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BUSINESS *of the* YEAR 2017

Shining Success Stories!

The businesses and individuals making outstanding
contributions to the Garden State

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BUSINESS

of the YEAR

2017

From the Editor



Becoming a successful business or business leader doesn't usually happen overnight. It takes a lot of hard work, passion, perseverance and years of learning – many times the hard way. While success is a great achievement in itself, the journey getting there deserves just as much recognition.

That's why at NJBIZ we look forward to our annual Business of the Year awards program where we highlight local businesses and leaders for their commitment to professional excellence, business growth and the community. Plus, we get to offer an up-close-and-personal look at their journeys, including challenges

they've overcome, key factors that have contributed to success, role models and goals for the future.

Some of our honorees have been in business for more than 40 years, while others are just starting out as entrepreneurs. For some, the road to success involved surviving multiple economic downturns, and for others Mother Nature produced the biggest challenge with the long-lasting impact of Superstorm Sandy.

While this year's winners and finalists represent a wide range of industries and each have had a different journey to success, it's clear that they all share a commitment to excellence and an unwavering dedication to supporting their employees and local communities.

We hope you enjoy learning more about the businesses and business leaders we honor in this publication and find inspiration from their "Shining Success Stories!"

Karren Johnson
Editor

The Selection Process

The NJBIZ Business of the Year awards program was created to honor businesses for their outstanding contributions to the New Jersey business community. The awards recognize an elite group of businesses and business leaders who have proven themselves as the shining stars of New Jersey. The Business of the Year awards are divided into five categories: Business of the Year (1-50 employees), Business of the Year (51-100 employees), Business of the Year (101 or more employees), Corporate Citizen of the Year and Emerging Business of the Year. In addition, two individuals were selected as the Executive of the Year for excellence in their professional lives.

During the nomination process, companies and individuals can nominate themselves or others for the various categories. Nominees are asked to describe their company's history, growth, leadership, accomplishments, challenges and community involvement. To be eligible, a nominee's business must have its headquarters or significant operations in New Jersey. Qualifying criteria for each category include leadership, innovation and growth.

After the nominations are collected, a distinguished panel of judges from across the state carefully reviews and scores each nomination. The top nominees in each category are chosen as finalists. Finally, the winner in each category is revealed at the Business of the Year awards event.

Table of Contents

Meet the Judges	4
-----------------------	---

EXECUTIVES OF THE YEAR

Robert and Peter Unanue	5
-------------------------------	---

BUSINESS OF THE YEAR (1-50 EMPLOYEES)

The Rock Brook Consulting Group, PA	6
Atlantic Environmental Solutions, Inc.	6
GoMo Health.....	6
Hudson Fiber Network	7
Levin Management Corporation	7
Pro-Tech Energy Solutions	8
Raw Generation	8
SPHERE Technology Solutions	10
Vydia	10

BUSINESS OF THE YEAR (51-100 EMPLOYEES)

Primepoint HRMS & Payroll	11
Denholtz Associates	11
JGS Insurance	11
Maestro Technologies, Inc.....	12
Scarinci Hollenbeck Attorneys at Law.....	12
Suuchi Inc.	12

BUSINESS OF THE YEAR (101+ EMPLOYEES)

Summit Health Management	13
Delta Dental of New Jersey	13
Hollister Construction Services, LLC	13
McElroy, Deutsch, Mulvaney & Carpenter, LLP	14
Newell Brands.....	14
Pomptonian Food Service.	15
Yorktel	15

CORPORATE CITIZEN OF THE YEAR

Crum & Forster.....	16
AeroFarms	16
Jersey Central Power & Light	16
Mandelbaum Salsburg	17
Quality 1st Basement Systems.....	17
T&M Associates	17

EMERGING BUSINESS OF THE YEAR

Jersey Girl Brewing Company	18
Bear.....	18
Boll & Branch.....	18
New Jersey Fiber Exchange	19
Wylei, Inc.....	19
YibLab, Inc.....	19

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Executives of the Year



Robert I. Unanue

President

Peter Unanue

Executive Vice President

Goya Foods, Inc.

Jersey City, Hudson County

www.goya.com



There's no questioning the fact that brothers Robert "Bob" and Peter Unanue inherited their family's entrepreneurial genes. Serving as president and executive vice president respectively of Goya Foods, Inc., they are not only following in the footsteps of their grandparents, who founded the company, as well as their father and uncles who helped run it, they are playing a significant role in leading the family empire into a new era.

Goya was founded in 1936 by Don Prudencio and Carolina Unanue, who had immigrated to the U.S. after first migrating to Puerto Rico from Spain. With a mission to provide authentic Spanish foods to the Latino popula-

tion in America, they opened a small storefront in Lower Manhattan. Since then, the company has become an American household name and has grown into an international food titan with more than 3,000 employees.

Prior to joining the family business, Peter also worked for various companies, where he honed his logistics skills. Before assuming his current role as executive vice president at Goya in 2006, Peter served as vice president of distribution and logistics and led the company in expanding its distribution capabilities throughout the U.S. Recently he has been leading the deployment of JDA's Demand Planning software applications companywide.

"In addition to helping Goya run things more efficiently, I'm proud of managing the construction and opening of our new headquarters in Jersey City," Peter says.

