Thursday, May 26, at 8:30 a.m. at Barnes & Noble, TCNJ Campus Town.

Brown's interest in marketing grew out of her love for current events and broadcasting while she



Message Delivered:
Shakira Brown offers a free webinar on Periscope on April 27.

was attending grammar school in North Jersey. She says she was obsessed with learning about news and watched several stations. Her mother, chief administrator of a VA hospital, and her father, owner of a general contracting company, hoped she would earn a business degree after high school. But young Brown had other dreams and went on to study journalism and complete eight internships while earning her bachelor's degree at Boston University.

During her internships and early career days, she was an NBC page, where she gave audience tours for 30 Rock; recruited audience members in Times Square for the Rosie O'Donnell Show; worked behind the scenes for ABC's Prime Time with Diane Sawyer; and worked as an MSNBC news producer for more than three years.

After working in television production and later in corporate communications for several years, Brown decided it was time to run her own company. She launched SMB Strategic Media in 2005 as a "sidepreneur" out of her Hamilton home while continuing to work in the corporate world.

Her company has placed clients

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in major media outlets. Her website lists the Today Show, the Wall Street Journal, the Associated Press, Businessweek, Fortune, Forbes, the Los Angeles Times, Financial Times, New York magazine, USA Today, the New York Times, National Public Radio, and other outlets nationwide.

Her clients have included MSNBC.com; BET.com; the Gallup Poll; Russell Simmons, founder of Def Jam and Phat Farm empire; Mort Walker, creator of Beetle Bailey comic strips; and Patrick McDonnell, the Princeton-based creator of Mutts comics, among many other businesses.

Quoting an article from Social Media Today, Brown says that 74 percent of consumers rely on these tools for buying decisions. "You're missing out on business if you don't use social media to attract and engage customers," Brown says.

Brown's career, she says, has been shaped by TV news. "Who knew that video would be so important for business owners today?"

— Lynn Robbins

Business Meetings

Wednesday, April 20

6 p.m.: Wrestlers in Business Network, with Dan Gable, Olympian, author, coach, and wrestling guru. \$50, \$100 nonmembers. New Jersey Hospital Association, 760 Alexander Road. www.wrestlersinbusiness.org.

Thursday, April 21

7 a.m.: BNI Growth by Referral (Montgomery), Free Networking. Cherry Valley Country Club, 125 Country Club Drive, Skillman. www.bninja.org, **908-359-2200**.

7 a.m.: BNI Tigers Chapter. West Windsor Athletic Club, 99 Clarksburg Road, West Windsor. www.bn-i-tigers.com.

7 a.m.: BNI Top Flight, Free. Americana Diner, Route 130 North, East Windsor, **609-915-0458**.

7 a.m.: Networking and More. \$2 per meeting, first visit complimentary. Keller Williams Realty, 100 Canal Pointe Boulevard, Suite 120, Princeton. www.networking-more.com, **609-883-5206**.

7 a.m.: Pennington Elite Networking, weekly networking, free. Ulrichsen Rosen and Freed, 114 Titus Mill Road Unit 200, Pennington, **609-529-5491**.

8 a.m.: Princeton Chamber, Networking breakfast with Plainsboro mayor Peter Cantu. \$25 members, \$30 nonmembers. **609-924-1776**.

8 a.m.: Staging Executives, Workshop on getting publicity and pitching stories to the media, with U.S. 1 business editor Diccon Hyatt. Ibis Plaza, 3525 Quakerbridge Road, Suite 4450, Hamilton. www.stagingexecs.com, **856-449-7763**.

9 a.m.: Overcoming Sales Objections, with Rocky Romeo. \$39.99. Mrs. G's Appliances, 2720 Business Route 1. www.overcomingsalesobjections.com, **609-882-1444**.

9 a.m.: Princeton SCORE, Introduction to Google My Business. 252 Nassau Street, Princeton. www.princeton.score.org.

5:30 p.m.: MidJersey Chamber, Awards gala with Jack Rafferty, former Hamilton mayor. \$200. Hyatt Regency Princeton. www.midjerseychamber.org, **609-689-9960**.

8 p.m.: Princeton ACM/IEEE, The New ABCs of Research: Achieving Breakthrough Collaborations, with Ben Shneiderman, University of Maryland. Computer Science building, Princeton University. www.princetonacm.acm.org, **908-582-7086**.

Friday, April 22

7 a.m.: BNI Driven. Dolce and Clemente's, Robbinsville, **609-575-3318**.

7 a.m.: BNI Growth Connections. Hopewell Railroad Station, 2 Railroad Place, Hopewell. www.bnimercer.com/chapters, **877-317-1077 x7**.

7 a.m.: BNI Ivy League, Free networking event. Eatery at Overlook, 100 Overlook Center. www.bniiyleague.com, **609-529-3371**.

9:45 a.m.: Professional Service Group, Career support meeting on members helping members. Princeton Public Library. www.ps-gofmercercounty.org.

Tuesday, April 26

7 a.m.: BNI Business Synergy. Ibis Plaza, 3535 Quakerbridge Road, Hamilton. www.bnimercer.com/chapters, **609-581-2211**.

7 a.m.: Capital Networking Group, Free. Paul Schindel, CEO of Three Bears Advertising and Marketing Communications, will discuss elements of successful marketing. Princeton United Methodist Church, 7 Vandeventer Avenue, Princeton. **609-651-5049**.

