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Letter from the Publisher



Have you ever wondered about your high school friends after 10, 15 or 20 years? Are you curious to know where are they now? Many of your classmates have undoubtedly gone on to business, and some have excelled there. You will find profiles of such rising stars in this Forty Under 40 supplement to NJBIZ devoted to young leaders. While only one of our winners was voted the most likely to succeed, the others include those

recognized as everything from class clown to top athlete to most involved. What they all have in common is remarkable business acumen, while many also cite devotion to their families as a driving force in their lives. This awards program recognizes young high-achievers who have chosen to build their careers in our state, where an entrepreneurial spirit pervades the business community. The winners work in fields ranging from public relations to architecture to internet marketing to law, to name just a few. NJBIZ is proud to honor their achievements and their potential to transform

the business and economic landscape. An independent panel of judges chose the winners from a large and highly competitive pool of individuals nominated by peers, mentors, members of the community and the candidates themselves. Judging was based on a point system that rated the nominees in three areas: excellence in business, commitment to community and professional achievement. All three of our judges this year have been recognized in past Forty Under 40 celebrations for their contributions and successes. I want to thank them for their time and consideration in this process: Scott Levy, Assistant Managing Partner,

Grant Thornton, NY Midtown Office; Eric S. Poe, V.P. of Marketing and Business Development, NJ Pure and CEO, CURE Auto Insurance; and Dan Reynolds, CEO, The Brokers Group. Read for yourselves on the following pages how these 40 young standouts made the leap from class clown and top athlete to become the business and community leaders of today and tomorrow.

*D. Lee Carlson*

D. Lee Carlson, Publisher

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## Henry Acosta, MA, MSW, LSW, 38 Class Clown

Deputy director, New Jersey Mental Health Institute  
Mercerville

Henry Acosta has served in the field of mental health ever since he graduated from Montclair State University with a psychology degree in 1991.

His focus has been on improving the availability and understanding of mental health care among Hispanics.

Indeed, making life better for other people is part of what defines a leader for Acosta.

"A leader is a person who not only wants more, but creates more – more changes to services and systems to benefit communities in need," says Acosta.

In addition to his role at the New Jersey Mental Health Institute, Acosta is executive director of the National Resource Center for Hispanic Mental Health. He also is president of Acosta Consulting.

Moreover, Acosta has been active in a range of other activities and programs designed to raise awareness of mental health care in the Hispanic community and to counter the stigma and discrimination faced by people with mental illness.

One of Acosta's recent accomplishments was his successful advocacy for \$2.8 million in state spending on bilingual/bicultural services under the aegis of the New Jersey State Division of Mental Health Services. Acosta also has championed regulatory changes affecting training in cultural competency for the state's mental health workers.



Acosta was class clown. "I feed off, and am very comfortable with, being the center of attention."

## Larry Bailin, 39 Troublemaker

Chief executive officer, Single Throw Internet Marketing  
Wall

Larry Bailin launched his first company, a Web site design firm, in 1995 at the dawn of the dot-com boom. His next venture encountered choppy economic waters.

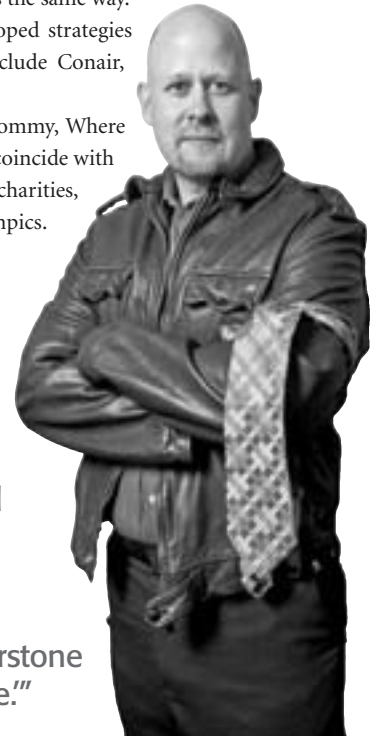
In early September 2001, Bailin founded Single Throw Internet Marketing. The terrorist attacks of Sept. 11, 2001 took place as he was setting up his office.

"This was quite possibly the worst time in history to start a new business," Bailin says. But, he rolled up his sleeves and went to work, drawing on the example of his father.

"Not that he was a great business leader, celebrity or guru," Bailin says. "He was just a simple postal worker, an average guy. He was, however, one of the hardest-working men I've ever known. He had a work ethic that to this day impresses me. My grandfather was the same way."

Today, Single Throw employs 15 people and has developed strategies that boost sales and Web traffic for its clients, which include Conair, Harley-Davidson and Sara Lee.

Bailin is preparing to publish a book in November, "Mommy, Where Do Customers Come From." He is planning a fundraiser to coincide with its release, with the goal of raising \$25,000 for various charities, including the American Heart Association and Special Olympics.



Bailin was "a healthy combination of class clown and troublemaker...You cannot be a class clown and not be a troublemaker...My prop has to be my leather jacket. Since the 1950s, the leather jacket was the cornerstone of someone who was 'trouble.'"



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## Mark Borst, 38 Most Enterprising

Founder and president, Borst Landscape and Design  
Allendale

Mark Borst was ready to ditch college and start his own landscaping business. But his mother convinced him otherwise and helped teach him an important lesson.

He founded Borst Landscape and Design in 1989 but also enrolled in college

"It quickly became clear to me that a thorough education would be critical to my future success," says Borst, who earned a bachelor's degree in landscape architecture from Cook College at Rutgers.

Borst Landscape, meanwhile, has grown into a business with 75 full-time employees and more than \$6 million in annual revenue earned from residential and commercial customers.

From the start, Borst strove to introduce new products and services that set his company apart. Examples include an organic lawn and tree-care program and an interactive Web site that furnishes clients with information on gardening and landscape management.

Borst has given back to his industry as president of the New Jersey Landscape Contractors Association in 1999 and 2000. Currently, he serves on the advisory board of Bergen Community College's horticulture department.

He also is active in a church group, "Great Dads," which provides parenting seminars across Bergen County.

Borst Landscape puts its green thumb to work every Christmas donating fresh-cut trees to families in need.



Borst was "most enterprising" and holds landscape design plans. "Landscape design, from the creativity that goes into the planning process to the work that goes into implementing a project, has always interested me."

## Lee D. Boss, CPA, 28 Athlete

Manager, The Mercadien Group  
Princeton

Lee D. Boss has focused on more than just the numbers during his accounting career, which began in 2001 at KPMG. His expertise lies in the technical interpretation and application of accounting, financial reporting and auditing rules and in the analysis of business controls. But he takes great satisfaction from coaching his fellow employees.

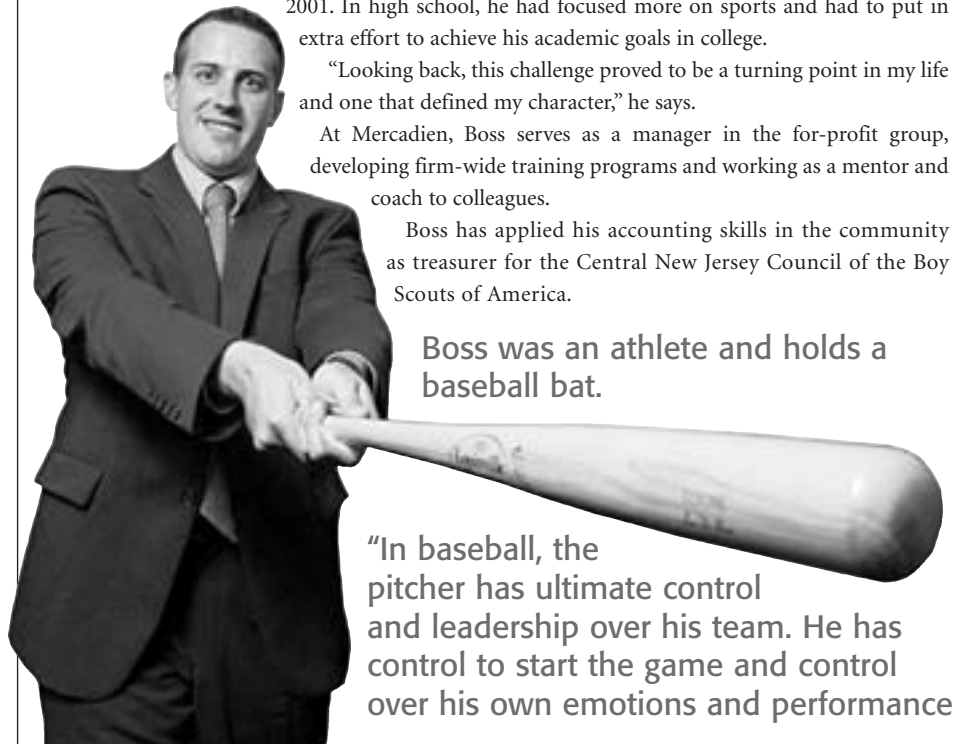
"I find it very rewarding to listen and give guidance in areas where I, too, once struggled, to help others live up to their true potential and develop themselves as trusted business advisers," says Boss, now a manager at The Mercadien Group.

Boss discovered his own potential at The College of New Jersey, from which he graduated in 2001. In high school, he had focused more on sports and had to put in extra effort to achieve his academic goals in college.

"Looking back, this challenge proved to be a turning point in my life and one that defined my character," he says.

At Mercadien, Boss serves as a manager in the for-profit group, developing firm-wide training programs and working as a mentor and coach to colleagues.

Boss has applied his accounting skills in the community as treasurer for the Central New Jersey Council of the Boy Scouts of America.



Boss was an athlete and holds a baseball bat.

"In baseball, the pitcher has ultimate control and leadership over his team. He has control to start the game and control over his own emotions and performance."

## "Pitching for J.H. Cohn, J.P. Torre."



"Joe's a natural," says J.H. Cohn CEO, Tom Marino. "He personifies the personal and professional qualities to which J.H. Cohn has long adhered. Integrity, trustworthiness, dedication, *team player*."

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## Bill Brandt, 36 Athlete

Managing partner, SWOT Management Group  
Hillsborough

Bill Brandt displayed the resilience, persistence and determination needed by entrepreneurs while he was still in high school.

A broken leg threatened to sideline Brandt during his final season of high school football. But he continued to work out and went on to play his senior season.

