

WELCOME

Dear NJJBA Member,

2020 saw the expansion of the North Jersey Jewish Business Alliance into the New Jersey Jewish Business Alliance as we build on the remarkable efforts of the last five years. As such, this year, we are delighted to bring to you the 2021 New Jersey Jewish Business Alliance Directory which features many updated sections and a larger more diverse business listing.

Here at NJJBA, we are deeply committed to supporting all our members and hope that the Directory will serve as a go-to guide to market locally and bring the Alliance community together.

This last year has been filled with a multitude of challenges and victories. Each year is unique but 2020 was filled with more change than most of us are used to. The business world is involving rapidly, here at NJJBA, we take great pride in supporting our members and business. We continued to provide safe and engaging enrichment opportunities across the state. From referrals and introductions, networking events, educational conference or business forums, our passion for helping you connect, expand and grow remains strong.

Some of our 2020 successes include:

- Expanded our commitment to serving all of New Jersey as a unified voice and dedicated advocate on behalf of all our members.
- Hosting the 2020 NJJBA Live Presidential Debate which took Jersey and Jewish perfective on key issues.
- Continued to bring our community together at events such as NJJBA's Sixth Annual Legislative & Business Luncheon in a hybrid physical/virtual event.

No matter what the economic climate has been, the NJJBA has preserved together as a community and emerged stronger. Working together across the last year has been a pleasure and we are proud to have you with us as we enter this era as the New Jersey Jewish Business Alliance.

We wish to extend a special thank you to all of our sponsors and advertisers who, like all of us at the NJJBA, believe in ensuring New Jersey is the recognized place to work, live and do business for the Jewish Professional.

Sincerely,

David Rosenberg
Executive Director



WELCOME

Dear NJJBA Member,

On behalf of the Board of Directors of the New Jersey Jewish Business Association, I would like to extend thanks to all of our members for an incredibly successful year. This past year has been so challenging, yet as I reflect on 2020 I am left feeling an astounding amount of gratitude. First and foremost for our health and essential workers for their unwavering commitment to care for our community, and also to you, the men and women who make up NJJBA.

The critical questions I asked myself as I looked back across last year were: (1) did we provide opportunities for connection, expansion and growth, (2) did we come together as a community to achieve common goals of business enchantment, (3) did we serve as a unified voice for businesses, (4) where we can advocate for you.

By the measure of those questions, I believe, the past year was a wonderful year for which I am incredibly grateful. We enjoy what we do. We enjoy for whom we do it. We enjoy how we do it.

As our nation dealt with a common threat, our members, no matter how different from each other, shared in the hardships and grew even more interconnected. We chose to push through, even when it was hard, for the betterment of those around us. In the face of a pandemic, NJJBA expanded to provide greater access and resources to the whole state.

One of the most gratifying moments of this very disorientating year for our team has been the opportunity to work with our members to help them navigate “the new normal”. It has been a shift for all of us, adapting and adjusting to new work environments and economic realities. At the same time, it has never been clearer how vital the mission of NJJBA is. If anything, 2020 reinforced our core beliefs and values as an Alliance.

The Board and I look forward to serving NJJBA and accomplishing results that will make an invaluable difference in the lives of our members, our community and our state. We are grateful for the rewarding and valuable relationships we have with our members and look forward to moving onward and upward with you in 2021.

Sincerely,

Miles Berger
Chairman