Over the years the company experienced numerous challenges, but the toughest ones, according to Bob and Peter, involved dealing with the loss of their grandfather, uncles and father, all of whom were the pillars of Goya and served as mentors to the brothers.

"We strongly believe in continuing our family's legacy and vision, while staying relevant to current times and passing down the values and beliefs of our founders to the third and fourth generations of Goya," says Bob, who has six children (four of whom work at Goya) and six grandchildren. Peter has five children.

Equally committed to being an integral part of the community, Bob and Peter led the company in creating Goya Gives, through which it has supported more than 250 programs, scholarships and activities that benefit families and children, as well as social, civic and local food banks that promote community wellness and the advancement of the Hispanic culture.

"We believe it's important to not just be a brand, but to be a part of the community. Their success is our success and vice versa."

- Peter Unanue

"Goya has become synonymous with the Latin community, but we believe it's important to not just be a brand, but to be a part of the community," Peter says. "Their success is our success and vice versa."

Bob and Peter have definitely come a long way from Goya's production line packing olives and beans, but they'll always be grateful for having that foundation from which they've built successful and rewarding careers.

"We strongly believe in continuing our family's legacy and vision, while staying relevant to current times."

- Bob Unanue

tion in America, they opened a small storefront in Lower Manhattan. Since then, the company has become an American household name and has grown into an international food titan with more than 3,000 employees.

"It's because of our workforce that we are the company we are today," says Peter. "We've been able to create an environment where employees are motivated to excel and really enjoy what they do."

Bob and Peter's journeys to the top began when they were kids working for Goya over summer breaks. According to the brothers, it was more than a summer job – it was a chance to learn the family business and someday continue the legacy started by their grandparents.

"It provided us with a foundation and humble beginning of a very long career at Goya," says Bob.

While the Unanue brothers enjoyed working at Goya, neither one joined the family business right away. Instead, they both went to college and spent time working outside the company, where they honed their business skills before returning to the company full time.

Bob, for example, worked at an accounting firm. "That experience provided an outside perspective to working with another company and taught me many aspects of business and financial management, all which has helped me in my various positions at Goya," he says.

Prior to being voted in by his family as president of Goya in 2004, Bob held various roles within the company, ranging from buyer to purchasing director of Goya de Puerto Rico to vice president of operations.

"I am most proud of helping to expand Goya to what



Winner

BUSINESS OF THE YEAR
1-50 EMPLOYEES

The Rock Brook Consulting Group, PA

Engineering firm

Monroe Township, Middlesex County
www.therockbrook.com

The Rock Brook Consulting Group was founded in 2004 by Gregory DeMarco as a mechanical, electrical and plumbing (MEP) engineering design firm in New Jersey with the vision “to be a leader in the profession, sought after by clients, respected by peers, and the firm most likely to provide engineering solutions that will positively impact the lives of others.”

The firm has since grown, offering a range of services from preliminary planning to construction administration, and building upon a solid presence in the New York and Philadelphia markets. With offices currently in New Jersey and Pennsylvania, Rock Brook’s portfolio includes a growing list of high-profile clients, including Fortune 100/500 companies, award-winning projects in various markets spanning from Boston to Virginia, and reaching westward across the United States.

Over the years, Rock Brook has been faced with a number of challenges, most notably the 2008 recession, as well as the devastation left from Superstorm Sandy in

2012. Thanks to a healthy balance sheet and a strong client base, the company weathered both storms.

Rock Brook’s ability to grow from the ground up and thrive in a highly competitive marketplace like New Jersey is rooted in the prudent strategy that DeMarco embraced early on. First and foremost, the firm and its nearly 50 employees embrace a client-driven philosophy that vigorously attends to client needs. Second, it maintains a company culture rooted in a collegial work environment that attracts and retains top-notch talent. Finally, it grows organically, training, promoting and staffing existing and new offices from within, while so many other firms in the industry grow through mergers and acquisitions.

Looking to the future, Rock Brook’s short-term goals are to update and revamp its internal IT systems. Additionally, as both its New Jersey and Philadelphia offices continue to grow, it plans to expand its reach by opening a new office in New York City.



Gregory DeMarco, PE,
President



Finalist

1-50
Employees

Atlantic Environmental Solutions, Inc.

Environmental consultant

Hoboken, Hudson County
www.solutionsenvironmental.com

Founded: 1997 | Employees: 22

How does your company differentiate itself as a leader in its industry?

We target services to the areas of industrial and commercial property transactions.

What is the most memorable compliment your company has received? The greatest “compliment” we receive is the loyalty of long-time clients who provide continuous work – including our 20-year relationship with Footlocker.

What are your top goals for the future? We plan to continue growing over the next decade by expanding the footprint of properties we remediate. We are also committed to managing and resolving environmental concerns to ensure a better quality of life for residents of communities across the state, creating safe, environmentally clean places where they can live, work and play.



Michael Novak, President



Finalist

1-50
Employees

GoMo Health

Population health management firm

Asbury Park, Monmouth County
www.gomohealth.com

Founded: 2011 | Employees: 35

What was a major challenge your company overcame? In the first few years of the company’s existence, there were a lot of financial struggles. After a few years of uphill battles, angel investors and planning, the company raised enough capital to grow and become profitable.