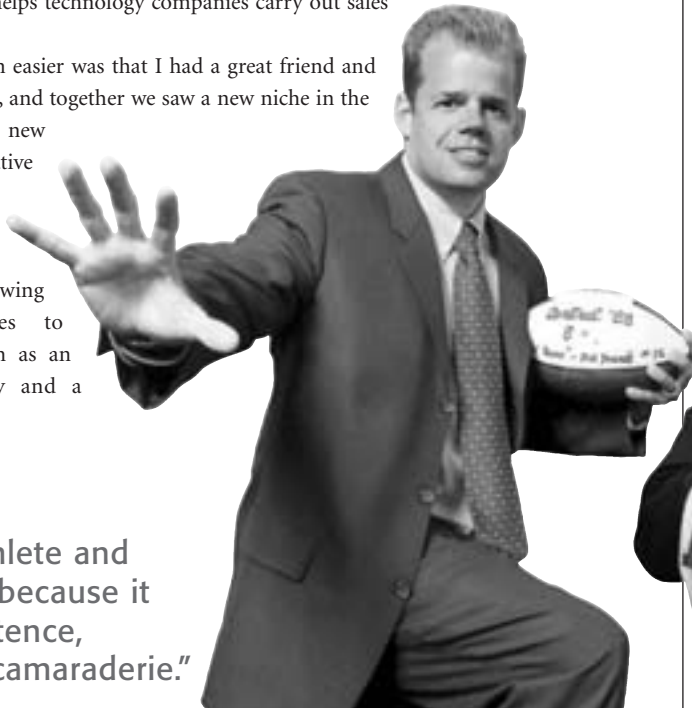
"I have always loved the competitive intensity of football, and I did not want to miss out on the camaraderie and dedication with my teammates," says Brandt, who still plays with some of his former teammates on an adult flag-football team.

Brandt, a former U.S. Marine, has brought the same level of passion to business. In 2003, he left a large company, Sun Microsystems, to start his own firm: SWOT Management Group, which helps technology companies carry out sales and marketing strategies.

"What made the decision easier was that I had a great friend and business partner, Jim Riviello, and together we saw a new niche in the market that would allow our new company to provide innovative services," Brandt says.

SWOT generated \$1 million in revenue in its first year and has continued growing rapidly. Brandt continues to consider new ventures, such as an Internet software company and a sports management firm.

Brandt was an athlete and chose a football "because it symbolizes persistence, competition and camaraderie."



## Thomas F. Coyne, 38 Football Player

President and chief executive officer, Coyne Public Relations  
Parsippany

Thomas Coyne graduated from college with one goal in mind: starting his own public relations firm. He started working independently in 1991 and, five years later, launched an agency with one full-time employee and one freelancer.

Today, Coyne Public Relations employs nearly 70 people and counts numerous high-profile clients, including Goodyear, Kraft, The Walt Disney Co. and telecommunications giant Verizon. Last year, the agency opened a satellite office on Times Square in New York City.

As important as clients are, however, Coyne doesn't forget the people who work alongside him at Coyne Public Relations. He has tried to create a workplace that is sensitive to employees' needs, both personal and professional.

Coyne has the awards to prove it, including being named one of the best places to work in New Jersey and the best PR agency to work for in America. The agency's benefits include generous maternity and paternity leave and flexible scheduling.

Coyne counts his parents as his most influential role models. They instilled in him the value of hard work and personal development, he says. They also taught him to think compassionately.

Indeed, Coyne started working with charities soon after college. Today, his firm donates both money and time to the community.



Coyne was an athlete and holds a football jersey. "Football jerseys hold a lot of special memories. I still look back on those days and smile. The trait this best exemplifies is my work ethic – I was always first on the field and last to leave."



### Deborah Mathis, CPA, CHBC

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## Jose R. Cruz, 37 Student Athlete

Senior director, Cushman & Wakefield, Inc.  
East Rutherford

In high school, Cruz balanced athletics and academics.

As a fast-rising professional at real estate firm Cushman & Wakefield Inc., Cruz balances a demanding career with a fulfilling home life.

"It is one of my greatest sources of pride that I am able to do this successfully," says Cruz, who earned a real estate sales license at age 18 and a broker's license two years later.

He has worked at Cushman & Wakefield for 13 years and earned numerous degrees along the way. After earning a bachelor's degree from Rutgers University, Cruz went on to land a master's in business administration from Fordham University and a master's in real estate from Columbia University.

Professionally, Cruz is the youngest partner in his firm's metropolitan area capital markets group, a position that hands him responsibility for marketing investment properties and valuing institutional quality real estate.

In the last two years, Cruz has spearheaded expansion of his team's multifamily practice. It closed transactions valued at \$400 million last year and is on pace to hit \$1 billion in 2007.

Outside of work, Cruz participates in the New York City-based StreetProject, a nonprofit community service organization that supports a variety of local volunteer groups, including groups working with underprivileged children.



Cruz is a combination of athlete and honor student and holds a baseball. In high school, he usually had a ball in one hand and a book in the other. "The sports equipment depended on the season."

## Michael S. Culnen, 33 Entrepreneur

President, C&H Agency Inc.  
Totowa

Michael S. Culnen took the helm of his family's business with a plan for change.

But even as he set about reinventing C&H Agency Inc., he was smart enough to hold onto what had worked in the past, namely, an emphasis on customer service.

Indeed, Culnen's trademark is the personal relationship he has with agency clients.

With Culnen in the lead, the agency's annual growth rate shot up into the double digits. The insurance and surety agency specializes in the heavy construction industry.

For Culnen, leadership means more than having a big idea.

"A leader can both envision a bold goal on the grand scale and methodically plot and execute the daily tasks necessary to move him or her and a group of people consistently towards that goal's achievement," he says.

Culnen takes pleasure in his agency's growth. But he also strives to have an impact on the lives of those around him. When his agency's in-house legal counsel, Frank Passarella, was diagnosed with terminal cancer, Culnen made sure Passarella's children would have the means to attend college someday.

The Culnen Family Classic, an annual golf tournament, has raised thousands of dollars to help others whose lives have touched the agency.



Culnen is an entrepreneur and wears a hard hat bearing his company's logo.



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**Peter Nussbaum**

**Including his recognition by NJBIZ  
as one of the Top 40 Under 40 in 2007**

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## Michael Elfenbein, 39 Diplomat

President, Ivory Systems  
Parsippany

The Internet was still in its infancy when Michael Elfenbein saw its potential and decided to start his own business.

Elfenbein launched Ivory Systems in 1994. The company's first task was assisting Microsoft in developing content for an online service. It later moved into web development.

When the dotcom bubble burst, growth slowed for Ivory. Nonetheless, the company remained profitable and adapted to the changing environment, in part by branching into new fields.

Today, Ivory Systems employs more than 80 people, including 20 health professionals who work with the company's clients in the pharmaceutical industry.

Elfenbein has found that the key to keeping good people is to provide generous benefits and a level of professional freedom.

"I understand there are tangible and intangible benefits and allure for employees who work in large corporations that I cannot easily replicate in a smaller firm," Elfenbein says. "So, I feel it is extra important to enhance and amplify the benefits that are possible for people at a smaller firm."

His company's work in health care has led him to become involved in the field in his own community. For example, he volunteers at the information desk at Morristown Memorial Hospital, directing visitors and answering the phone.



Elfenbein was the diplomat.  
"Because I kind of held the keys.  
I also went to all the house  
parties, would never drink, so  
(come senior year) I was  
always a designated driver."

## Melody Federico, 33 Quiet Leader

Director of housing development, NewBridge Services, Inc.  
Pompton Plains

New Jersey's real estate market is no picnic even when you have loads of cash to carry to the settlement table.

Melody Federico works to crack open the market for those who don't. Since 2001, Federico has worked in the field of affordable housing, creating opportunity for more people to become homeowners.

"I feel privileged to be able to serve in a job that allows me to help provide others with life's most fundamental necessities – housing, pride and independence," says Federico, housing development director for NewBridge Services Inc.

Federico began her real estate career in the for-profit world as a commercial real estate manager in San Diego. In 2001, she came to New Jersey as an associate at Monarch Housing Associates, where she brought in more than \$3 million in grants and helped to create more than 100 units of permanent affordable rental housing.

Federico joined NewBridge in 2006 and is hard at work making an impact.

The agency had created 100 housing units over two decades. Under Federico's guidance, the agency hopes to build 100 more by 2010.

Federico began giving back to the community while still in high school, having belonged to 22 organizations and pitching in at soup kitchens and for Special Olympics.

Federico was a quiet leader.  
"A platter  
represents  
service, and I feel  
that I have always been  
service-minded, with a  
strong desire to volunteer  
and devote my time to  
helping others."



## Mark E. Ganton, 39 Athlete

Vice president account supervisor, Brian J. Ganton & Associates  
Cedar Grove

Mark Ganton's ground-level entry into business gave him an in-depth understanding of the advertising and branding agency launched by his father.

Now, Ganton is a partner in the firm, Brian J. Ganton & Associates, along with his brothers, Brian J. Ganton Jr. and Christopher Ganton.

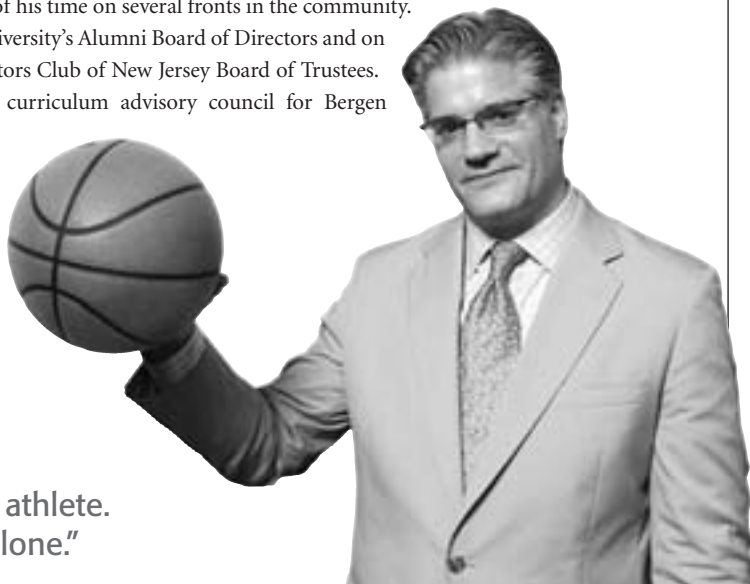
They have led the agency through a period of double-digit growth. Clients include International Paper, Reader's Digest and Rubbermaid.

