

# COMMERCE

THE BUSINESS OF NEW JERSEY

EDITORIAL  
CALENDAR  
2010

## JANUARY

*(Special Focus-Construction/Real Estate)*

**Construction:** First Annual CEO Roundtable  
**Real Estate:** Commercial Property Showcase  
**Accounting:** Helping Construction/Real Estate Clients  
**Banking:** Financing Issues for Construction/Real Estate  
**ADA Compliance:** Would Your Building Pass the Test?  
**Disaster Planning:** Tips for a Business Continuity Plan  
**Law:** How to Make a Binding Contract  
**Environmental:** What You Need to Know About LSRPs  
**Government Affairs:** 2010 Legislative & Regulatory Agenda  
**Healthcare:** Cancer Care at NJ Hospitals  
**COMPANY PROFILES:** CONSTRUCTION/REAL ESTATE\*

## FEBRUARY

*(Special Focus-Education)*

**Education:** Executive MBA Programs at NJ Colleges/Universities  
**Black History Month:** Honoring the Path to Success  
**Accounting:** Wealth Management for Top Executives  
**Banking:** Saving for College/Teaching Kids about Money  
**Law:** Wills & Trusts  
**Environmental:** Testing Labs Directory & Services Guide  
**Human Resources:** Hiring Veterans and Disabled Workers  
**Healthcare:** Pediatric Care at NJ Hospitals  
**PROFILES:** NJ COLLEGES & UNIVERSITIES\*

## MARCH

*(Special Focus-Healthcare & Pharmaceuticals)*

**Hospitals:** Chief Medical Officer Roundtable on Key Health Issues  
**Healthcare:** What Companies Need to Know About Medical Insurance/Sleep Centers  
**Pharmaceutical Advertising:** Translating Medical Data for Consumers  
**Big Pharma:** R&D and New Products in the Pharmaceutical Pipeline  
**Biotechnology:** What Future Does the Industry Have in New Jersey?  
**Accounting:** How CPA Firms Help Healthcare Clients in New Jersey  
**Banking:** How to Choose a Bank for Your Business Banking Needs  
**Law:** Mergers & Acquisitions  
**Women's History Month:** Showcasing Top Women Business Leaders  
**COMPANY PROFILES:** HOSPITALS/PHARMACEUTICAL FIRMS\*

## APRIL

*(Special Focus—Environmental Technology)*

**Environmental Tech:** Services Directory of Environmental Firms  
**Brownfield Redevelopment:** Trends, Issues and Opportunities  
**Green Buildings:** Commercial Properties that Make the Grade  
**Licensed Site Remediation Professionals:** Meet the Board  
**Alternative Energy:** Solar, Wind and Water Technologies  
**Accounting:** Tax Incentives for Businesses in New Jersey  
**Banking:** Financing Economic Development  
**Law:** Environmental Law Practice Leaders  
**Healthcare:** Robot-Assisted Surgery at NJ Hospitals  
**2010 Meeting & Event Planning Guide**  
**COMPANY PROFILES:** ENVIRONMENTAL FIRMS\*

## MAY

*(Special Focus-Accounting)*

**Accounting:** Accounting Firm Managing Partner Roundtable  
**Banking:** Advice from Chief Lending Officers  
**Law:** The Role of CPA Firms and Banks in Financial Services  
**Insurance/Corporate Governance:** Risks of Serving on Corporate Boards  
**Small Business:** Programs and Opportunities in New Jersey  
**Education:** Business Programs & Partnerships at Area Colleges/Universities  
**Environmental:** A Conversation with the NJDEP Commissioner  
**Healthcare:** Cardiac Care at NJ Hospitals  
**COMPANY PROFILES:** ACCOUNTING FIRMS\*

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To Advertise in COMMERCE  
contact Stu Bodow  
Phone: 201-368-2100  
Email: sbodow@cianj.org