What key factors have helped your business thrive? A maniacal focus on our mission to get people with complex health issues to smile each day; world-class client services; and a global distribution model.

Have you introduced any new products or services recently? We recently created Discharge Concierge™, a highly personalized, automated experience that provides patients with the resources needed to self-complete state-mandated, “need-to-know,” disease-specific coursework prior to discharge.



Bob Gold, Founder and
Behavioral Technologist



GOMOHEALTH

Finalist

1-50
Employees

Hudson Fiber Network

Data transport provider

Paramus, Bergen County

www.hudsonfiber.com

Founded: 2002 | Employees: 37

How does your company differentiate itself as a leader in its industry?

We are creating purpose-built, custom/made-to-order network solutions for our clients. We've been able to help New Jersey and its property owners attract and retain clients/businesses by creating "Smart-Grids" throughout the state.

What key factors have helped your business thrive?

We not only provide broadband connections at below-market rates, we also help clients manage and optimize their telecommunications. We also continue to grow our products and service offerings to better align with the rapidly growing telecommunications industry.

What is the most memorable compliment your company has received?

An IT director at a large hospital in New York City had said to us, "If we had any other carrier, our network would not be up at this time."



Brett Diamond, CEO



Finalist

1-50
Employees

Levin Management Corporation

Commercial real estate agency

North Plainfield, Somerset County

www.levinmgt.com

Founded: 1952 | Employees: 50

How does your company differentiate itself as a leader in its industry?

We are celebrating 65 years of progress in 2017 – an impressive achievement in the perpetually fluid and competitive commercial real estate services industry.

What key factors have helped your business thrive?

LMC is playing a crucial role helping open-air shopping centers transition from places that simply offer goods and services to sources for recreation and community engagement opportunities.

What are your top goals for the future?

Beyond continued focus on growing our management portfolio both geographically and by sector, LMC continues to evolve with new technologies, efficiencies and sustainability-focused initiatives to serve a new generation of properties, investors and tenants.



Matthew K. Harding,
President and Chief
Operating Officer



CONGRATULATIONS

2017 NJBIZ BUSINESS OF THE YEAR

AWARD HONOREES AND FINALISTS

WE TOAST YOUR INNOVATION,

commitment to professional excellence and growth. Yorktel is honored to be a 2017 Business of the Year finalist (101+ employees) with such an exemplary group.

Your achievements light the way to our future.



81 Corbett Way | Eatontown, New Jersey 07724
(732) 413-6000 | www.yorktel.com

Finalist

1-50
Employees

Pro-Tech Energy Solutions

Energy solutions company
Moorestown, Burlington County
<http://pro-techenergy.com>
Founded: 2009 | Employees: 37

How does your company differentiate itself as a leader in its industry?

Pro-Tech has expanded and diversified its business to include energy services that address commercial client requirements on both sides of the meter.

What was a major challenge your company overcame? Despite the collapse of Sun Edison and its far-reaching economic impact across the solar energy spectrum, we maintained and grew our stable of solar energy clients, aspiring to the financial development and construction of ever-bigger projects.

What is the most memorable compliment your company has received?

We measure compliments in terms of client success! We have happy customers up and down the Eastern Seaboard, including one of the largest utilities in the state of New Jersey.



Richard Cooper,
President and CEO



Finalist

1-50
Employees

Raw Generation

Online retailer of juice
and smoothie cleanses

Long Branch, Monmouth County
www.rawgeneration.com

Founded: 2012 | Employees: 20-25

How does your company differentiate itself as a leader in its industry?

Using whole food nutrition free of preservatives and artificial ingredients, we create an easy, healthy and made-for-you system that's conveniently delivered to your doorstep.

What key factors have helped your business thrive?

First, we offer a really great product that gets our customers results and is super convenient. Over 50 percent of our customers buy more than once from us. Second, we have never looked for outside sources of funding. We've made it a practice to grow organically and not spend extra money on equipment upgrades and such unless the demand is there.

What are your top goals for the future? Stay in business and stay profitable, plus we are about to launch a soup cleanse.



Jessica Rosen,
President and Co-founder



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BUSINESS
OF THE
YEAR

2017 Finalist

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CONGRATULATIONS



to all of the

2017 NJBIZ Business of the Year Finalists and Winners!



Pomptonian Food Service

Pomptonian has brought its restaurant flair to food service for over 58 years. This NJ family-owned business is listed as one of the Top 50 Food Management Companies Nationwide. Pomptonian is a recognized leader in contract food management and has won numerous awards from industry leaders and nutrition advocates. The 2,000 members of the Pomptonian team bring pride and passion to the meals they serve and it shows.

www.pomptonian.com

3 Edison Place, Fairfield, NJ 07004 • 973-882-8070



Finalist

1-50
Employees

SPHERE Technology Solutions

Cyber security business

Jersey City, Hudson County
www.sphereco.com

Founded: 2009 | Employees: 30

How does your company differentiate itself as a leader in its industry?

SPHERE provides specialized services that other organizations do not.

What is the most memorable compliment your company has received?

When we finished an engagement for one client they complimented us by saying that "SPHERE did everything we asked for and more ... they came in and were able to see the issue, provide a roadmap and complete the project on time and on budget."

