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Continued from preceding page

struggling with marriage or legal problems too, as well as those contending with depression or anxiety. "Really, people call us for everything," Salico says.

Part of the thrust behind the program, McCann says, is to show companies how an EAP can be good for business. A happier employee is a more engaged employee, and any employee that can be reached before trouble brews is far less likely to become disruptive (or even destructive) to the company.

"We want this to be more about prevention," McCann says. "Too often when people find out about us I hear 'I wish I would have known sooner.'"

— Scott Morgan

### Monday, January 9

## Trenton Computer Fest Seeks Speakers

The Trenton Computer Festival is seeking presenters and speakers for its seventh annual "Information Technology Professional Conference" on Friday, March 9, at the College of New Jersey.

The conference provides a series of 55-minute talks relevant to IT professionals, and program chair David Soll is asking potential speakers to submit a one-paragraph abstract for a talk to him at [dsoll@ieec.org](mailto:dsoll@ieec.org) by Monday, January 9. Full-paper submissions are not necessary, but a one-paragraph bio and a digital photograph of yourself should be included with the proposal.

Suggested presentation topics include (but are not limited to):

**IT Management**, such as how to build, maintain, and motivate an IT staff, digital rights management, or attracting students to IT;

**Professional development**, such as career planning, hot jobs in 2011, or planning for retirement;

**Application development**, such as SharePoint 2010, developing custom web parts, freeware in production application development, or managing multi-vendor application development projects;

**Infrastructure**, such as networking and integration, managing viruses, SAN vs. NAS, exchange and mobile devices, managing spam, biometrics, or next-generation storage;

**Manufacturing computer systems**, such as the future of real-time performance management, computer validation methodologies, or batch process reporting.

More information on the IT Professional Conference can be found at <http://princetonacm.acm.org/tcfpro>.

The 37th annual Trenton Computer Festival will be held at the College of New Jersey on Saturday, March 10.

### Tuesday, January 10

## Advertising In The Age of New Media

If you aren't in the advertising industry, you might think that the world of marketing and communications still looks like the one shown on the popular cable television show, "Mad Men" — glamorously dressed men and women making deals over three-martini expense account dinners and working for large agencies with dozens of employees.

Those days are gone, says Ed McLaughlin of SVM E-Marketing in Somerset. An agency no longer needs to have dozens of em-

**McLaughlin will discuss his concept of the 'distributed agency' — the shift from physical environments to digital work spaces.**

ployees and a beautiful office setting to impress and woo a client. "We used to use our offices as a showcase for our talents," he says. "An advertising agency needed a beautiful, creative office to say 'see how creative we are?'" These days, it's likely we will never even meet our clients in person.

There is no way to put your finger on one main reason for the changes that have taken place in the marketing and communications industry in the past decade. The rise of the Internet has led to different types of marketing, which has in turn led to different types of agencies. The economy has led to downsizing at many larger agencies, and of course, new technology has changed the way we work.



**Ad Man: Matt Kulcsar** talks about changes in the marketing and communications industry on Tuesday January, 10.

McLaughlin will be part of a three-person panel exploring the "New Tools and Environments for Creative Professionals" at the NJ Communications, Advertising, and Marketing Association on Tuesday, January 10, at 6 p.m. at D&R Greenway, Johnson Education Center, One Preservation Place. Cost: \$35 non-members. Visit [www.NJCAMA.org](http://www.NJCAMA.org).

The panel will focus on new tools and technologies that are changing the way agencies and freelancers approach creative work and deliver results to their clients. The panel will be moderated by Matt Kulcsar, interactive designer at Creative Marketing Alliance on Clarksville Road. Brian Crooks, executive creative director at Influence Interactive, an online agency, and McLaughlin will be the speakers.

Crooks, formerly the creative director at Razorfish, is a 20-year campaign design veteran who has created interactive media campaigns for Nestle, Dove, Sallie Mae, Neiman Marcus, and General Motors. He will discuss how the need for creative professionals to be "free to think and have access to the information that drives original thoughts," and the "convergence of the physical and digital — the space in which ideas can percolate and where information, observation, and insights are the coin of the realm."

McLaughlin will discuss his concept of the "distributed agency," a term he uses to describe the shift from physical environments to digital work spaces and how to use Internet-based tools to do collaborative, creative work.