Ganton credits his success to two mentors, his father and his older brother, Brian. His father's optimism and confidence serve as an inspiration, while his brother Brian's practical wisdom has proven instrumental.

"He has taught me volumes, including how to make a living," Ganton says.

Ganton also counts his mother, Margaret, as a role model. "She could have been anything she wanted to be. She chose motherhood. She also had an uncanny ability to remember the smallest details about people she would meet. It was one of her greatest gifts," he says.

Ganton makes a gift of his time on several fronts in the community. He sits on Seton Hall University's Alumni Board of Directors and on the 2006-2007 Art Directors Club of New Jersey Board of Trustees. He also served on the curriculum advisory council for Bergen County schools.



Ganton was an athlete.  
"No one wins alone."

## Krishna H. Garlic, 36 Goodie Two Shoes

Executive director, Brand New Day, Inc.  
Elizabeth

Krishna Garlic knew early on in her career that she wanted to work in social service.

One of her first jobs in New Jersey was with the Catholic Community Services in Elizabeth, establishing programs and opportunities for people at risk of going to prison or who had just been released.

While Garlic enjoyed her work, it inspired questions, particularly about the process for awarding grants to nonprofits. She moved to the finance department at Catholic Community Services, which prepared her well when she was asked to take over leadership of Brand New Day Inc. in 2001.

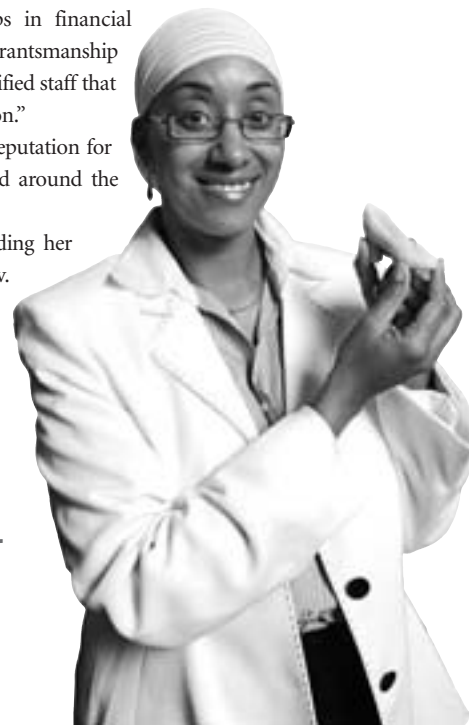
Co-founded by Garlic's father, Brand New Day provides affordable housing to families and individuals in Elizabethport and surrounding areas.

"The organization was struggling with gaps in financial support, due to a very competitive nonprofit grantsmanship environment," Garlic says. "We really needed a qualified staff that could adapt to the new direction of the organization."

In six years, the nonprofit has earned a solid reputation for community revitalization both in New Jersey and around the country.

She draws inspiration from her family, including her husband, Imam Haneef Rashada, her father, Rev. Joseph H. Garlic, her mother, Hazel Garlic, her two sisters, Valencia and Heidi, and her children.

Garlic was a goodie two shoes.  
"I was the girl in high school  
who was actively involved in  
all the positive aspects/  
opportunities offered."





## Eric C. Garrabrant, Esq., 36 Wallflower

Shareholder, Flaster/Greenberg P.C.  
Egg Harbor Township

Eric C. Garrabrant rose quickly through the ranks of the second law firm he joined after earning his degree in 1996.

But after becoming a partner, he decided to take a risk on starting his own solo practice. He did so in 2004, hoping to grow both professionally and personally.

The gamble paid off, my practice grew and I was able to parlay that growth into the position I have now," Garrabrant says.

After three years, Garrabrant joined the firm of Flaster/Greenberg, where he concentrates on commercial, real estate and construction-based litigation, land use and transactional law.

In addition to his work in private practice, Garrabrant serves as municipal prosecutor for the city of Wildwood. The city commission appointed him to handle offenses related to traffic, disorderly conduct and municipal ordinance violations.

Wildwood also has tapped Garrabrant as its conflict counsel, a position that involves defending claims and cases filed for and against the municipality, its elected officials and its employees.

Since 1998, Garrabrant has been a coach and judge for mock trial competitions, offering practical experience to high school students considering a legal career. He also volunteers with the Boy Scouts of America and the Cape May County Special Services School Education Foundation.



Garrabrant was a wallflower and holds a book, "because I was always reading."

## Piet Gauchat, 33 Class Clown

President, Adeena LLC  
Newark

Olympic Moving started out as a small relocation company in Watertown, Mass.

Then Piet Gauchat came on board, with the goal of creating an interstate/international division. In six years, Gauchat helped Olympic grow from \$700,000 in annual sales to more than \$8 million. The work force jumped from 10 people to more than 100.

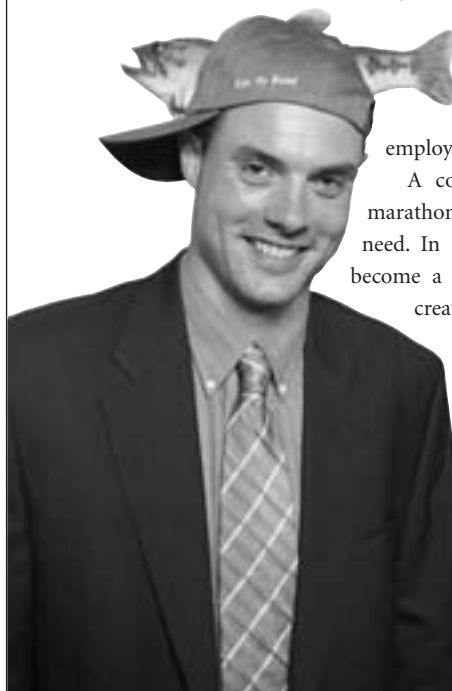
Gauchat could have stayed on as an equity partner. But he had another goal. He moved to New Jersey and, in 2001, founded Adeena LLC, which brought wireless software and technology to relocation companies nationwide.

His car logged more than 100,000 miles during the start-up's first year as he pushed against an economic downturn.

"Payroll was a constant concern and sleep almost nonexistent," Gauchat says. "It is easy to have a good idea. But to take that idea and turn it into a viable company requires tremendous force of will."

Adeena now has more than 350 clients and 11 employees in Newark and Bangalore, India.

A college soccer player who has run in the Boston marathon, Gauchat also has directed his energy to help those in need. In 1998, he took a seven-month hiatus from work to become a field worker in Guyana, assisting native people in creating a viable business.



Gauchat was the class clown. "I think I have always had an ability to make people laugh."

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## Carl Gersh, 35 Public Speaker

Chief executive officer, BeSeen Communications  
Moorestown

Community service is woven into the fabric of BeSeen Communications, the marketing and public-relations agency founded by Carl Gersh in 2003.

In 2004 and 2005, BeSeen provided free service to Child's Play Charity, generating national news coverage for the nonprofit, which provides toys, games and books for sick children in hospitals around the world.

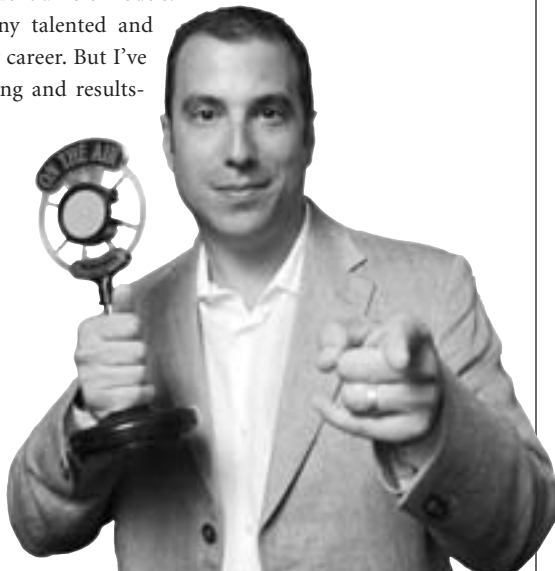
Last year, BeSeen contributed its time and services to MatriArk Family Center, which provides long-term drug and alcohol rehabilitation for mothers and their children.

Gersh founded BeSeen after stints at other agencies in New Jersey. The firm's clients include Vivendi Universal Games, the Slamdance Film Festival and Hewlett Packard.

"Every day brings new challenges – from creating awareness and growing the business, to winning clients, to finding good employees – all while producing excellent work," Gersh says.

Gersh also has embraced challenges in his personal life, becoming a stepfather shortly after graduating from college to a 3-year-old girl, Shelby, who is now 15. Dawn, Shelby's mother and Gersh's wife, has become one of his most influential role models.

"I've been fortunate to work with many talented and successful individuals over the course of my career. But I've not encountered a more driven, hardworking and results-oriented professional," Gersh says.



Gersh was a public speaker. "Early on I realized the importance of clear, effective communication and how to deliver information so that every audience reached can understand it."

## Dave Girgenti, 36 Wanna-be Rock Star

Partner/creative director, CramerSweeney  
Mount Laurel

As a drummer in rock bands, Dave Girgenti sat at the back of the stage surrounded by equipment. "Back then, that was a good place for me. I was in the action but out of the spotlight," he says.

As a rising talent in the advertising world, Girgenti has moved to the front of the stage. He joined CramerSweeney as creative director in 2006 and became the agency's youngest partner in its 18-year history.

Before joining CramerSweeney, Girgenti was associate creative director and vice president at The Media & Marketing Group in Cherry Hill. There, he played a role in spurring growth, landing business with both Harrah's and Isle of Capri.

Corporate clients aren't the only beneficiaries of Girgenti's talents. He has contributed his creativity to nonprofits, including the Make a Wish Foundation, where he is an active member. He also is planning to launch his own nonprofit, called Wish Upon a Hero.

"My most challenging role personally is balancing my creative energy," he says. "I have so many ideas bouncing around in my head, I really work hard to keep them under control. Otherwise, they'll take over all other areas of my life, like eating and sleeping or being with my family."

Girgenti was a wanna-be rock star. "Since I don't have a mullet anymore, my prop will have to be my drumsticks. Drum sticks ... take a beating and they never break. That about sums me up."