Have you introduced any new products or services recently?

We started the year by offering new services, CISO on Demand and CISO Advisory Services, in response to new legislation that is requiring companies to have senior level, experienced security professionals.



Rita Gurevich,
President and Founder



Finalist

1-50
Employees

Vydia

Entertainment agency

Holmdel, Monmouth County
www.vydia.com

Founded: 2013 | Employees: 40

How does your company differentiate itself as a leader in its industry?

Vydia was the first to provide content creators with a centralized platform to protect and publish their intellectual property across multiple networks.

What key factors have helped your business thrive?

Vydia's mission statement of "Empowering Creators" is not limited by economic status or conditions. Our full-suite platform has services for premium artists and influencers, but also provides affordable tools and support for aspiring creators that are just starting out.

Have you introduced any new products or services recently?

Our proprietary "Social and Rights" technology was introduced this year, allowing creators to automate syncing content to their central library and easily applying protection policies to their content.



Roy LaManna,
CEO and Co-founder



Service is our specialty; protecting you is our mission®

Helping businesses understand and mitigate risk and uncertainty to their bottom line since 1919.

JGS is honored to be a NJBIZ
Business of the Year 2017 Finalist.

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INSURANCE

jgsinsurance.com

Business | Property | Casualty | Life | Benefits | Homeowners | Auto



Winner

BUSINESS OF THE YEAR
51-100 EMPLOYEES

Primepoint HRMS & Payroll

Human resource management and payroll processing company

Mount Holly, Burlington County
www.primepoint.com

Based in Mount Holly, Primepoint's roots go back almost 40 years to a small bookkeeping company. That company grew to become Delaware Valley Payroll, from which Primepoint was created in 2000.

Today, Primepoint is a payroll processing and human resource management company with 60 employees, offering a suite of technology tools to more than 2,000 customers. The company addresses the needs of small, mid-size and large business, and is capable of serving companies with 10,000 or more employees.

Over the years Primepoint has enjoyed steady growth and has routinely proven itself as a dynamic and evolving company. Its revenue growth has consistently been between 20 and 25 percent since 2015, and is projected to continue. In 2017, Primepoint developed the Momentum Campaign, an internal operation established to help fuel growth. This included a dramatic amplification of marketing and advertising, as well as an 18 percent increase in staff within four weeks.

The company also credits its success to its welcoming and professional atmosphere, which creates high staff retention, as well as customer satisfaction. With a focus on being family friendly, the company makes it a priority to invest in its employees and their health. In addition to offering a comprehensive health benefit plan, Primepoint organizes weekly yoga classes, basketball games and installed a fitness center for daily use.

Primepoint also takes its involvement in the community seriously, supporting many organizations, and has even launched a program that encourages its staff to regularly engage in local charitable causes – whether through fundraisers or volunteer work.

Looking forward to many more years of success, Primepoint's ultimate goal is to become one of the best companies in the country. For the immediate future, its top goals are focused on exceeding the needs of its customers and their employees by increasing efficiencies in benefit enrollment and management.



David Bothwell,
Chairman of the Board and CTO



Finalist

51-100
Employees

Denholtz Associates

Property management company

Matawan, Monmouth County
www.denholtzassociates.com

Founded: 1954 | Employees: 63

How does your company differentiate itself as a leader in its industry?

Every member of our team is committed to creating meaningful investment projects that not only add value for our investors but also add value to the communities in which we work. These projects, along with countless others throughout our 65-year history, stand as a legacy of our vision.

What is the most memorable compliment your company has received?

Our day-to-day interaction with our business partners shines through and we hear about it almost daily.

What are your top goals for the future?

We will look to continually upgrade each space in line with the demands of today's modern tenants. We are also committed to the continued development of our staff and to the newest technologies and approaches to streamline our business procedures.



Steven Denholtz,
CEO



Finalist

51-100
Employees

JGS Insurance

Insurance brokerage firm

Holmdel, Monmouth County
www.jgsinsurance.com

Founded: 1919 | Employees: 75

How does your company differentiate itself as a leader in its industry?

We are a third-generation family-owned business that is celebrating our 98th year in business.

What key factors have helped your business thrive?

Staying on top of technology and taking advantage of its advances has helped us manage our continued growth. We were early adapters to the paperless environment and benefited greatly from its efficiency. We have three full-time programmers on staff that help us automate repetitive processes and allow our customers to interact with us online.

What are your top goals for the future?

Our top goal is to focus on our continued growth and successes so that we can remain an independent voice in the wave of mergers in the insurance space. We are also looking forward to celebrating our 100th year in business.



Vincent Hager,
President



Finalist

51-100
Employees

Maestro Technologies, Inc.

IT Solutions company

Trenton, Mercer County
www.maestro.com

Founded: 2003 | Employees: 94

What key factors have helped your business thrive? We maintain a positive outlook, we are in sync with the top trends in technology and we provide lean execution.

What is the most memorable compliment your company has received? Customer – “We hired a software technologist without interviewing because he came from Maestro!” Vendor – “We will stand-by at your command.” Competitor – “We may not be Maestro, but we have similar values.”