*Reservations: 1st of preceding month*

*Copy: 8th of preceding month*

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## JUNE

*(Special Focus-Banking & Credit Unions)*

**Banking:** Bank and Credit Union CEO Roundtable  
**Accounting:** Helping Entrepreneurs Set Up New Businesses  
**Law:** Patents and Trademarks  
**Inventors:** Great Minds from New Jersey's Past and Present  
**Advertising:** Ad Firm CEO Roundtable Assess the Market  
**Healthcare:** Chief Nursing Officers Discuss Healthcare Issues  
**Environmental:** Insurance Coverage for Environmental Liabilities  
**COMPANY PROFILES:** BANKS AND CREDIT UNIONS\*

## JULY (SUMMER)

*(Special Focus-Law Firms)*

**Law:** Law Firm Managing Partners Roundtable  
**Accounting:** PA Firm Chief Counsels Discuss Industry Litigation Trends  
**Banking:** PR Pros Market Banking to Businesses in New Jersey  
**Healthcare:** Skin Cancer and Heat Related Health Concerns  
**South Jersey Business Report:** Top Companies & Industries  
**Environmental:** Endangered Species Issues in New Jersey  
**NJ Sports Teams:** Good Business on an Off the Field  
**COMPANY PROFILES:** LAW FIRMS\*

## SEPTEMBER

*(Special Focus-Education/Security)*

**Education:** College President's Roundtable  
**Accounting:** Forensic Accounting & White Collar Crime  
**Banking:** How Banks Work with Law Enforcement to Solve Crime  
**Law:** Securities Law Trends, Updates and Changes for 2010  
**Hispanic Heritage Month:** Celebrating Success in NJ Businesses  
**Business Continuity Planning:** Technology, Disaster Planning, Etc.  
**Security:** Homeland Security for NJ Companies  
**Environmental:** Addressing Contaminated Soil Issues  
**Healthcare:** Health Issues for Business Travelers  
**Central New Jersey Business Report:** Top Companies & Industries  
**COMPANY PROFILES:** COLLEGES, CPA FIRMS, SECURITY COMPANIES\*

## OCTOBER

*(Special Focus-Healthcare & Pharmaceuticals, Part 2)*

*Bonus Distribution to 600 Business Leaders at  
CIANJ's Annual Meeting & Luncheon*

**Healthcare:** Hospital CEO Roundtable  
**Pharmaceuticals:** Industry Report, from R&D to P&L  
**Hospitality:** Holiday Meeting & Planning Guide  
**Accounting:** Establishing Internal Controls that Work  
**Banking:** Niche Financial Products for Businesses  
**Law:** How to Handle Medical Leave in New Jersey  
**Environmental:** Waste Handling & Disposal  
**Special Report:** Northern New Jersey Business  
**COMPANY PROFILES:** HOSPITALS, PHARMA FIRMS\*

## NOVEMBER

*(Special Focus-Environmental Business/Engineering)  
(Special Focus-Accounting-Niche Practices)*

**Environmental:** Brownfield Success Stories  
**Law:** How Environmental Law Firms Help NJ Businesses  
**Accounting:** Case Studies-The Success of Niche Practices  
**Banking:** Lending Programs for Small Business  
**Real Estate:** Warehouses, Distribution, Port of NY/NJ  
**Healthcare:** Emergency Room Care in New Jersey  
**COMPANY PROFILES:** ENVIRONMENTAL AND ENGINEERING FIRMS\*

## DECEMBER

*(Special Focus-Corporate Philanthropy)*

**Corporate Philanthropy:** Companies that Care  
**Accounting:** Financial Issues for Nonprofits  
**Banking:** Helping Finance Nonprofits  
**Law:** Legal Issues for Nonprofits  
**Healthcare:** Safety Tips for Company Holiday Parties  
**Environmental:** Christmas Tree Farms in New Jersey  
**COMPANY PROFILES:** COMPANIES THAT GIVE TO CHARITY\*

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