

Phil Laskowski • Graphic Design

Capabilities Brochure | Companion Literature

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Where exceptional talent meets outstanding organizations.

Whether you're looking for your next great position, or seeking the Northeast's top IT and business professionals, Atlas Consulting Group can provide a solution that's right for you.



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If You're Looking to Hire the Nation's Top Talent...

Find the right people to move your business forward. No matter what your business challenges:


- accessing hard-to-find skill sets;
- completing mission-critical projects;
- cost-effectively managing the highs and lows of your business;
- or simply making better hires...


Atlas Consulting can move your business forward. With an average of more than 15 years of staffing experience, a robust talent network and proven selection processes, we'll find the right people, right away.

Our staffing solutions include:

- **Contract staffing.** Qualified project specialists for short- and long-term assignments, special projects or seasonal support.
- **Contract to hire.** Try an Atlas consultant on the job before extending an offer for direct employment, to verify skills and ensure a good culture fit.
- **Direct Hire.** Shorten your time-to-hire and stay focused on your most important priorities by meeting with only the most qualified contenders. You pay only if you hire one of our candidates.
- **Payroll Management Solutions.** Reduce the cost and simplify the process of payroll administration for your self-sourced contingent workforce. Atlas handles payment of employee wages, tax withholding, workers' compensation and unemployment claims management.

Expectations Exceeded.
Our employees and consultants are not your average contract staff. They really add something extra to your team. Blending in seamlessly with your in-house staff, the consultants we provide will treat your business as their own and help you work towards your goals.





Payroll Solutions

Reduce your payroll burden. Let us do the heavy lifting. Atlas Consulting provides tailored Payroll Management Solutions that can save you time and money. Our system allows companies to fully shift their contingent worker administrative burden and liability to Atlas Consulting. With just one Employer/ Agent of Record for your workforce, managing all on-boarding payroll, billing and consultant issues is much simpler. Co-employment exposure is also greatly reduced with Payroll Management.

Our Payroll Management Solution services alleviate the time-consuming functions of payroll, customized to your needs and circumstances.

Our Payroll Management Solution includes the following:

- Annual payroll audits
- Benefit plans
- General liability and professional liability insurance
- Processing of year-end W2s
- State and federal taxes withholding
- State and federal unemployment insurance
- Workers' compensation
- Disability

The benefits of our Payroll Management Solutions include:

- Maintain quality of your workforce without the work involved managing payroll, taxes, unemployment and benefits
- Coordination and retention of project-based and seasonal workforce
- Flexibility and access to proven candidates that have the key knowledge and skills—when you need them
- Previewing employees prior to adding them to your in-house payroll
- Paid internships

If You're a Job Seeker or a Consultant Seeking the Top Jobs in Your Field...

Ready to make your next career move but don't have time search for a new job or consulting engagement?

Finding a position on your own can be a challenge—especially in this economy. Atlas can help! With our extensive network of clients, our IT recruiters in NYC as well as our nationwide recruiting network can greatly increase your chances of finding the right job or consulting engagement.

Take your career to the next level.

No one wants to feel stuck in a dead-end job. But finding a position on your own that's both challenging and rewarding can be tough. With institutional knowledge far exceeding most of our competitors, the recruiters at Atlas Consulting Group can help you:

- Secure a rewarding position
- Increase your market value
- Advance your career

Understanding which type of environment is right for your skills, personality and work ethic is crucial to achieving professional satisfaction. Let us match you to an organization where you'll truly excel.

Find a position that's right for you...before anyone else does!

When you're on the job hunt, there's nothing more important than being the first person to hear about a new opportunity. Working with us means gaining a competitive advantage over other job seekers. We often work exclusively with our clients, so we have access to jobs that you can't find anywhere else.

Stay up-to-date on the latest job openings. Our selection process keeps you up-to-date on the latest opportunities that are available in your position market.

Put your job search on hold. We'll find you the right position. Confidentially. No resume needed.

Get started today.
Register with us today. It's free. It takes less than 10 minutes.



Atlas Consulting Group, LLC


Man...

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- Paid internships

Connecting exceptional talent with outstanding organizations

Political Campaign Materials



For First Ward Council...

Milt
PROVEL

Dear Neighbor,

For those of you who don't know me, my name is Milt Provel and I'm running for First Ward Council. I decided to run for Council because I want to maintain Clark as a town in which my children and my neighbors in the First Ward would be proud to call Clark their home. I am committed to this town and have the experience and dedication to keep it a desirable and affordable place to live.

Born and raised in Clark, I live with my wife and three children in the very same house which I grew up in. I have an accounting practice here in town on Raritan Road and I am an assistant coach for my daughter's first grade soccer team for the Clark Soccer Club.

My motivation to run for Council came after attending the Planning Board Meetings in which the age-restricted housing complex off Featherbed Lane and the Townhouse development on Lake Avenue were approved. I was struck with the way in which residents' concerns were often dismissed. Our town officials should show respect and represent the residents of Clark, not big money developers.