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## Jit Goel, 34 Most Level-headed

President and chief executive officer, XCEL Solutions Corp.  
*Matawan*

Jit Goel arrived in the United States in 1997 to work as a professional in the information technology sector in the midst of the dot-com boom. Soon after, he began dreaming about having his own company.

It took him only about two years. In 1999, he registered XCEL Solutions Corp. Today, the IT services provider employs more than 100 people and counts numerous corporate heavyweights among its clients, including Circuit City, The New York Times and Merrill Lynch.

Goel had a good teacher in the art of building up and running a business: his own father, an entrepreneur at the age of 13.

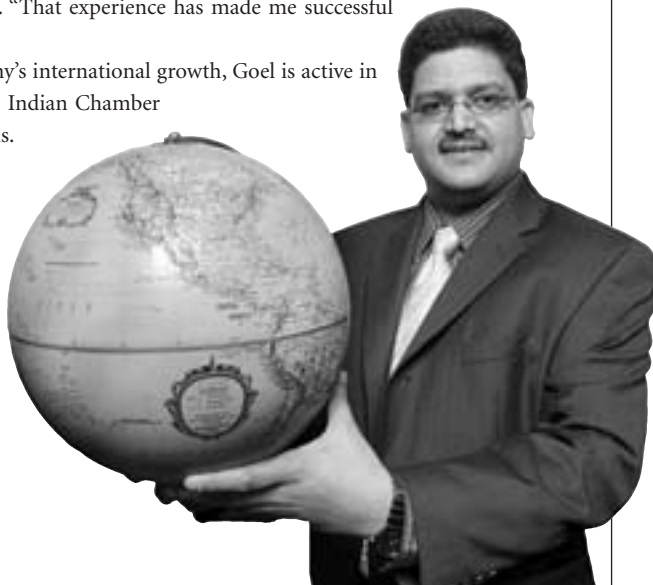
"I learned from him how determination, hard work and compassion will lead to success and bring you a strong sense of values," Goel says.

Goel also picked up valuable lessons from his first employer, where a manager pushed him beyond his limits.

"I never gave up and kept fighting to learn more and prove to myself that I can take on any kind of challenge," Goel says. "That experience has made me successful today. But it's just the beginning."

In addition to guiding his company's international growth, Goel is active in Rotary Club International, the Asian Indian Chamber of Commerce and other organizations.

Goel was most level-headed. "When the teacher was demonstrating various countries/cultures with a world globe, it was a dream for me to explore the world and the challenges it would bring."



## Eduardo Guzman, 39 Jack of All Trades

President, DCM Architecture and Engineering LLC  
*Cherry Hill*

DCM Architecture knew what to expect when it hired Eduardo Guzman in 2001.

Guzman brought an entrepreneurial spirit honed in activities dating back to his high school years. In those days, he launched a T-shirt print shop from his garage. In college, he started a catering business. Next, he founded an experimental fabrics workshop for interior design and architectural applications.

He wasn't finished. In 2000, he moved to Cancun, Mexico and started a special events production company. He also worked as an architect in independent practice.

DCM was a relatively small architectural design-build firm when Guzman joined in 2001. He brought new vision and direction, boosted public outreach and marketing and led the company after it expanded and became DCM Architecture and Engineering.

Notable projects include the Germplasm Bank for the International Maize and Wheat Improvement Center, which aids farmers in developing countries to improve their crops.

Guzman also serves as chairman of the Mexican Cultural Center, a nonprofit serving the growing Mexican-American community in south Jersey and Philadelphia.

Inspiration comes from his father, who rose from humble beginnings to become a doctor. "Through hard work and tremendous sacrifice, he put himself through school all the way through medical school," Guzman says.

Guzman was a jack of all trades and has several medals hanging from his neck. "Like a Swiss Army knife, I could do many very different things very well, and very efficiently."



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## Daniel Heumann, Esq., 32 Student Athlete

Senior vice president, director of acquisitions, Kushner Companies  
Englewood

Corporate mergers and acquisitions were one of Daniel Heumann's specialties when he worked as an attorney.

He left the legal world in 2004 to dive headfirst into the arena of commercial real estate. But he didn't give up his focus on mergers and acquisitions. In fact, he became vice president of acquisitions for Kushner Companies, a diversified real estate company that owns apartment units, commercial space and land suitable for development.

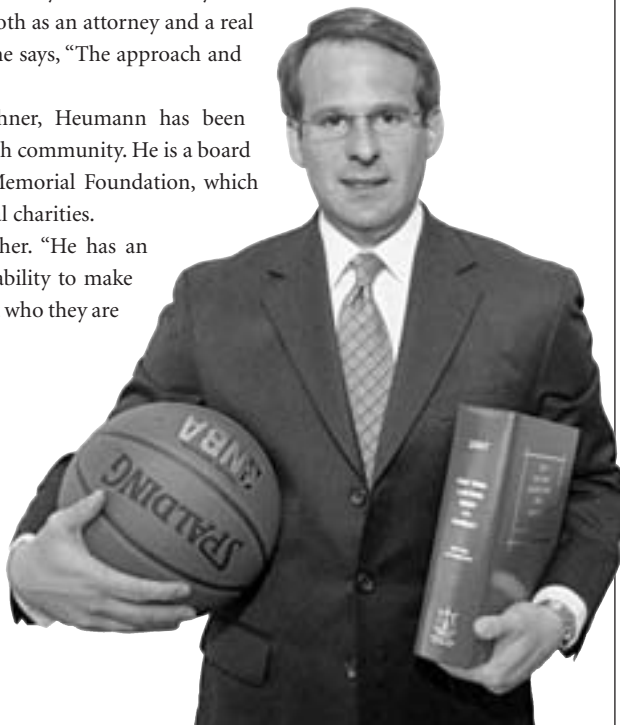
At Kushner, Heumann has been involved in some big deals, including the \$1.8 billion purchase of 666 Fifth Ave., a 41-story skyscraper in Manhattan.

He taps the same skills he did as a lawyer, Heumann says. He is known for being a trouble-shooter both as an attorney and a real estate professional. But in business, he says, "The approach and outlook are distinct."

In addition to his role at Kushner, Heumann has been recognized for his service to the Jewish community. He is a board member of the Lawrence Schacht Memorial Foundation, which makes grants to religious and medical charities.

Heumann's role model is his father. "He has an extraordinary set of values and the ability to make everyone around him feel good about who they are and what they do," Heumann says.

Heumann was an honor student and athlete and holds a book and a basketball. "I was always well liked and respected by both peers and faculty."



## Gary Hrynowski, 39 Quietest

Founder and executive director, Inverse, Inc.  
Flanders

Gary Hrynowski leveraged nearly a decade of experience working with troubled adolescents when he founded Passages Inc. in 2001.

Now known as Inverse Inc., the nonprofit continues to bring mentoring to at-risk youth in Hunterdon, Morris, Somerset, Sussex and Warren counties.

The nonprofit's programs offer one-on-one relationships with the goal of providing academic assistance, teaching life skills and extending help to boys and girls aged 7 to 20 and their families.

The organization has four paid employees and a volunteer board of directors with seven members. They hail from a variety of backgrounds and possess a range of skills, but they all share Hrynowski's vision for affecting communities in a positive way.

Hrynowski began working with teens after graduating from college. In 1992, he became student ministries director at Mendham Hills Chapel in Mendham.

Although Hrynowski moved on in 1999, he and his family are still active members of the Mendham Hills Chapel. Hrynowski and his wife both teach Sunday School twice a month.

His most influential role model has been Rudy Sheptock, senior pastor at The Lighthouse Church in Cape May. "He was a positive influence in my adolescent years and continues to be a mentor to me today."



Hrynowski was quietest but was still voted Prom king at his senior Prom.

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Deborah M. Hurley, 36 Busy Body

President, Hurley Jones  
Montclair

For Deborah Marie Hurley, it started after college with a Congressional internship in which she answered phones and performed a variety of other tasks around Capitol Hill in Washington, D.C. Hurley went on to help direct political campaigns, head a nonprofit and ultimately launch her own firm. Hurley Jones provides services in public and government affairs, public relations, management consulting, fundraising and event management.

In pursuing her career, Hurley has drawn on the knowledge and skills she picked up first as an intern and later in a staff job with a Virginia Congressman.

Her past roles include finance director for former Gov. James McGreevey and deputy finance director for the exploratory committee testing Hillary Clinton's first run for the U.S. Senate. She also helped raise funds for the Garden State Cancer Center as the center's executive director

Hurley has focused on more than her own professional growth. She is involved with several nonprofit and social-service organizations. For example, she sits on the board of Catholic Charities, where she advocates for improved adoption and foster care for children.

Hurley's inspiration is her mother. "She embodied the essence of a true leader within her family, within her community and within her church," Hurley says.



Hurley was a "busy body."  
"I was the outgoing, happy-go-lucky, boy-crazy teenager who was willing to help my peers at almost any cost."

Jill Johnson , 38 Student Athlete

Chief operating officer, Institute for Entrepreneurial Leadership  
Newark

Jill Johnson is not very different from the clients who seek out her advice at the Institute for Entrepreneurial Leadership, the nonprofit she co-founded in 2004.

Opening the institute has been a lot like starting a business, Johnson says. "Every day presents a new twist."

The idea for the institute grew out of focus-group research Johnson had conducted in the late 1990s. The nonprofit assists entrepreneurs with training and business services.

In the last three years, the institute has served more than 100 entrepreneurs and raised more than \$500,000 in grants and in-kind donations.

"I love what I do and feel a sense of accomplishment with every small gain a client makes," says Johnson, who worked previously for On Point Consulting in South Orange.

Johnson also has built numerous partnerships with existing organizations, including the New Jersey Institute of Technology and the Greater Newark Business Development Consortium.

In the community, Johnson is active in the Girl Scout Council of Greater Essex and Hudson Counties, the Main Street South Orange Economic Development Committee and other organizations.

But one of her most rewarding roles is that of mother to her four boys. "Difficult as this role may be, my children keep me on my toes and feeling young," she says.



Johnson was an honor student and athlete. "Playing sports gave me the cool points needed to be invited to my fair share of parties and off the nerd list."

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## Brad M. Kaplan, Esq., 35 Class Clown

Partner, Schwartz Simon Edelstein Celso & Kessler LLC  
Florham Park

In 2006, Brad M. Kaplan became one of the youngest attorneys ever to make partner at Schwartz Simon Edelstein Celso & Kessler, known for its focus on corporate, labor and education law.

