

N E W J E R S E Y

BUSINESS

The Magazine of the New Jersey Business & Industry Association

October 2008

\$2.50

www.njbmagazine.com

Small Business Resources

Public and Private Sectors To The Rescue

Combating Cancer:
The Synergy of Regimens

Helping High Schools:
Colleges Strengthen
Curricula

Show & Tell:
Today's Videoconferencing

Awards for Excellence:
Nine Companies Honored

Interview with
Senatorial
Candidate
Dick Zimmer

Monmouth-Ocean
Development Council
Special Section Inside
PAGE 49



★ Honeywell International

Chairman and CEO:

Dave Cote

NJ Location: Morristown

Founded: 1920

Full-time NJ Employees: 1,835

Business: Manufacturing

Honeywell likes to be an important part of the communities where its employees work and live. It does so through its Honeywell Hometown Solutions, which focuses on three vital community needs: math and science education; family safety and security; and housing and shelter.

Working with Jersey City schools and the Stevens Institute of Technology, Honeywell provided 14 middle school teachers with award-winning, research-based curricula that connects science with real-world challenges. It's also sponsoring 24 New Jersey teachers at its Honeywell Educa-

tors @ Space Academy, an educator-training, scholarship program at the U.S. Space & Rocket Center in Huntsville, Alabama. Similarly, it provides scholarships for 20 students to attend the Honeywell Scholars @ Presidential Classroom in Washington, D.C., where students get a behind-the-scenes look at how science and technology interact with public policy.

Thanks to employee donations, 5 million students nationwide have received potentially life-saving lessons from the Got 2B Safe program created by the National Center for Missing & Exploited Children. Got 2B Safe is an abduction-prevention program that teaches students how to protect themselves. More than 4,000 Honeywell employees donated to the program.

Finally, more than 2,000 Honeywell employees have donated to Rebuilding Together, a partnership that helps repair homes for low-

income homeowners. In 2007, 60 Honeywell volunteers helped Jersey City homeowners with repairs so they could stay warm and safe in their homes.

★ Harrah's Entertainment

Eastern Division President:

Carlos Tolosa

NJ Location: Atlantic City

Founded: 1978

**Full-time NJ Employees:
13,646**

Business: Casino Hotel

Harrah's Entertainment Atlantic City may be best known for its casinos, but its biggest impact is in the community. Harrah's shares its financial success by donating 1 percent of the company's profits to charitable and civic causes—a commitment leading to donations worth about

CONGRATULATIONS

2008 Awards for Excellence Winners

**Hackensack University Medical Center
Robert Wood Johnson University Hospital
at Rahway**

From Your Friends at



QUALCARE
INC.



Health Plans That Care About Your Health Care