

Hudson County Jewish Business Alliance's Second Annual Legislative Luncheon

JULIE AHN

Distinguished legislative leaders and local business executives eagerly gathered at the Empire Meadowlands Hotel for the Hudson County Jewish Business Alliance's (HCJBA) second annual legislative luncheon. The atmosphere was dynamic and bustling, the Alliance clearly having grown and strengthened since last year's event.

The HCJBA, founded and directed by Mr. David Rosenberg in 2015, is a unique and powerful networking tool that provides its members with opportunities to forge relationships not only with other business executives, but also with top NJ officials and legislative leaders.

The event formally began with remarks from Mr. Ezra Friedlander, CEO of The Friedlander Group, who welcomed the "remarkable firepower" in the room. Mr. Friedlander not only thanked them for their laudable contributions to the state's economic engine, but also for their responsible and compassionate conduct, and commitment to the community.

Mr. Friedlander deferentially introduced Mr. David Rosenberg, who opened up by summing up the sentiment of the Alliance: "The HCJBA is here for you, to help your business." This year, they came out with an alliance directory, an invaluable tool to further help connect members with one another.

Mr. Rosenberg thanked and recognized the event host, Mr. Thomas Rosenberg of Rosdev Hospitality. He also graciously thanked the event's co-chair sponsor, Gel Spice, and corporate sponsors: Investors Bank, United Hatzalah, United Rescue, and Jersey City Medical Center. Other sponsors also included: Kedem, North Hudson Community Action Corporation, New Jersey City University, and Margules Properties.

Mr. Jason Sobel, counsel to Sills Cummis & Gross Real Estate Department, introduced Assemblyman Mr. Raj Mukherji, D-33. Mr. Mukherji humbly accepted the Excellence in Leadership Award, and gave a cogent, thought-provoking speech,



Shmuel & Dov Lenchesky

L-R: Ezra Friedlander, CEO, The Friedlander Group; Mark Rabson, Director of Public Affairs, Jersey City Medical Center; Mr. Jason Sobel, Sills Cummis & Gross; Honoree Assemblyman Raj Mukherji; Mr. David Rosenberg, Executive Director, HCJBA; Mr. Aron Stahl, VP, Gel Spice; and Mr. Nathan Herzog, EVP, Royal Wine.

highlighting that NJ "epitomizes religious freedom for all people, and core values such as ethnic pluralism and tolerance and democracy."

Mr. Mukherji is a co-sponsor of a bill that prohibits NJ state pension funds from investing in companies that support the BDS movement against Israel. Recognizing Israel as one of NJ's largest trading partners, Mr. Mukherji shows his true support of Israel: "It is a 2-billion-dollar relationship... one worth fighting for."

Former NJ Governor Jim McGreevey, the current executive director of Jersey City Employment & Training Program, introduced Jersey City Medical Center and United Rescue, who both received the Lifesavers Award. Mr. Joseph Scott, president and CEO of JCMC, accepted the award alongside Mr. Mark Gerson, the chairman of United Hatzalah and United Rescue.

Mr. Scott poignantly explained the philosophy behind his work: "We make a living by what we get. We make a life by what we give."

United Rescue, an innovative system that came to Jersey City last year, trains and dispatches community members to medical emergencies before the ambulance are able to arrive. Mr. Gerson started the program in Israel, where more than 2,500 trained volunteers respond to more than 200,000 emerg-

encies a year. Mr. Gerson hopes this program will be implemented at JCMC as successfully: "Our goal is to have the best survival rate in the country."

Ms. Michelle Siekerka, president and CEO of the New Jersey Business and Industry Association, followed by delivering a rousing and inspiring keynote address entitled "Strategic Tips on How to Advance Your Business in New Jersey."

Ms. Siekerka spoke fervently and passionately about New Jersey, describing that their goal is "to advance the collective and competitive excellence in the state of New Jersey." Ms. Siekerka's address was inspiring and motivating, highlighting NJ's talented successful workforce, and NJ's status as a leader in education and the capital for infrastructure. For these reasons, Ms. Siekerka explained that the federal government "recognizes that New Jersey is significant in supporting the financial success not just of the Northeast, but of the entire United States."