What are your top goals for the future? We plan to create over 150 jobs and created Trenton’s first Innovation Hub. Maestro was granted a large tax credit incentive for the next 10 years by NJEDA as part of the NJGrow initiatives, recognizing our efforts to create jobs in the hi-tech marketplace.



Kamal Bathla,
Managing Director



Finalist

51-100
Employees

Scarinci Hollenbeck Attorneys at Law

Law firm

Lyndhurst, Bergen County
www.scarincihollenbeck.com

Founded: 1988 | Employees: 100

What key factors have helped your business thrive? We remain responsive to what’s happening in the world and anticipate our clients’ needs. For example, in 2016, we formed our Technology Law Practice Group. We have a variety of practice areas that complement each other, including land use, tax, municipal work and bankruptcy to name a few.

How does your company differentiate itself as a leader in its industry? Since the firm was founded, we have maintained our reputation for getting things done. Most attorneys at Scarinci Hollenbeck have significant experience in their practice areas, and have published and lectured on current topics in their field.

What are your top goals for the future? Continued growth and the addition of practice areas that serve the needs of our current and future clients.



Russell Ascher,
Executive Director



SCARINCI | HOLLENBECK
ATTORNEYS AT LAW

Finalist

51-100
Employees

Suuchi Inc.

Garment design
and manufacturer

North Bergen, Hudson County
www.suuchi.com

Founded: 2015 | Employees: 94

What was a major challenge your company overcame? The company has been bootstrapped entirely by the founder and CEO, who invested over \$500,000 to help it grow from 1 to 100 employees in under 30 months. Just the revenue in the last 15 months has exceeded \$2.5 million. Managing such fast growth has been nerve racking, challenging and wonderful all at the same time.

What key factors have helped your business thrive? The use of technology and automation to upend a traditional industry, and a vertically integrated model, delivering hyper speed to market.

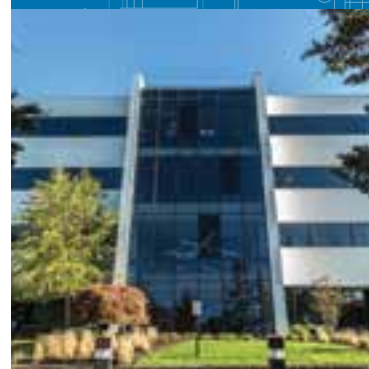
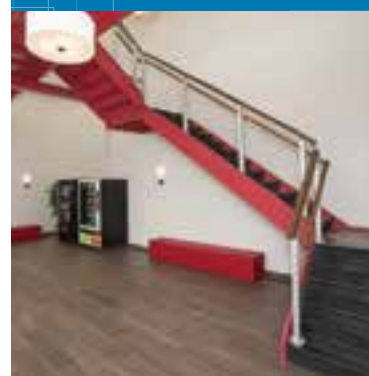
What are your top goals for the future? To scale our model by replicating our factory in other major cities and be the industry innovator in use of cutting-edge design and 3D software to rapid-time the product development process.



Suuchi Ramesh,
CEO and Founder



denholtzassociates.com



Leaders in real estate development, structured
investment strategies, and asset management for

65
years

Winner

BUSINESS OF THE YEAR
101+ EMPLOYEES

Summit Health Management

Physician management firm

Berkeley Heights, Union County
www.summithealthmanagement.com

Founded in 2014, Summit Health Management (SHM) was developed by multispecialty group physician leaders who achieved significant success transitioning to value-based care and wanted to share best practices with other medical groups.

“As a physician-led organization, our goal is exceptional patient care, so striving for improved population health is at the heart of our mission and philosophy,” SHM notes. “We carefully assessed the needs and developed multiple programs that work together to simultaneously promote quality outcomes, improve patient experience, lower costs and maximize profits.”

Simply put, SHM provides an alternative model that lets physicians do what they do best – practice medicine. This model is based on the experience with Summit Medical Group (SMG). The SHM model helped SMG grow into a thriving multispecialty group with four comprehensive care hubs, more than 70 satellite locations and more than 800 providers in 70 specialties.

Using SHM’s proven physician-led strategies, the organization developed support services and made substantial investments in quality and population health management, physician leadership and governance, revenue cycle management and operations management.

“Our physician owners maintain control of patient care decisions, operations, capital priorities and medical group governance, while we ease their transition to a value-based care model,” notes SHM.

SHM takes great pride in having developed a highly effective model that can be scaled and customized for other independent groups looking to adapt to the changing health care landscape. In fact, the group recently announced it will extend its model to Oregon and Arizona, showing its distinctive care model is customizable and nationally relevant.

As more partners are integrated into Summit Health Management, its goal is to implement a culture of collaboration across geographic boundaries.



Dr. Jeffrey Le Benger,
Chairman and CEO



Finalist

101+
Employees

Delta Dental of New Jersey

Dental insurance provider

Parsippany, Morris County
www.deltadentalnj.com

Founded: 1969 | Employees: 285

How does your company differentiate itself as a leader in its industry?

Our mission is to provide access to dental benefit programs of the highest quality, service and value. Our differentiation strategy is to illustrate that we understand, are dedicated to and specialize in oral health care, specifically dental benefits.

What key factors have helped your business thrive?