8 a.m.: Princeton Merchants Association, Local real estate panel with Jack Morrison of JM Group, Judson Henderson of Callaway Henderson Sotheby's, and others. Nassau Inn. www.princeton-merchants.org.

9 a.m.: NJ Small Business Development Center, Doing Business with the Federal Government, session 1. Free seminar. TCNJ. www.sbdnj.com, **609-771-2947**.

2:30 p.m.: NJ Technology Council, Internet of Things conference. \$50, \$125 nonmembers. TRI Institute, 601 Prospect Avenue, Princeton. www.njtc.org, **732-634-3600**.

5 p.m.: NJ Small Business Development Center, Be productive with Google apps. Free seminar. TNCJ. **609-771-2947**.

6:30 p.m.: Princeton SCORE, IRS Tax Tips for Entrepreneurs. South Brunswick Public Library. www.princeton.score.org.

7 p.m.: Princeton PC Users Group, General meeting. Lawrence Library, 2751 Route 1 South. www.ppcug-nj.org, **609-423-6537**.

Wednesday, April 27

7 a.m.: BNI Falcons, Networking. Prestige Diner, 610 Route 33, East Windsor. www.bnimercer.com/chapters, **732-425-5733**.

9 a.m.: NJ Technology Council, Food Waste to Low-Carbon Energy Conference. Day one of two-day meeting. Academic research and poster session. \$55. Rutgers Cook Campus, New Brunswick. www.njtc.org, **732-634-3600**.

1 p.m.: NJ Small Business Development Center, Webinar: "Broadcast Your Message to the World LIVE: Understanding Twitter's Periscope App." **609-771-2947**.

5:30 p.m.: Princeton Chamber, Swing into Success, golf simulators at country club. \$40. Princeton Country Club. **609-924-1776**.



Free of the upper back and neck pain, Geoffrey is also free to enjoy being active once again.

For Geoffrey Goldsbury of Tequesta, FL it was an especially bumpy ride. It began when a nagging pain that he'd had for years began to worsen and affect his daily life. Geoffrey slowly put his foot on the brake on many activities.

"In the past, I did many different things," he relays. "I

worked in politics and with the elections. I was also involved with quite a few different charities. Then, I simplified my life by going to a forty-hour work week in a job with good benefits."

Good benefits were important because Geoffrey was terribly uncomfortable, with a throbbing ache in his back that would come and go. When it got particularly bad, he would seek out specialists who might be able to help him.

"Originally, I wasn't aware that it was back pain," he states. "In early 2014, I was having extreme abdominal pain, and it would come and go. We thought it was something gastrointestinal. In April, it was so extreme, I actually had to go to the emergency room.

"I went through tons of diagnostic tests, bounced around among gastroenterologists and spoke with some surgeons, and the one thing we found out is that everything inside of me was working fine."

Geoffrey eventually ended up with a neurologist who suggested several diagnoses, including diabetes and an abdominal aortic aneurysm, before

considering that the pain might be spine related. The physician ordered an MRI, and it showed that Geoffrey had a herniated disc that was pushing on certain nerves affecting the abdomen.

Geoffrey followed doctor's orders zealously and faithfully attended his prescribed therapy sessions. Unfortunately, while he was making progress with his thoracic spine, the problems in his cervical spine were worsening.

The pain Geoffrey was experiencing was taking a toll on his personal and professional life. He had difficulty sleeping, and he could no longer do some of the tasks that he had been performing at his job.

"I didn't feel terribly well," he confirms. "I cut back on my activities, and went out less socially. I was doing fewer things at work. I wasn't picking up forty-pound bags of salt like I used to because I was sore."

Then Geoffrey's brother, who is familiar with many physicians at Martin Health System, told Geoffrey about Dr. Katzman and his pioneering technique for cervical spinal surgery. The surgeon intrigued Geoffrey, and he decided to contact him.

"Dr. Katzman looked at my material and said, This is easy. We can fix it," remembers Geoffrey. "He ordered a cervical MRI to get a better idea of what was going on. He saw that there were two herniated discs there. He decided to do a total disc replacement at C5-C6 and a hybrid fusion at C6-C7.

"From then on, everything turned out to be a piece of cake."

REPLACED VERSUS FUSED

Most surgeons in the country treat patients who have neck problems such as disc herniation, cervical stenosis, foraminal stenosis and radiculopathy with ACDF, points out Dr. Katzman.

Rather than a fusion, Dr. Katzman prefers to use an artificial disc implant made of a combination of titanium and ultra-high-molecular-weight poly-

urethane. He notes that artificial disc replacement has become a well-established procedure in recent years, comparable to total knee or hip replacement.


"Disc replacement has actually been FDA-approved for years, although there are not many surgeons offering this procedure yet in the US," observes the doctor. "We now have between ten and fifteen years of data showing its effectiveness."

FEELING BETTER QUICKLY

As Dr. Katzman notes, disc replacement requires much less time for postoperative recovery. Still, Geoffrey was surprised by how rapidly he was feeling better and back to normal activities following his procedure.

"We did the surgery in August up in Altamonte Springs," relates Geoffrey. "I walked out of there. Within a week, I was at Dr. Katzman's Burns Road location for a follow-up. Shortly after that, I was driving again and then returned to work."

"For the first time in over a year, I am sleeping through the night," he enthuses. "It's a huge difference. Before, I tossed and turned and flopped around, and never got more than - on some nights - an hour and a half to two hours worth of sleeping time. I bought myself a new mattress and now I almost sleep like I'm dead. It's wonderful."



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