Kaplan earned the distinction through his extensive experience working with both Fortune 500 companies and smaller private companies in connection with tax, financial and other matters.

Clients also have counted on Kaplan to develop succession plans, ensuring the continuity of those companies. He is regularly asked to speak on such issues.

Kaplan worked previously for Deener Stern & Hirsh and for Riker Danzig Scherer Hyland & Perretti.

The PTO of the Chathams also has been on the receiving end of Kaplan's legal expertise. He drew on his skills to help organize the nonprofit, which supports the financial needs of school districts in the Chathams.

Kaplan also is active in The Laurie Giaimo Memorial Fund, which advances the needs of organ-transplant patients, and the Temple Emanu-El Men's Club of West Essex, where he served as treasurer in 2005 and 2006.

Kaplan looks to his father for inspiration. "My father always worked hard to overcome whatever obstacles blocked his path," Kaplan says. "He instilled a 'never quit' mentality that has helped me persevere through difficult times."

Kaplan was the class clown. "The whoopee cushion is a simple prop and I am a big believer in keeping things simple to achieve my goals. In high school, among my goals was to make people laugh."



## Howard W. Klein, 36 Most Likely to Succeed

President and owner, Lanmark Group  
Eatontown

Howard Klein took a few chances in 2006.

He took over sole ownership of an advertising agency, started a wine distribution company, got married to his wife, Erin, and had a son, Jackson.

"I'd be lying if I didn't say it was a giant roller-coaster ride, but like most amusement park rides, my life has been a little scary, thrilling, exhilarating, full of inclines, declines and always moving at a fast pace," Klein says.

Klein is president and owner of Lanmark Group, a full-service health care marketing, advertising and communications agency. He started at the company in 1999 as a public relations manager. Clients include Conair, Johnson & Johnson and Sunstar Americas.

The wine distribution company, Lalla Vino Wholesalers, supplies a line of Italian wines to restaurants and retailers.

To keep it all together, Klein relies on his business skills, key people in his life and his trust in himself.

Klein isn't too busy to pitch in at local charities. Lanmark participates every year in blood drives for the American Red Cross, food drives for the Food Bank of Monmouth and Ocean Counties and clothing drives for the Police Athletic League. The agency also has provided pro bono services to the Asbury Park Film Festival.

Klein, who ran a bagel-delivery service in high school, was most likely to succeed. "The bagel, a circle, is representative of the 'whole' approach I took toward my schooling, business and customer service."



## Eric B. Levine, Esq., 37 Athlete & Friend

Partner, Lindabury, McCormick, Estabrook & Cooper  
Westfield

Eric B. Levine began his legal career as a litigator.

But as the years went by, he moved into other areas, such as collective bargaining, real estate and representation of religious organizations.

Wherever his career has turned, Levine has never shied from learning something new. It may mean longer hours at times, but Levine has managed to fit it in – as well as maintain a sense of balance.

"I find it is important at times to actually schedule some time for myself on my calendar," says Levine, who became a partner in 2005 at Lindabury McCormick Estabrook & Cooper.

The firm credits Levine with helping to build the client base for its Public Safety Practice Group, which represents policemen's and firefighters' benevolent associations.

As a labor counsel, Levine has honed his expertise in contract negotiations, mediations and arbitrations and frequently is asked to lecture on the issues.

In addition to assisting clients, Levine pitches in around the office. He supervises and mentors young attorneys and serves on several committees, including marketing. Indeed, he was active in introducing a new logo for the firm.

Levine also is on the board of trustees for the Interfaith Council for the Homeless of Union County.

Levine was an athlete and friends with just about everyone. "My closest friends today are my friends from high school, even though we are spread across the country."



## Michael D. Lezynski, CPCU, 38 Most Involved

President, Hays Companies of New Jersey  
Morristown

Many people advised Michael Lezynski to take a safer route.

But he didn't listen. Lezynski was bent on establishing the Hays Companies of New Jersey in the New York metropolitan market.

Hays Companies is a national insurance brokerage based in Minneapolis, Minn. The firm tapped Lezynski in 2003 to open a Morristown office and crack the surrounding marketplace, which meant competing with some of the largest international brokers and other established firms.

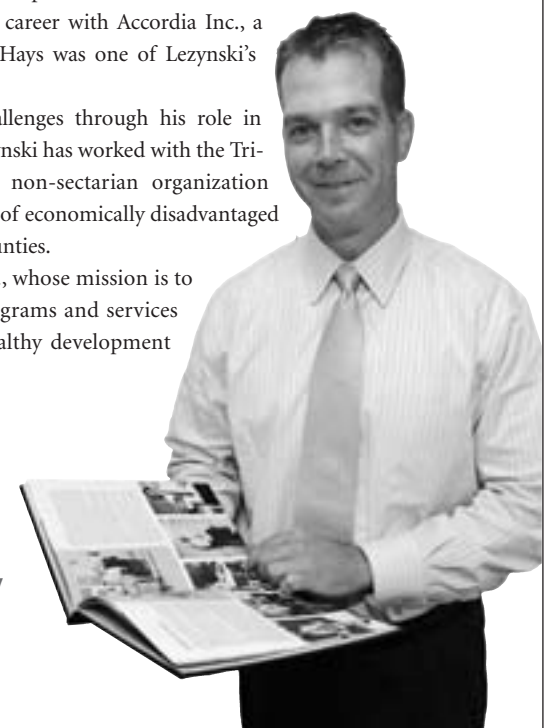
Four years later, Hays Companies of New Jersey has eight employees, nearly 30 commercial clients and several hundred individual clients served by its private clients division. Revenue has doubled every year under Lezynski's leadership.

Lezynski joined Hays after a 12-year career with Accordia Inc., a Wells Fargo company. The transition to Hays was one of Lezynski's greatest professional challenges.

Lezynski helps others overcome challenges through his role in several nonprofits. For many years, Lezynski has worked with the Tri-County Scholarship fund, a private, non-sectarian organization committed to the care and development of economically disadvantaged children in Morris, Passaic and Sussex counties.

He also is on the board of Kids Corp., whose mission is to care for children in Newark through programs and services that bolster academic skills, promote healthy development and stimulate a love of learning.

Lezynski was most involved and holds a school yearbook. "As editor, it was my responsibility to make sure it covered everything and everyone."





## Kay E. LiCausi, 35 Most Involved

Principal, Mulroy, LiCausi & Gibbs, LLC  
Hoboken

Kay Elizabeth LiCausi plunged into politics after graduating from college.

As she gained experience managing campaigns and working in Washington, D.C., LiCausi also developed a keen sense for the business side of politics. That helped her when she launched her own lobbying firm, Hoboken-based KL strategies, in 2002.

After three years as a solo practitioner, she joined two others to create Mulroy LiCausi & Gibbs.

LiCausi specializes in real estate development, steering clients through the mazes of state and local bureaucracy.

When she isn't helping clients, she is working to get more women elected to public office.

"I strongly believe in the importance of having elected bodies be truly representative of public demographics," says LiCausi, who is an active fundraiser for PAM's List, which supports Democratic women candidates. She also is on the board of Women Advocating for Good Government and the Latinas United for Political Empowerment Fund.

It may take some effort, but LiCausi has never shied from hard work. It is a lesson she learned from her mother, Susan LiCausi Strawderman.

"She taught me, by her example, that I could do anything, achieve anything, if I put my mind to it and worked to the best of my ability," LiCausi says.



LiCausi was most involved. "If there was an activity, I was involved."

## Steven J. Lindner, Ph.D, 38 Renaissance Man

Chief executive officer, The WorkPlace Group, Inc.  
Florham Park

Steven J. Lindner had a lucrative job offer in one hand and an untested business idea in the other.

Lindner's most challenging moment was telling his wife that, despite the financial hardships, he wanted to pursue the business idea.

He formed The WorkPlace Group Inc. in 1997 to deliver a new model for outsourced recruitment services. The model was based on Lindner's diagnosis of shortcomings in the traditional staffing industry. He aimed to maximize results while minimizing costs by using reliable assessments early in the hiring process.

The company opened with one client and three employees. A decade later, the company has grown to more than 60 employees serving clients, including Fortune 50 firms, around the world.

Before founding the Workplace Group, Lindner worked as vice president of consulting services for Artac Seel Co., a technology-based consulting firm specializing in the life sciences.

With a doctorate in industrial/organizational psychology, Lindner also has served as an adjunct professor at Fairleigh Dickinson University and Stevens Institute of Technology.

Lindner's role model is the British entrepreneur, Richard Branson, founder of the Virgin brand of companies.

"He is known for his persistence, high ethical standards, entrepreneurial spirit and dedication to his family and his philanthropic causes," Lindner says.

Lindner was a Renaissance man and holds a cycling jersey. "Cycling is much more than a physical activity. Cycling is a state of mind. It takes endurance, concentration, perseverance, strong belief in self and goal orientation."



## Congratulations, Howard Klein for being named to "Forty Under 40" by NJBIZ!

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## Deborah R. Mathis, CPA, CHBC, 34 Most Involved Peter E. Nussbaum, Esq., 39 Athlete

Director, healthcare services group, Cowan, Guteski & Co., P.A.  
*Toms River*

You don't just walk into a doctor's office and start telling people what to do.

Deborah R. Mathis worked hard to gain the expertise she uses today to advise physicians and health care professionals on the business side of their practices.

Mathis' work has paid off both for her and her employer, accounting firm Cowan Guteski & Co. Mathis is director of the firm's healthcare services group and is the youngest director in the firm's 25-year history.

Mathis earned the spot by turning her group from an underperforming niche to the firm's second-most profitable. She consults with physician practices and hospitals on a range of business issues.

The mother of two young sons didn't have to sacrifice her home life. Indeed, preserving balance is one of the lessons Mathis learned from her mentor and role model, Don Cowan, the firm's managing partner.

"He has taught me how to develop relationships, inspire clients and shine as a team member," says Mathis, who has become a mentor in her own right.

Cowan also taught the value of giving back to the community, Mathis says. She serves on the executive board of the United Way of Ocean County and was named volunteer of the year in 2006.

Mathis was most involved and wears her high school softball uniform. "Playing sports showed me how important it is to be able to work with a team."



Partner, Wolff & Samson  
*West Orange*

When the family of murdered journalist Daniel Pearl needed an attorney to shut down Web sites showing the video of his death, they turned to Peter Nussbaum.

Since then, Nussbaum has donated many pro bono hours to the Daniel Pearl Foundation and its mission of bridging cultures and religions through music and art.