McLaughlin studied computer science at Temple University in the early 1990s but left before completing his senior year. He began his career working for several different companies as a software engineer and computer programmer, including the Pennsylvania Academy of the Fine Arts, where he was director of IT. Yet he found himself drawn more to the creative side of business than the technical.

He co-founded SVM E-Marketing in 1995 to "help industrial marketers leverage the web to generate sales leads, strengthen relationships with customers, and measure the return on marketing investments," he says. He has executed countless online marketing initiatives with organizations, from Fortune 500 companies to non-profits.

**The shift to online marketing.** "If you are in the marketing business today, you are, by default, an online marketer, whether you want to be or not," says McLaughlin. These days consumers consistently check out products, services, and brands online before making a decision to buy.

This means that every company, no matter how large or small, no matter what product or service,

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must use online marketing as part of its strategy for reaching the customer. And, McLaughlin adds, that means much more than just having a website to showcase your business, as it did just a few years ago.

"The higher the price point, the longer the consumer thinks about the purchase before making it," he says. For many large-ticket items the lead time between beginning to research a product and purchasing it is as much as 12 months. "This means that the challenge for creatives is how to help a company not just explain its product, but to become part of the conversation about it, through video, through social media, and through images and text. Our clients expect us to help them adapt and choose from a host of media choices that didn't even exist three years ago."

To make it even more challenging, today's choices may not be relevant three years from now. The podcast, for example, was the hot new way to market just a few years ago. While not exactly obsolete, it has moved to the background as other, newer techniques have overshadowed it.

**The new challenge.** "How to create the message and disseminate it is no longer the challenge," says McLaughlin. "Today's challenge is to capture the conversation — to find out who is talking, how they are conversing, and make ourselves part of that conversation."

It is, he adds, a very different skill from "pitching a reporter" a story idea, or even just disseminating the information. Truly capturing the conversation for a client these days takes a wide variety of skills and "is beyond the reach of most small agencies."

But that does not mean that the small agency — even if it is as small as one person — cannot compete. In fact, according to McLaughlin, the small agency is in a unique position to compete more effectively for a large marketing campaign. "The antidote is not more people, it is more technology," he says.

**Changing technology equals changing work structure.** "A few years ago technology changed the way creatives produced our products," McLaughlin says. Graphic arts, for example, changed from a field in which the artist primarily drew by hand to one in which he created on a computer.

But today technology is changing not just the way we produce the product, but the way we work and collaborate with others, the way we find our customers, and the way we work and relate with creative professionals and customers.

"No one can know it all anymore," McLaughlin says. "Each person or agency needs to choose a core competency — the one area where they will excel," says McLaughlin. But that does not mean that they can only offer a client one part of a whole marketing package. No client wants to work with one agency for social media, another for graphic arts, a third for branding strategies, and others for website development, analytics, and media planning and buying.

Instead, each marketing agency or professional needs to develop a network of other agencies and professionals with expertise in each of these areas.

**The distributed agency.** Tools such as GoToMeeting.com, Joinme.com, Skype, Dropbox, and Basecamp.com enable people to easily and in real time collaborate with co-workers and clients all over the world. "We no longer need to have all of the services in-house. We can pick the right brain power to work on a particular project," McLaughlin says. To do this, the creative professional no longer can

be "just a graphic artist," or "just a marketing analyst." Now she must become a "creative technologist," says McLaughlin.

This person is not an expert in each of the various technologies, but instead "knows how the technology works, understands what the client needs and can bring together the right set of people to make it happen, make it work and make it look great," he says.

— Karen Hodges Miller

## Corporate Angels

**Aetna**, the insurance company with an office at 3 Independence Way, has given Robert Wood Johnson University Hospital Hamilton \$23,000 to fund its Shapedown program. Shapedown is a free, 10-week program offered four times a year for young people between the ages of 8-18, in an effort to quash childhood obesity.

**McGraw-Hill Federal Credit Union** has raised \$1,386.43 for the Children's Miracle Network, a non-profit organization dedicated to saving and improving children's lives by raising funds for children's hospitals.

The employees of **Fox Rothschild's** Lenox Drive office recently purchased gifts for 50 children served by the Children's Home Society of New Jersey. The gifts include coats, gloves, hats, pajamas, books, and toys.

**The Trenton Titans** recently donated 400 teddy bears to Robert Wood Johnson University Hospital Hamilton to help lift spirits over the holidays.

