



# NEW JERSEY JEWISH BUSINESS ALLIANCE

Winter 2020



## NJJBA QUARTERLY UPDATE

Here at NJJBA, we are preparing to wrap up our 2020 calendar. In our fifth year, NJJBA became the **New Jersey Jewish Business Alliance** as we expanded our commitment to serve all New Jersey as a unified voice and dedicated advocate. Although this year saw a lot of change, we remained committed to ensuring that New Jersey is recognized as a great place to live, work and visit for the Jewish individual.

## THE HIGHLIGHTS

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## NJJBA Expansion

NJJBA has been delighted to share an exciting milestone with its members as David Rosenberg, Founder and Director of NJJBA, announced the expansion of the North Jersey Jewish Business Alliance into the New Jersey Jewish Business Alliance.

Prefacing this announcement Mr. Rosenberg described the remarkable efforts of NJJBA across the last five year. NJJBA acts as a crucial foundation for maintaining and growing business and success, especially in the face of constantly changing circumstances.

**“I am proud of the growth our organization has experienced in just a few years through our simple mission of bringing the business community together. The demand for membership has grown tremendously and we are able to expand statewide.”**

**- Maksim Sheyn, NJJBA Board Member**

He contextualized his statement through the growing need for the NJJBA’s tested-and-proven methods of networking and business to be expanded throughout the entire state, laying the groundwork for winder job creation and inter-business collaboration on unprecedented scales for NJJBA.

Along with this groundbreaking announcement, Mr. Rosenberg also announced a new Vice President of Member Engagement, Josh Pruzansky.

Mr. Pruzansky has been involved with the Jewish Non-Profit world for over 30 years. Mr. Pruzansky will join NJJBA bringing with him a passion and vibrancy to every cause in which he participates.

NJJBA would like to thank all those who made this possible.



## New Years Resolution? NJJBA.

*2021 Alliance Directory  
& Membership Open Now*

A tender reminder that NJJBA’s Membership renewal is here. The deadline to update or submit your no-fee general member listing for the 2021 Alliance Directory is January 25, 2021.

If you are not currently a member of NJJBA, we invite you to join us for the New Year. Please contact us at [info@njjba.com](mailto:info@njjba.com) to discover why NJJBA is the first choice for over 30,000 individuals.

For more NJJBA updates follow us on twitter [@njjbatweets](https://twitter.com/njjbatweets)

## Employment Law Webinar

On Monday, November 16, 2020, NJJBA hosted a webinar focused on ‘getting employees back to work during the pandemic’.

NJJBA was proud to welcome attorneys from Sills Cummis & Gross P.C., David I Rosen, and Jill Turner Lever. Rosen offered his expertise regarding labor law, with Turner Lever sharing her in-depth knowledge of employment law.

Rosen and Turner Lever explored what the pandemic means for your business including:

- Managing workplace risk post Covid-19
- Workplace compliance
- Legal duty of a ‘safe’ workplace
- Getting the workforce to show up
- What the plaintiff lawyers are thinking

Thank you to all those who attended.



## Interactive High Holidays Law Enforcement

An informative and collaborative meeting with the law enforcement community was held on September 25<sup>th</sup>, hosted by Hudson Regional Hospital in Secaucus, NJ. As we prepared for the High Holidays, this meeting was especially important and we were pleased to welcome in attendance several high-profile representatives from various law enforcement agencies.

US Attorney for the District of NJ, Craig Carpenito, spoke about the significance of law enforcement interactions with different communities. Bergen County Sheriff Anthony Cureton, stressed the importance of such meetings and how such dialogue generate mutual respect and understanding. The event was hosted by Hudson Regional Hospital in Secaucus

## NJJBA Presidential Debate

On October 22, NJJBA hosted a live “presidential” election debate which took a Jersey and Jewish perspective on issues.

Read more in *Jewish Link* [here](#).  
View online [here](#).



## Annual Legislative & Business Luncheon

NJJBA’s Sixth Annual Legislative & Business Luncheon was an outstanding, and safe, success. Hosted by the Berger Organization at the Robert Treat Hotel in Newark, NJ, we were delighted to welcome members of the NJJBA to celebrate this occasion.

In light of the current pandemic, our physical attendees comprised mostly of our speakers and incredible honorees. We were pleased to welcome the majority of our audience virtually as they logged in to celebrate this special event with us.

Those attending the event had the honor of hearing from Governor Phil Murphy his Chief of Staff George Helmy and NJ Dept. of Labor Commissioner Robert Asaro-Angelo.

It was NJJBA’s honor to award The Excellence of Leadership Award to Jersey City Mayor, Steven Fulop, for his thoughtful and courageous leadership after the tragic shooting in Jersey City in December 2019, which claimed the lives of four members of our community.



Awards were given to the State’s hospital networks, in tribute of healthcare heroes.

This hybrid physical/virtual event allowed NJJBA to come together and ensure the safety of our community, we are thankful that we are able to make such events possible.



NJJBA would like to thank all our members for an incredible year.



**NJJBA would like to wish you and yours a happy, healthy and prosperous New Year!**



A warm welcome to our newest members: Lucida Surfaces, Artscroll Mesorah Productions, Cross River Bank, & Aquarius Partners.