Nussbaum cultivated a taste for intellectual property and trademark law while still in law school. After graduation, Nussbaum joined a boutique firm willing to take a chance on a rookie. After two years, he and a colleague hung out a shingle of their own.

Their timing was favorable. It was the mid 1990s and the Internet was taking off, creating strong demand for attorneys versed in intellectual property and patents.

By 1999, however, limited staff was curtailing the firm's growth. After a thorough search, Nussbaum and his partner joined Wolff & Samson.

The firm did not have an intellectual property practice but was looking to add new practice areas for its clients.

While pursuing his legal career, Nussbaum decided to try something new: marathon running. He competes in several marathons a year and is a volunteer for the Achilles Track Club, which provides guides to athletes with disabilities during marathons.

Nussbaum was an athlete and holds a tennis racquet. "During high school, my tennis racquet bag was always with me, containing school work, books, racquets, clothes, etc. I am still working hard at maintaining a balance."



## Janel C. Patti, 35 Most Involved

Executive vice president and creative director, The Marcus Group  
*Little Falls*

A diverse palette of clients has drawn on the creativity of Janel Patti, executive vice president and creative director for The Marcus Group.

Patti has handled design, media planning and buying, and strategic planning and development for Robert Wood Johnson University Hospital, The Provident Bank and the Epilepsy Foundation of New Jersey, among others.

Her work has won numerous awards and has made her one of the most well-regarded creative directors in the state.

Patti's department began as a design shop for print and now boasts audio, video, outdoor and Web design capabilities. It also has become a profit center for The Marcus Group, where she has worked for 11 years.

"It challenges me every day to be more creative, resourceful and effective both as a designer and as a manager – in 10 hours or less," Patti says. Nonprofit organizations have been frequent beneficiaries of Patti's work. She designed a Web site for the National Council of Alcoholism and Drug Dependence-New Jersey and directed an advertising and publicity campaign for the Trenton Jazz Festival.

Before joining Marcus, Patti worked on behalf of the New Brunswick City Market. Some of the programs she started, such as horse-drawn carriage rides and summer concert series, continue today.

Patti was most involved in high school and holds a volleyball. "Volleyball is based entirely on teamwork and, unlike other sports, each team member is called to play every position. It exemplifies teamwork, versatility and flexibility."



## Christopher J. Phelan, 38 Eagle Scout

President, Middlesex County Regional Chamber of Commerce  
*Monmouth Junction*

Christopher J. Phelan's first challenge as an entrepreneur was explaining that his company, Main Street Trolley of Flemington, didn't need tracks. The company operated a bus that looked like a trolley.

His second challenge was his age. Phelan was 22 at the time and a new college graduate.

"At that point in my life, most of my peers were beginning their careers and working for established organizations," says Phelan.

Main Street Trolley began with historic tours in Flemington and eventually grew to serve hundreds of weddings and specialty charters per year.

Phelan left the company in 1997 but not before becoming actively involved in the business community, which he has since served in a variety of roles.

After leaving the trolley company, Phelan was founding executive director of All Aboard Hackettstown Inc., a downtown revitalization program.

He worked for a little more than a year as parish administrator of Saint Magdalen's Church in Flemington and then joined the Warren County Chamber of Commerce as founding president and chief executive officer.

As head of the Middlesex County Regional Chamber since 2003, Phelan has launched new events and programs, established partnerships throughout the region and oversaw creation of the Convention & Visitors Bureau.

Phelan was an Eagle Scout. "An eagle to me not only represents the symbol of leadership and free enterprise but the fact that I was so involved in scouting."





## Fernando M. Pinguelo, Esq., 35 President

Partner, Norris, McLaughlin & Marcus  
Somerville

Fernando M. Pinguelo regularly consults with award-winning television news anchors, reporters and meteorologists.

He also counsels bands, musicians, performers, DJs and hip-hop publishers, as well as actors, models and screenwriters.

But you don't have to be a star to get Pinguelo's attention. On a pro bono basis, the attorney has represented a peace protester, indigent artists and a same-sex couple denied a property-tax exemption for disabled veterans.

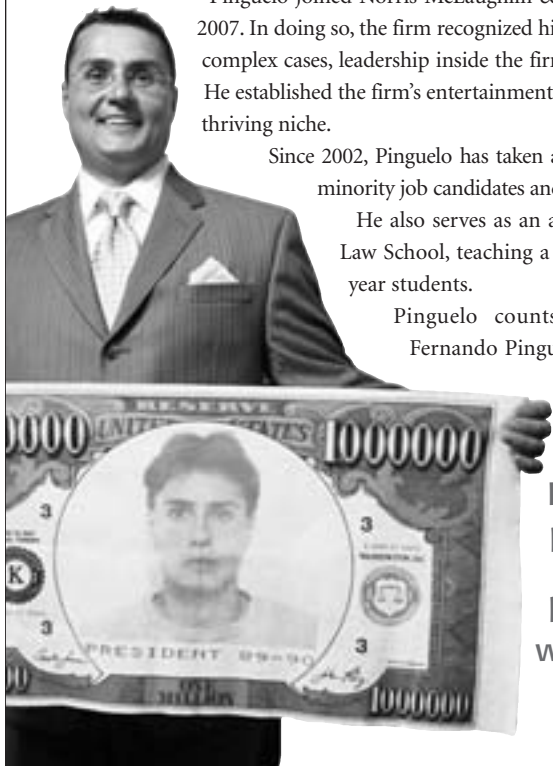
Pinguelo joined Norris McLaughlin & Marcus in 1999 and became a partner in 2007. In doing so, the firm recognized his networking prowess, success in managing complex cases, leadership inside the firm and his ability to generate new business. He established the firm's entertainment law practice group and has turned it into a thriving niche.

Since 2002, Pinguelo has taken an active role in the firm's efforts to attract minority job candidates and to reach out to minority businesses.

He also serves as an adjunct professor at Seton Hall University Law School, teaching a legal research and writing course to first-year students.

Pinguelo counts his immigrant parents, Neide and Fernando Pinguelo, as his role models. "They instilled in me the values of hard work, education and compassion for my fellow man through their own examples," he says.

Pinguelo was student body president and chose a fake \$1 million dollar bill with his picture on it. The photo was taken at the suggestion of his then-girlfriend, now wife, Janine Strafacci.



## Felix A. Rouse, 33 Student Athlete

Chief executive officer, Boys & Girls Clubs of Newark  
Newark

The Boys & Girls Clubs of Newark were facing mounting debt and the possibility of having to close some of its facilities when Felix A. Rouse became chief executive officer in 2005.

Two years later, the nonprofit is on the road to recovery.

"There is still so much to do, but I feel we have truly started turning a corner," Rouse says. "We have no more debt, and we are examining expansion opportunities now. What a great feeling."

Rouse's role in the turnaround story caps a long history with the Boys & Girls Clubs. Indeed, he was a club member himself starting at the age of 6.

At 16, Rouse was named the Northeast Regional "Youth of the Year" by the Boys & Girls Clubs of America and earned a college scholarship.

After graduation, Rouse returned to the Boys & Girls Clubs in Newark as a program director and unit director. He left to work in marketing for a few years, returning to lead the nonprofit in 2005.

Rouse's godmother and role model, Barbara Bell Coleman, once held the same position he does today.

"She has achieved incredible things in her career, and I look to her example quite often," Rouse says.

Rouse was an honor student and athlete. "I have always felt that my studies came first, but I took great pride in my athletic ability."



drives over 40 miles to work & moves 40 mph ..in the office

works over 40 hours...by Wednesday

drinks way over 40 mg of caffeine...by lunch

is juggling more than 40 projects as you're reading this

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## Domenico Savatta, M.D., 35 Computer Whiz

Urologist, Newark Beth Israel Medical Center  
Florham Park

Dr. Domenico Savatta is operating on the cutting edge of surgical technology.

He has become skilled in the use of robotic devices to perform surgery. As such, Savatta is in demand to demonstrate the technology's use. In 2006, for instance, he performed a prostatectomy in New Jersey that was broadcast live to the American Urologic Association's annual meeting in Atlanta.

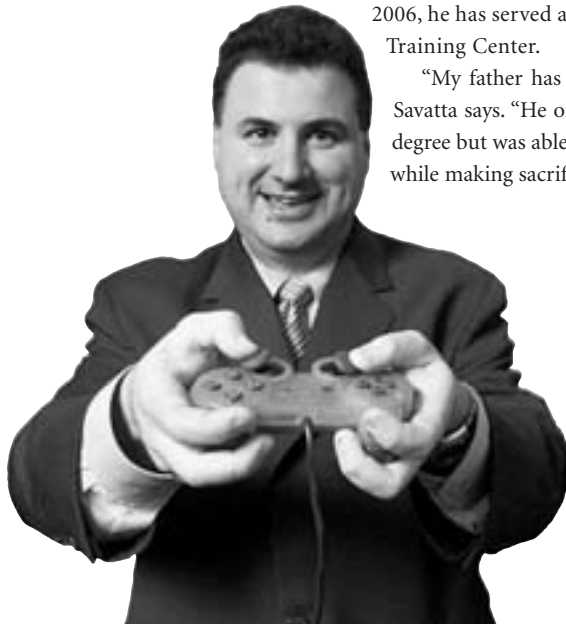
Surgeons using robotic surgery operate through several small, dime-sized incisions. During the operation, they sit at a computer console guiding robotic arms.

For patients, the benefits of robotic-assisted surgery include less pain, bleeding and scarring, as well as shorter recovery times.

Savatta, chief of minimally invasive and robotic adult urologic surgery at Newark Beth Israel Medical Center, has been instrumental in bringing those benefits to patients in New Jersey.

In 2004, he performed the first robotic prostatectomy in Essex County and expects to perform about 200 robotic prostatectomies this year. Since 2006, he has served as an instructor in Beth Israel's Robotic Training Center.

"My father has been my most influential role model," Savatta says. "He only had the equivalent of a high-school degree but was able to succeed by starting his own business while making sacrifices for his family."



Savatta was a computer whiz. "I always had a great memory with numbers. I was able to do advanced math in my head and memorized many phone numbers."

## Neal A. Stanton, 40 Rebel

President and chief executive officer, Consultedge, Inc.  
Whippany

Not many people leave a well-paying job to start their own business.

Neal A. Stanton did it twice over the last 10 years.