In addition to staying true to core values and being smart with investments, we remain deeply rooted in the communities we serve, never veering away from our core values and staying focused on providing access to care.

What are your top goals for the future? Keeping on the forefront of ever-changing customer demands is what sets the tone for all of DDNJ’s future goals.



Dennis Wilson,
President and CEO



Finalist

101+
Employees

Hollister Construction Services, LLC

Construction management firm

Parsippany, Morris County
www.hollistercs.com

Founded: 2004 | Employees: 155

How does your company differentiate itself as a leader in its industry?

Our greatest advantage is our youth as a company. Being that we are 14 years in the business creates an entrepreneurial mindset of being nimble to what our clients need.

What key factors have helped your business thrive?

Relationships – We find that when the market is thriving there is plenty of work to go around. However, in more challenging economic times, relationships created by prior performance and delivering on your word are the key to thriving.

What are your top goals for the future? Our focus is on hiring the best talent and supporting their professional growth, continued investment on new technology, and forging relationships with clients and partners.



Christopher Johnson,
CEO and Founder



Finalist

101+
Employees

McElroy, Deutsch, Mulvaney & Carpenter, LLP

Law firm

Morristown, Morris County
www.mdmc-law.com

Founded: 1983 | Employees: 474

How does your company differentiate itself as a leader in its industry?

We have continued record growth when a majority of other law firms are downsizing.

What key factors have helped your business thrive? We have found that in order to excel in this turbulent legal environment, you must be cognizant of the need to constantly evolve. As a result, our firm has grown from two lawyers in a small office to approximately 275 lawyers, with 13 offices in eight states.

What is the most memorable compliment your company has received? MDM&C has been fortunate to receive many accolades over the years, but the most rewarding compliment the firm can receive is a referral.



Edward B. Deutsch,
Managing Partner

McELROY, DEUTSCH, MULVANEY
& CARPENTER LLP

Finalist

101+
Employees

Newell Brands

Global consumer goods company

Hoboken, Hudson County
www.newellbrands.com

Founded: 1903 | Employees: 45,000

How does your company differentiate itself as a leader in its industry?

We want to reach consumers where they shop. Therefore, one of the most important investments we are making to differentiate ourselves is to create an industry-leading e-commerce division, which will be based in Hoboken.

What key factors have helped your business thrive? Newell has a history of innovation and focuses on building a consumer-centric approach, which has helped us to create competitive advantages.

What is the most memorable compliment your company has received? In May, Jim Cramer of CNBC's "Mad Money" said of the company: "Newell suddenly has growth in a consumer packaged-goods sector that has very little growth. Newell is beating its peers. The company is on fire."



Michael Polk,
CEO

newell
BRANDS

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Contact: **Michael Novak**, LSRP, President • mnovak@solutionsenvironmental.com

Finalist

101+
Employees

Pomptonian Food Service

Contract management services

Fairfield, Essex County

www.pomptonian.com

Founded: 1959 | Employees: 2,182

How does your company differentiate itself as a leader in its industry?

Sweeping changes came to school food service through the Healthy, Hunger-Free Kids Act. Pomptonian creatively designed menus to comply with the new regulations while working to minimize the impact and restore participation and sales.

Have you introduced any new products or services recently?

This year we rolled out our new marketing campaign and we have expanded our Village Fresh Program, which features chef-prepared school meals and encourages healthy dining habits amongst our valued students.

What are your top goals for the future? Pomptonian is continually seeking ways to keep our programs exciting and inviting while enticing students to make healthy dining choices.



Mark Vidovich,
President



Finalist

101+
Employees

Yorktel

Video managed services
company

Eatontown, Monmouth County

www.yorktel.com

Founded: 1985 | Employees: 430

How does your company differentiate itself as a leader in its industry?

Since inception in 1985, Yorktel has maintained its leadership position by focusing on people, as well as current and future needs of the marketplace. Consistent dialogues with customers from every level has enabled us to truly understand what enterprises want and need.

What was a major challenge your company overcame?

As a firm that has grown tenfold since inception, Yorktel has dealt with inevitable growing pains ... by developing a course of corrective action, adding resources where needed or making an adjustment to existing plans.

What key factors have helped your business thrive?

With a keen eye and ear on the trends of the industry, as well as consistent dialogues with customers, our people have been and will continue to be our most valuable asset.



Ron Gaboury,
CEO



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Winner

CORPORATE CITIZEN OF THE YEAR

Crum & Forster

Insurance company

Morristown, Morris County
www.cfins.com

With a proud history dating back to 1822, Crum & Forster's vision is to create a culture of community, fairness and dedication to those it serves. In doing so, community service has become a core value to the Morristown-based insurance company, as well as its more than 2,000 employees working across the nation, especially those in New Jersey.

This year, Crum & Forster stepped up as the Diamond Sponsor for the 2017 Mansion in May, the signature fundraiser for Morristown Medical Center. The firm's generous donation will help fund the new Center for Nursing Innovation and Research, which will allow nurses to exchange ideas and design solutions to existing and emerging health concerns.