As this marks the Alliance's second seamless and successful legislative luncheon, it is clear that the Hudson County Jewish Business Alliance will only continue to strengthen and flourish, and continue to enhance the quality of life in Northern Jersey. For more information, contact info@hcjba.com.

Stand-Up Comedy
by upstanding comedian

Mordechai Schmutter

Sheva Brachos, Family Get-Togethers, Dinners, Shul Events, Fundraisers, Melava Malkas, Bar/Bat Mitzvahs, Reunions, Mesibahs, Kumitztin, Anniversaries, Birthday and Retirement Parties, and more

973-473-1771

MSchmutter@gmail.com

Thousands of **Lawyers, Accountants & Business Owners** use our Corporate Kits & Supplies...

CORPORATION, LLC & NOT-FOR-PROFIT

Corporate Outfit Kits & Supplies

- Corporate Outfit Binder Kits
- Corporate seals
- Notary Stamps & Seals
- Stock & Membership Certificates
- Customized Bylaws
- LLC Operating Agreements
- Shareholder Agreements
- Same Day Shipping



At Allstate Corporate Services
we ensure your complete satisfaction.

Steven Weiss
steven@acs123.com

Shlomo "Sal" Abecasis
sal@acs123.com

Tel: 800.906.9220 email: info@acs123.com • www.ACS123.com

Brooklyn Corporate Office: 1222 Avenue M, Suite 301 Brooklyn, NY 11230

ARTSCROLL UPDATE

ArtScroll Speaks with Rabbi Yitzchak Shkop
Author of *To Be a Mentsch: The Torah path in interpersonal relationships*

AS: Why is a book about interpersonal relationships so vital?

RYS: As a businessperson, I have been witness to shockingly inappropriate behavior by people who consider themselves extremely careful with Torah observance. For such people, the rule of behavior regarding mitzvahs *bein adam la'Makom* is that whatever is not 100 percent permissible is forbidden; however, regarding interpersonal mitzvahs they apply the rule that whatever is not 100 percent forbidden is permissible. Oftentimes they find reasons to permit even things that are clearly forbidden. This

what is important in *shidduchim*; the importance of honoring your spouse; the meaning of true friendship; gratitude; anger and forbearance; and the huge impact of a smile and congenial speech.

AS: Would you call *To Be a Mentsch* a book of halachah, of mussar, or of practical advice on interpersonal relationships?

RYS: It is a unique and practical "tool box" to guide appropriate behavior and the underlying thoughts and feelings. Citing many Biblical and Rabbinic sources, and enriched by many true stories, it captivates the reader with flowing and clear language. The Hebrew

As social beings, our day-to-day behavior to those around us must please the Almighty

attitude is clearly a warped view of Judaism. Proper *middos* and their manifestation in interpersonal behavior are prerequisites to being observant, G-d-loving Jews. As social beings, our day-to-day behavior to those around us must please the Almighty — otherwise we desecrate His Name.

AS: What are some of the issues you address?

RYS: This book focuses on issues that affect and impact our daily lives. It highlights the importance of interpersonal mitzvahs/behaviors required of a G-d-loving person; the severe punishment of transgressing them; how to judge others and the danger of misjudgment; the role of *emunah* in business dealings;

version received many accolades, including one from HaGon Rav Baruch Mordechai Ezrachi, the Rosh Yeshivah of Ateres Yisrael, who said it was "worthy to serve as a cornerstone and text for every individual."

AS: You have a chapter on the value of small steps. Can you suggest one small step for readers to take to improve their *bein adam l'chaveiro* behavior?

YS: Just smile and say hello to people you meet, even if you know them only casually. It can have an immeasurable impact on you and those around you. And... treat your wife as the source of all the spiritual and financial success you have in your home.