In 1997 he left to start Flagship One Communications, a reseller of voice communications technologies. After growing the business to \$2.5 million in revenue, he merged into AlphaNet Solutions. That was 1998.

After two years, Stanton again launched a new venture. His second, Consultedge Inc., specializes in the application of voice and data technology for business communications.

Under Stanton's leadership, the company has grown to nearly \$20 million in annual revenue and six offices nationwide. But Stanton is proudest of the positive feedback he gets from customers.

Consultedge also plays a role in the community through sponsorship of local sports teams and contributions to fundraising drives. The firm matches employee donations to civic and charitable organizations.

Stanton learned some of his most important lessons from his father, Larry Stanton.

"He taught me that it doesn't matter what you do as long as you try to be the best," Neal Stanton says.

His father also emphasized the importance of humor, Stanton says. "There may be no better tool in business than the ability to make yourself or someone else laugh."



Stanton was a rebel and wears a black leather jacket. "It was the jacket I wore all throughout high school. I was into heavy metal music and still am today. The leather jacket was a part of that scene."

## Joseph Steinberg, 34 Entrepreneur

Chief executive officer, Green Armor Solutions, Inc.  
Hackensack

If you want to know what's next in technology, you might ask Joseph Steinberg.

Steinberg has parlayed his foresight into a successful startup, Green Armor Solutions Inc., specializing in information security.

Founded in 2005, the company is built on an anti-fraud technology that combines ease of use with stringent protection for online consumers. Green Armor has adopted products and features that anticipate market demand and stay ahead of much-larger rivals.

Before Green Armor, Steinberg worked in a series of technology-related jobs, starting as a technical intern at AT&T while he was still in college.

He also has worked as a karate instructor, singer, lifeguard and political consultant. On a volunteer basis for the last four years, he has served as an advocate for children with disabilities, even testifying before state lawmakers.

In addition to his computer expertise, Steinberg has honed his aptitude for personal finance, teaching seminars in the field.

He learned the art of buying low and selling high while still in high school, where he started several businesses.

"I identified – and took advantage of – numerous opportunities in diverse areas, including computer consulting and tutoring, as well as buying snack foods at wholesale and selling them at retail prices in school," Steinberg says.



Steinberg was an entrepreneur and holds a graph showing an upward trend, "something that every entrepreneur strives for."

## Warren Tranquada, 34 Capitalist

Partner, Aperio, LLC  
East Orange

Warren Tranquada was studying the intersection of the nonprofit and for-profit worlds when he found a chance to use what he was learning.

In 2002, Tranquada helped launch a consulting firm called Pepin Tranquada & Associates, It served nonprofits on the cutting edge of social entrepreneurship.

Tranquada opened an office in New Jersey and ran both the U.S. and Canadian branches of the international organization. Tranquada's partner, John Pepin, had been an independent consultant in London and Toronto.

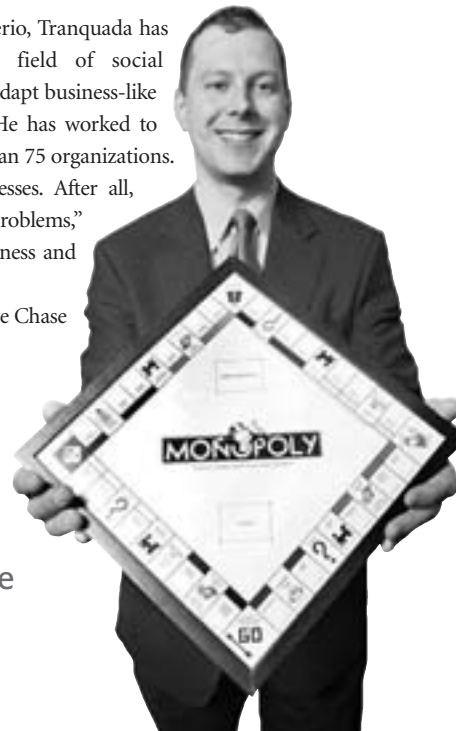
In 2004, the firm recruited a Canadian partner, John Baker, allowing Tranquada to focus exclusively on the United States.

During his time with the firm, now called Aperio, Tranquada has earned recognition for his expertise in the field of social entrepreneurship, which encourages nonprofits to adapt business-like practices in advancing their charitable missions. He has worked to boost the effectiveness and sustainability of more than 75 organizations.

"I don't want to turn nonprofits into businesses. After all, nonprofits exist because business can't solve certain problems," says Tranquada. "I want to take the lessons of business and apply them in a way that works for nonprofits."

Before joining Aperio, Tranquada worked at The Chase Manhattan Bank and Bain & Company Canada Inc.

Tranquada was a capitalist and holds a Monopoly board. "My approach in Monopoly, like it was in life, was to propose a fair deal for both sides, since the deal had to happen if you were to win, and you had to be able to make deals in the future."



## Mark Valli, 40 Leader

President and chief executive officer, NJ New Jersey After 3, Inc.  
New Brunswick

In 2004 Mark Valli began laying the groundwork for what has become a \$16 million organization that delivers after-school programs to more than 13,000 children in 90 schools around New Jersey.

Today, NJ After 3 Inc. has a staff of 15 people dedicated to expanding and improving the activities available to children when the final school-bell rings each day.

In starting the nonprofit, Valli has looked to the example of Bob Guarasci, president of the New Jersey Community Development Corp. Valli worked at the organization from 1999 to 2004.

"Bob has demonstrated to me that you can bring an entrepreneurial ethic to the nonprofit sector," Valli says. "Hard work, persistence, vision and outside-of-the-box thinking are key elements to running any business, either for-profit or not-for-profit."

Guarasci also taught Valli the importance of marketing an organization, a lesson that has helped NJ After 3.

State funding for the group has been waning. But Valli has tapped other sources of revenue to make up the difference and keep services growing.

Previously, Valli worked in state government, starting in 1991 as an aide in the Governor's Office of Appointments.

In 1993, he moved to the state Department of Human Services and then to the Department of Education.

Valli was many things in high school and plays a guitar. "Playing in a band was my first entrepreneurial endeavor and taught me how to work with a team and serve as a leader without any formal leadership duties."



## Michael W. Vertolli, 34 Athlete and more!

President and chief executive officer, ComTec Systems, Inc.  
Vineland

In 1996, Michael Vertolli got the chance to run the firm where he had been working for two years.

Formerly a vice president, Vertolli assumed the controlling interest in ComTec Systems Inc., a four-person firm. He proceeded to build it into a company with more than 40 employees and annual sales topping \$6 million.

ComTec is a technology provider specializing in voice, data, video and security products.

The company hasn't totally contained Vertolli's entrepreneurial energy. He has launched several other ventures in the 11 years since he became ComTec's president and chief executive officer.

These include co-founding Capital Enterprises, a real estate investment firm, and CTI Solutions, a consulting adjunct to the services provided by ComTec.

Vertolli attributes his success to lessons he learned from John Borelli Sr., former president of

Newfield National Bank. "He took me under his wing as a very young businessman and taught me about people, investing and owning a business," Vertolli says.

As a five-year veteran of the South Jersey Rotary Foundation, Vertolli has participated in numerous projects, including "Wells for Africa," which provided supplies to areas in need of water. He also contributed to efforts aimed at developing a women's shelter in his hometown of Vineland.

Vertolli was an athlete, troublemaker and class clown. Tennis "taught me that strength is not always measured in brawn. Someone who is mentally strong can beat someone who may have better training but less heart."

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# Where Are They Now?

## A Look Back at Past Forty Under 40 Winners



### Steven Cohen 2002

Partner Morgan, Lewis & Bockius LLP

Since being honored with NJBIZ's "40 Under 40" award, Morgan, Lewis & Bockius partners Steven Cohen (2002) and Andrew Gilbert (2002), of the firm's Business and Finance Practice, and Richard Rosenblatt (2004), of its Labor and Employment Practice, continue to shine – both in the eyes of their clients and in the eyes of the business community.

Under their guidance and the collective efforts of a growing team of lawyers, the Princeton office of Morgan Lewis has grown in both size and stature in the state of New Jersey, from two lawyers in 1993 to forty today. Mirroring Morgan Lewis's growth in New Jersey and its national reputation, all three lawyers were honored in the 2007 edition of *Chambers USA: America's Leading Lawyers for Business*, a leading industry ranking guide.

*Chambers USA 2007* describes the corporate practice at Morgan Lewis as "top notch" and enjoying an "enviable presence" in the state, particularly as a key player in the life sciences and technology industries. This is no doubt due to Steve's and Andy's representations of companies ranging from start-ups to Fortune 500 corporations.

Steve's practice focuses on advising emerging growth companies throughout the mid-Atlantic. He has significant experience assisting biotechnology, information technology, consumer products, and other companies in planning for and implementing growth strategies, including making the introductions required to make deals happen. According to peer reviews in

### Andrew Gilbert 2002

Partner Morgan, Lewis & Bockius LLP

*Chambers USA 2007*, Steve "having handled a ton of deals, knows the players and knows what he's doing." He is acknowledged as a "top lawyer at the firm" and is a "formidable opponent and excellent lawyer" for finance and M&A deals for life science companies.

Andy's practice focuses on corporate finance transactions, mergers and acquisitions, and securities law matters in the technology and life sciences industries. *Chambers USA 2007* reviewers describe him as an "up-and-comer" and a "win-win type of lawyer," with whom it is "easy to get the deal done."

According to *Chambers USA 2007*, Morgan Lewis's Princeton Labor and Employment Practice is also known as "a

### Richard Rosenblatt 2004

Partner Morgan, Lewis & Bockius LLP

significant presence in the state," with an "exceptionally solid" team of lawyers. Rich manages that team and focuses his practice on the representation of employers in a wide variety of matters across substantive areas and multiple industries, with a particular focus on high stakes, complex wage and hour litigation. In *Chambers USA 2007*, peers and clients review him as a "terrific lawyer, with a great resume, high-quality work, and diligence. He works at his craft and makes a conscious effort to extend his expertise." Peers "have a good feeling about him - he is tipped for the top," while clients indicate they are impressed by the "committed stance he takes in litigating on behalf of his clients."





## Jaswinder Chadha 2003

President, CEO *marketRx*

Jaswinder Chadha (Jassi), a first generation entrepreneur, co-founded marketRx Inc. in 2000 to set new standards in the challenging field of marketing analytics for the pharmaceutical industry. Within 7 years, his leadership has taken marketRx to great heights with operations in 4 subcontinents.