Inspired by the belief that employees should be empowered to contribute and make a difference to the causes that are near and dear to their hearts, Crum & Forster launched C&F Cares, an initiative that makes it even easier for employees to donate time and money to their favorite char-

ities. C&F matches 100 percent of all employee donations to eligible organizations, as well as educational institutions up to an annual \$10,000 match per employee. With 2,000 employees, that's a potential donation total of \$20 million.

In every community where employees live and work, Crum & Forster is making a difference with a culture of compassion and commitment.

In Morristown, employees donated dozens of Easter baskets for children through the Jersey Battered Women's Service and they donated 360 hours to Habitat for Humanity, and more than 400 hours to the Morristown Soup Kitchen and Outreach Center.

In Cherry Hill, employees adopted Habitat for Humanity as their central cause, with 25 employees donating 200 hours at a job site in Camden County. In Eatontown, the Spring Lake 5K is a beloved annual tradition, and this year 60 employees participated in the run to benefit CCALS – Compassionate Care for Amyotrophic Lateral Sclerosis.



Marc Adey,
CEO



Finalist

Corporate Citizen of the Year

AeroFarms

Vertical farm

Newark, Essex County
www.aerofarms.com

Founded: 2011 | Employees: 120

What corporate gift is your company most proud of providing?

AeroFarms is proud of the healthy farming program it supports at Philips Academy Charter School in Newark, which has been successful at igniting the students' curiosity in STEM-related subjects while teaching them about healthy eating.

Has your company selected any single issue(s) on which to focus its corporate philanthropy?

AeroFarms focuses on combating food deserts by democratizing access to highly nutritious food in cities like Newark.

How has the local community benefited from your philanthropy?

In addition to giving hundreds of local school children the opportunity to learn about how food is grown, AeroFarms has hired 19 past offenders, empowering them to become productive members of society.



David Rosenberg,
Co-founder and CEO



Finalist

Corporate Citizen of the Year

Jersey Central Power & Light

Electric delivery company

Morristown, Morris County
www.firstenergycorp.com/jersey_central_power_light

Founded: 1925 | Employees: 1,500

What corporate gift is your company most proud of providing? JCP&L is proud of our ongoing support of the many well-qualified organizations located across our service area, including veterans groups, food banks and county colleges.

How does your company decide where to devote charitable resources? JCP&L promotes quality-of-life and economic development initiatives, as well as projects that bolster community growth.

How does your company foster community service? We encourage employees to take on challenging leadership roles in the community, including serving on the boards of various nonprofit organizations. We provide financial support to qualifying organizations where employees volunteer or hold leadership positions.



James Fakult,
President



Finalist

Corporate Citizen of the Year

Mandelbaum Salsburg

Law firm

Roseland, Essex County
www.lawfirm.ms

Founded: 1930 | Employees: 150

What corporate gift is your company most proud of providing? For the last 20 years the Irving Mandelbaum Scholarship Fund, named for the firm's founding partner, has helped our employees and their children obtain higher education goals that they could not otherwise afford.

How does your company decide where to devote charitable resources? We choose charities that are near and dear to our employees' hearts and that benefit our local communities.

How does your company ensure your corporate contributions are working as effectively as possible? Our charitable committee, known as "Team Mandelbaum," meets with recipients of our donations and has the leaders of the organizations we support come in and speak about their organizations.



Barry Mandelbaum,
Co-CEO and Member

Mandelbaum
Salsburg
Attorneys at Law



Finalist

Corporate Citizen of the Year

Quality 1st Basement Systems

Basement experts

Cliffwood, Monmouth County
www.quality1stbasementsystems.com

Founded: 1986 | Employees: 40

What corporate gift is your company most proud of providing? For the veterans who risked their lives to keep our country safe, we created a program to offer a flagpole and American flag to veterans and active duty members in Monmouth County.

How has the local community benefited from your philanthropy? We collect donations for Aberdeen's Backpacks/School Supplies for Kids drive, the United Way's Warmest Wishes coat drive for kids and a toy drive at Christmas.

How does your company foster community service? Our managers spread the word when a new community service endeavor comes up and encourages everyone to take part. It is our team spirit that makes any community service adventure rewarding for everyone.



Tom Roman,
Owner



Finalist

Corporate Citizen of the Year

T&M Associates

Environmental, engineering and construction management firm

Middletown, Monmouth County
www.tandmassociates.com

Founded: 1966 | Employees: 376

What corporate gift is your company most proud of providing? Our Operation Outreach campaign was designed by our employees to demonstrate the value we see in working together to make a positive impact.

Has your company selected any single issue(s) on which to focus its corporate philanthropy? Based on our recognition of the benefits of inspiring and mentoring young students to pursue STEM careers, we have dedicated one arm of our Operation Outreach program to solely focus on STEM promotion and outreach.

How has the local community benefited from your philanthropy? Since our Operation Outreach campaign began in 2016, T&M volunteers have participated in more than 135 philanthropic events to support a wide range of important causes.



Gary Dahms,
President and CEO



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Winner

EMERGING BUSINESS OF THE YEAR

Jersey Girl Brewing Company

Craft brewery

Hackettstown, Morris County
www.jerseygirlbrewing.com

Founded just three years ago by friends Charles Aaron and Mike Bigger, who both have a great love for craft beer, Jersey Girl Brewing Company stands poised to lead growth of Jersey-made craft beer while punctuating pride and excitement in being a New Jersey brand and manufacturing site.