As part of a planned renovation, **Nassau Inn** recently donated 50 rooms worth of gently used furniture to HomeFront. **Bohrens Moving and Storage** supplied the trucks and manpower for the move.

**Mercadien**, an accounting firm based on Quakerbridge Road in Hamilton, raised \$700 during its recent Toys for Tots campaign. The money went toward the purchase of more toys.

## Business Meetings

### Wednesday, January 4

**7 p.m.:** St. Gregory the Great Networking Group, Support for the job search process, every first Wednesday, 4620 Nottingham Way, Hamilton. **609-448-0986.**

### Thursday, January 5

**7 a.m.:** Central Jersey Business Association, weekly networking breakfast, free. Americana Diner, East Windsor. **800-985-1121.**

**7 a.m.:** BNI Top Flight, weekly networking, free to attend. Clairemont Diner, East Windsor. **609-799-4444.**

**8 a.m.:** Round Table Referral Network, weekly morning networking, free. Klatzkin & Co., Whitehorse-Hamilton Square Road. **609-454-4659.**

**9 a.m.:** Rutgers, New Jersey Collegiate Career Day, free and open to the public. Call ext. 613. New Brunswick campus. **732-932-7084.**

**11:30 a.m.:** Princeton Chamber, Monthly Membership Luncheon, "Beyond Bernie Madoff," Diana Henriques, New York Times, \$65. Princeton Marriott. **609-924-1776.**

**7 p.m.:** Council for the Advancement of Muslim Professionals, "Power Hour" featuring Asma Kasuba, Johnson & Johnson, on work/life balance, \$15. Shahi Palace, Lawrenceville. **888-421-1442.**

### Friday, January 6

**8:30 a.m.:** Coffee Club, "Coffee Club" networking, every first Friday, free. RSVP required. Edward Jones, Foxmoor Shopping Center, Robbinsville, sharon.gates@edwardjones.com. **609-448-0004.**

**10:30 a.m.:** Professional Service Group, weekly career meeting, support, and networking for unemployed professionals, free. Mercer County One-Stop Career Center, Yard Avenue, Trenton. **609-292-7535.**

### Monday, January 9

**5:30 p.m.:** HRMA of Princeton, "Wellness Programs and Your Employees," PHS Mobile Health Solutions, \$60. Salt Creek Grille. **609-844-0200.**

### Tuesday, January 10

**7 a.m.:** Capital Networking Group, weekly networking, free. New England Financial 3 Independence Way. **609-434-1144.**

**8 a.m.:** Mercer Chamber, Hopewell chapter breakfast, \$25. Mizuki Asian Bistro, Pennington. **609-689-9960.**

**11:30 a.m.:** Venture Association of New Jersey, Monthly Workshop, \$55 Marriott Hanover, Whippany. **973-631-5680.**

**5 p.m.:** Somerset County Business Partnership, "Opportunity Knocks," networking, \$30. Adult Day Center of Somerset County, Bridgewater. **908-218-4300.**

**6 p.m.:** NJ CAMA, "New Tools For Creatives," Matt Kulcsar, Creative Marketing Alliance, Brian Crooks, Razorfish, \$35. D&R Greenway. **www.NJCAMA.org**

**6:15 p.m.:** Princeton Macintosh Users Group, Q&A followed by speaker and meeting, free. Computer Science Building, Princeton University. **609-258-5730.**

**7:30 p.m.:** JobSeekers, networking and job support, free. Trinity Church, 33 Mercer Street. **609-924-2277.**

### Wednesday, January 11

**7 a.m.:** BNI West Windsor chapter, weekly networking, free. BMS Building, Pellettieri Rabstein & Altman, Nassau Park. **609-462-3875.**

**1 p.m.:** Team Nimbus, "Small Business Insight," monthly lunch talk, every second Wednesday, free. Camillo's Cafe, Princeton Shopping Center. **908-359-4787.**

**6 p.m.:** MCCC, "Back to School Night for Adults," free. West Windsor campus, ComEd@mccc.edu. **609-570-3311.**

### Thursday, January 12

**11:30 a.m.:** Mercer Chamber, Greater Route 1 chapter luncheon, "What Are You Doing for Your Business to Prepare for 70,000 Visitors?" Marc Edenzon, CEO of Special Olympics, NJ, \$55. Ruth's Chris Steak House. **609-689-9960.**

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