In recognition of his leadership and entrepreneurial achievements, Jassi has been conferred with many awards, including "Top Forty under Forty" by NJBIZ in 2003; a finalist in the E&Y "Entrepreneur of the Year" program. In addition, marketRx was recently ranked amongst the top 50 in the D&T Technology Fast 50; 195th in Inc.500 list and PwC's Hot 100.



## Ed Delia, PCM 2006

President *Delia Associates*

In November 2006, Ed was named Outstanding Business Person of the Year by the Somerset Business Partnership. Then, in June of 2007, Ed passed the Professional Certified Marketer (PCM) exam, becoming one of only nine professionals in New Jersey, and 250 nationwide, to hold a PCM designation. In October 2007, Delia Associates is being honored at the 15th Annual New Jersey Family Business of the Year Awards, co-sponsored by the Rothman Institute of Entrepreneurial Studies at Fairleigh Dickinson University. Delia Associates recently launched The Brand Leadership Solution™, a brand strategy and communications system for small and mid-sized organizations.



## Marc Demetriou, CLU, ChFC 2005

Mortgage Consultant *Residential Home Funding Corp., Bloomingdale and Hoboken.*

Since receiving the Forty Under 40 Award, Marc has continued to excel in the mortgage industry and remains in the top 10 percent of all producers throughout the country. He continues to offer very competitive rates on all residential and commercial mortgage products.

"As a trusted advisor, I take pride in knowing that I am always doing what's best for my clients," he says. "My extensive experience in the industry enables me to customize a program that fits their needs."

Marc has also hosted dozens of sales and motivational seminars throughout the state and remains active with several non-profit organizations.



## Nelson Ferreira 2002

President, CEO *Ferreira Construction*

Ferreira Construction is celebrating its 19th year with over 110 completed projects and over 200 employees in NJ/FL and is expanding into NY. 2007 revenues are projected at \$65m. Its Branchburg headquarters is in the first U.S. commercial building to be "NetZeroElectricEnergy." Newest additions to the company are a Quarry, Concrete Plant and a Software Company, LiveDataSystems, with patent pending technology to monitor a building's energy use. Ferreira Group's CM continues to oversee all building and school projects and is also commissioning the World Trade Center. Nelson is currently the President of UTCA NJ and recipient of the NJBIA Environmental Quality 2007 Award.



## Gary Gellman 2005

President *Gellman Images*

Since Gary was selected a member of the NJBiz 40 Under 40 class, his staff has doubled in size. The firm recently won a national video competition set at 30 Rockefeller Center in New York City, that has gained him national recognition in the movie making industry.

His statewide television show, "Let's Talk with Gary Gellman," which has produced over 200 shows to date, has included guests: International Artist Thomas Kinkade, Sales trainers Zig Ziglar and Tom Hopkins, reality TV star Adam Mesh (Average Joe), NY Giants' Quarterback Eli Manning and many others.

As Gellman Images reaches its 20th anniversary in the next twelve months, Gary's leadership continues to reach new levels in the arts industry.



## Beth Gorin 2004

Director of Business Development *Mack-Cali Realty Corporation  
The Gale Real Estate Services Company*

Beth R. Gorin, who received her "40 under 40" award when she was President of the Bergen County Economic Development Corporation, is now putting her expertise to use in the private sector. This year she joined Mack-Cali Realty Corporation and its subsidiary, The Gale Real Estate Services Company, as the Director of Business Development. In her position, Ms. Gorin is using her background in economic and business development and planning to help source new opportunities for real estate transactions for the company.



## Scott Levy 2005

Assistant Managing Partner *Grant Thornton LLP*

Look up! It's a bird! It's a plane! No, that's just Scott Levy climbing the ladder of success! Since making NJBIZ's Forty Under 40, Scott has been promoted to the Assistant Managing Partner role for the New York Cluster of Grant Thornton LLP. In his new role Scott is responsible for quality and client service in addition to overseeing the assurance, tax and consulting practices. Scott recently presented at the 2007 AICPA National Advanced Accounting and Auditing Technical Symposium Conference in Los Angeles. He continues his reign as the Gadget King.



## Scott Mihalick 2006

Associate *SSP Architectural Group*

Since being included in the NJBIZ Forty Under 40 class of 2006, Scott E. Mihalick of SSP Architectural Group has kept busy with several new initiatives. In addition to continuing his professional growth within the firm, Scott serves on the steering committee for the newly formed Emerging Leaders of Somerset County, a sponsored initiative of the Somerset County Business Partnership which supports the development of the county's young professionals. Scott was also one of forty architects selected from across the country to participate in the American Institute of Architects' Young Architects Forum 15th Anniversary Summit in Washington, DC, in February 2007.





## Cathryn A. Mitchell 2002

Co-Chair *Fox Rothschild*

Cathy is Co-Chair of 400-lawyer Fox Rothschild's Entertainment & Sports Industries Practice. A trial and corporate lawyer and former in-house counsel for Prince Sports. Enhancing value for business, Cathy is known for representing US companies doing business abroad and foreign companies in the US. She builds worldwide brands for industry leaders, celebrities, and artistic, educational and other nonprofit institutions in life science/ pharmaceutical; entertainment/new media/publishing; healthcare; technology; communications; consumer products; manufacturing, financial services; hospitality industries and others. Cathy and partner Richard Miller integrated their Princeton firm MillerMitchell into Fox in February.



## Michael Norbury, LNHA 2005

Administrator *Bey Lea Village Care Center, CPL Long Term Care, Inc.*

Since being honored by NJBIZ in their inaugural Forty Under 40 Class, I continue my passion for overseeing the care and well being of 180 residents. I have been recognized as a leading Administrator by my new corporation CPL Long Term Care, Inc., which owns and operates 10 skilled nursing centers in New Jersey.

I continue my fight on behalf of the seniors of New Jersey and the Health Care Association of New Jersey by annually attending the Congressional Briefing in Washington, DC to prevent further reimbursement cuts which ultimately affect the quality of care of New Jersey's seniors.



## Katherin Nukk-Freeman 2002

Principal, CEO *Nukk-Freeman & Cerra, PC*

Katherin Nukk-Freeman co-founded the boutique employment law firm, Nukk-Freeman & Cerra, PC, in January of 2006. The firm, which provides counsel to businesses in all areas of employer-employee relations, was built on a strong belief that many employment issues can be prevented with proactive business and legal strategies. The firm has almost tripled in size since its inception and continues to grow. Nukk-Freeman & Cerra represents clients in a diverse group of industries, ranging in size from start-up enterprises to Fortune 100 companies. The firm's clients include leaders in the insurance, financial, health care, pharmaceutical, construction and engineering industries.



## Joseph J. Occhiogrosso 2003

President, CEO *All-Pro Title Group, LLC*

Joseph Occhiogrosso, AKA Joe "O", is the President and CEO of All-Pro Title Group, LLC. Headquartered in Morristown, they specialize in commercial and residential title for NJ and NY and recently expanded to cover 40 other states. Joe founded COMPSolutions PEO in 1997 and sold it to an investment group in 2003. He then saw a great opportunity in the title industry. "The title business is extremely competitive - people thought I was crazy to get involved." But by creating a more hi-tech and paperless service, combined with his famous networking skills, All-Pro Title has doubled its revenue every year.




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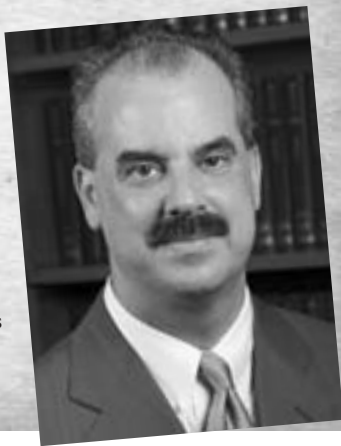
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## William J. Pascrell, III 2003

Partner *Princeton Public Affairs Group Inc.*

Bill Pascrell, III, known as BP3, is a partner at Princeton Public Affairs Group. Bill was honored as Man of the Year for the Paterson Boys and Girls Club. He was unanimously re-appointed for a fourth time as Passaic County Counsel. Active at building his media presence, Bill created a new Emmy nominated National Political and Public Affairs Show on Comcast CN8, *The Battling Bills*. Continuing to be involved in Democratic Party Politics, Bill was a key adviser to the successful US Senate Campaign for Robert Menendez. He is currently a key adviser and fundraiser for Hillary Clinton's Presidential Campaign.



## Suzanne Sowinski 2002

President *Sowinski Sullivan Architects*

In 2002, Suzanne won NJ Biz's "40 under 40". Her major accomplishments were the growth of the company and winning the first woman-owned business design contract for the NJ EDA/schools.

Five years later Suzanne is still breaking ground in the "high performance, sustainability green building movement" by completing graduate work in Sustainable Design at Boston Architectural College, and by creating Greendatabase.org, a non-profit organization whose mission is to educate the architectural community and the public on areas related to sustainability. Suzanne has earned her LEED AP (Leadership in Energy and Environmental Design Accredited Professional) through the US Green Building Council.



## Trent Stamp 2004

President *Charity Navigator*

Trent Stamp has led Charity Navigator, [www.charitynavigator.org](http://www.charitynavigator.org), since its inception in 2001. Under his leadership, Charity Navigator has become the nation's largest and most-used evaluator of American charities. Last year alone, more than four million donors consulted the site's 5,000 free charity ratings. In addition to his management and leadership duties, Trent appears as a regular expert analyst for many national television and radio shows and regularly publishes editorials and articles in newspapers, journals, and magazines about issues affecting the non-profit sector. Trent is also the author of "Trent Stamp's Take" ([trentstampstake.org](http://trentstampstake.org)), a nationally syndicated blog about the non-profit sector.



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## Joseph Steinberg

on his achievements  
and well deserved recognition  
as a member of the NJBIZ “Forty Under 40”



Green Armor Solutions offers innovative solutions to information-security challenges facing today's businesses. Its Identity Cues series of online-authentication products leverage a unique blend of psychology and technology to both strongly authenticate users to online systems, as well as to protect against phishing and online fraud – all while allowing users to continue to enjoy the simple, comfortable user experience with which they are already familiar. Identity Cues products can help companies address security and privacy requirements as part of compliance initiatives for FFIEC/NCUA Authentication, HIPAA, and GLBA. Green Armor's systems help secure hundreds of financial institutions in the US and Canada.

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