Since officially opening to the public in 2016, Jersey Girl Brewing has grown to include distribution to 15 counties with plans to distribute to the remaining six counties by the end of the year. Currently, its beers are available in 496 locations across the state.

Bringing on strong distribution partners has been key to growth. A recent partnership with Applebee's will put a Jersey Girl Brewing and Applebee's co-branded product at all 50 North Jersey locations. Additionally, the team is working in partnership with its distributor, Kohler Distribution, to have Jersey Girl beer served at the Prudential Center in Newark.

At only just 17 months in business, Jersey Girl Brewing

has already exceeded its plans for growth and is looking at accelerating growth by adding additional capacity, additional distribution and locally sourced ingredients to meet growing market demands for New Jersey craft beer.

Development of its 10-person team has also been critical to success. With the labor pool for employees with large brewery system experience in New Jersey being quite limited at this time, Jersey Girl Brewing relies on a few different methods to develop knowledge. For example, it holds work-along days where employees shadow other employees and learn other functions, especially those at their next promotion level. This also helps with succession planning to allow for promotion from within and the brewery's future success.

Having faced many challenges early on, including new equipment installation, beer recipe development, self-distribution and employee management, the brewery's goals for the future are to continue learning from its experiences and putting plans in place for continued growth and improvement.



Charles Aaron,
President and CEO



Finalist

Emerging Business of the Year

Bear

E-commerce sleep products brand

Hoboken, Hudson County
www.bearmattress.com

Founded: 2014 | Employees: 7

What challenges are you experiencing as a startup? Since its launch, Bear has remained completely bootstrapped, operating on a much leaner marketing budget than many of its competitors. Throughout its evolution, the company has relied on creativity and agility to offset any shortage of resources.

What key successes are helping your business grow? Customer referrals and organic press mentions have proven critical in Bear's continued growth. To date, Bear has over 2,000 five-star customer reviews and the number continues to rise each and every day.

How would you describe the company's culture? Bear is a collaborative team. As the business grows, employees feed off of each other's unique industry strengths.



Scott Paladini,
CEO and Founder



Finalist

Emerging Business of the Year

Boll & Branch

Luxury bedding retailer

Summit, Union County
www.bollandbranch.com

Founded: 2014 | Employees: 27

What challenges are you experiencing as a startup? Since launching, Boll & Branch's greatest challenge has been scaling production to meet high demand. The company's rigorous and exacting standards have created more work for the company as it searches for new factories that can match them.

What key successes are helping your business grow? The company has seen a record year in growth, now selling online to customers in all 50 states each week. The opening of Boll & Branch's first physical retail location at Short Hills Mall in August has already been a source of growth.

How would you describe the company's culture? Every person on the team embraces a "no job is too small" attitude, particularly our leadership. All of our hands get dirty on a daily basis and we are very proud of that approach.



Scott Tannen,
Co-founder and CEO

BOLL & BRANCH

Finalist

Emerging Business of the Year

New Jersey Fiber Exchange

Data center operator

Wall Township, Monmouth County
www.njfx.net

Founded: 2016 | Employees: 15

What challenges are you experiencing as a startup? Being innovative in an industry with global networks can be challenging because of the amount of global decision-making that needs to take place. Our company is the status quo in how the United States physically communicates with Europe and South America.

What key successes are helping your business grow? Our CEO's 25-year relationships in the tech/telecom industry have provided a high level of trust with regional, U.S. and global customers. Following through on our commitments allows others to work with us in a predictable and successful manner.

How would you describe the company's culture? NJFX likes the term "What Ever it Takes" when it comes to fulfilling our customers' goals.



Gil Santaliz,
CEO and Founder



Finalist

Emerging Business of the Year

Wylei, Inc.

Pioneer of predictive content technology

Jersey City, Hudson County
www.wylei.com

Founded: 2014 | Employees: 22

What challenges are you experiencing as a startup? The balance between focusing on customer satisfaction while growing the team to ensure we maintain the highest level of service is challenging as you ramp up and on-board staff.

What key successes are helping your business grow? We attribute our consistent growth to our performance, commitment to build new partnerships, ongoing nurturing of client relationships and growing existing relationships with direct clients and platform partners.

How would you describe the company's culture? We have created a culture that reflects our commitment to diversity and inclusion. We hire dynamic individuals who are performance driven with a proven track record and depth of knowledge in their areas of expertise.



Meg Columbia-Walsh,
CEO



Finalist

Emerging Business of the Year

YibLab, Inc.

Marketing technology and solutions provider

Berkeley Heights, Union County
www.yiblab.com

Founded: 2013 | Employees: 151

What challenges are you experiencing as a startup? It is extremely hard to find talent that meets the requirements of the modern marketing world. You need people who have excellent creativity, but also have sound understanding of business and how to deliver its messages.

What key successes are helping your business grow? With deep relationships in the industry, we have been able to quickly sign up large clients. It is primarily due to our executives who have existing relationships in the market and are able to win deals.

How would you describe the company's culture? YibLab has an open, transparent and progressive work culture. We focus a lot on innovation and encourage new ideas and creative solutions to traditional problems.



Jasmeet Sawhney,
CEO



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