We need a representative in our Ward who will listen to the residents and be attentive to what our neighbors feel is important for their lives here. We also need to be proactive and re-examine our zoning ordinances so that we can better control future development. Finally, I think we should take a look at limiting the terms of some of our representatives who, I think, have become too entrenched and complacent in their positions to really listen to the concerns of the people who elected them.

To me, Clark is a close-knit town where you always run into someone you know. So when you see me – on the street, in my office, or at the gym – please do not hesitate to talk with me about whatever is on your mind.

During the coming weeks, I will be walking throughout the Ward to meet you and hear your thoughts and ideas. You can also reach me at home or at my office. Thank you for taking the time to read my letter. I hope that on November 4 you give me the honor of being your First Ward Councilman.

Sincerely,

Milt Provel
Milt Provel
25 Mae Belle Drive
Clark, NJ 07066
732-574-3207
provel@aol.com

Your New Partner in Town Hall!

Paid for by Clark Democratic Campaign 2014, 26 Sandalwood Drive, Clark NJ

For First Ward Council...



Milt
PROVEL

Your New Partner in Town Hall!

VOTE NOV 4 ★ COLUMN A

Milt
PROVEL

FOR 1ST WARD COUNCIL

Paid for by Clark Democratic Campaign 2014, 26 Sandalwood Drive, Clark NJ

VOTE NOV 4 ★ COLUMN A

Dario
VALDIVIA

FOR 2ND WARD COUNCIL

Paid for by Clark Democratic Campaign 2014, 26 Sandalwood Drive, Clark NJ

For Third Ward Council...

JERRY
FOGLE

Your New Partner in Town Hall!

Jerry Fogle
9 Pine Street
Clark, NJ 07066
908.347.8684
Clark3ward@gmail.com

VOTE NOV 4 ★ COLUMN A

JERRY
FOGLE

FOR 3RD WARD COUNCIL

Paid for by Clark Democratic Campaign 2014, 26 Sandalwood Drive, Clark NJ



Dario
VALDIVIA

For Second Ward Council

Vote NOVEMBER 4 COLUMN A

Your New Partner in Town Hall!

Dario Valdivia
9 Terry Lane
Clark, NJ 07066
732.669.7077
DJDarioV@gmail.com

I'm running for Township Council because someone has to speak up for my neighbors in the Second Ward. After living in my neighborhood for a number of years, I realized that I had never once met my councilman. What's worse is that neither have most of my neighbors. This is something that needs to change. That's why I'm running for your vote on Tuesday, November 4."

- Over 30 years experience with NJ Transit Rail in Kean as Project Manager and Administrator
- Former Chairman, Transportation Communications Union
- Founding member, Instructional Soccer Program at St. Agnes Church
- Volunteer Coach for CYO Basketball & Volleyball
- B.S. in Accounting and Finance, Rutgers University
- Veteran, U.S. Army 82nd Airborne Division

Clark Councilman Term - Vote for One Dario R. VALDIVIA 8A

A partner you can trust!

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Partners for Clark

Capabilities Folder and Inserts





Property Damage Response and Remediation for the:

Commercial Real Estate Industry



Property damage emergencies at commercial real estate spaces are unique. First, the safety of tenants and the general public must be ensured, and steps must be taken to mitigate damage to contents and retail inventory. Second, with commercial real estate concerns, each hour the business cannot operate often means thousands of dollars of lost revenue. And third and most importantly, all tenant contracts stipulate that the commercial real estate business is responsible for responding to and remediating emergency property damage situations.

allRisk, a regional property damage response and remediation service provider, specializes in property damage emergencies for commercial real estate concerns. We understand the need to react quickly and limit damage to tenants' stores and offices, act as a seamless extension of your facility management team, and get the facility back to full operational capability as quickly as possible.

- **Rapid response:** Call our 24/7 emergency hotline for immediate contact with one of our supervisors. No matter what the emergency, we'll respond within one hour plus travel time. Once we arrive, we'll quickly assess the situation, stabilize the emergency and get right to work making things operational.
- **Beginning-to-end scope of services:** A fully licensed general contractor, allRisk not only responds to the emergency, we'll stay with you as your contractor until your business is restored completely. You won't have to find and manage other contractors, and you'll avoid costly, time-consuming hand-offs.
- **Privately-owned:** Unlike many fly-by-night emergency response franchises, allRisk has been privately owned and operated for nearly 20 years. We take personal pride in providing you with the most expert, most responsive service available.
- **Making your business continuity our priority:** After ensuring safety for all personnel, allRisk's next priority is to get your tenants' businesses up and running as quickly as possible. In many cases, we'll figure out a way to do our work while you continue to operate their businesses.
- **Owned equipment:** With more than 1,000 pieces of equipment and a 30-truck fleet, allRisk can respond to your emergency immediately. Other responders have to scramble to locate leased equipment.
- **Experienced staff:** With more than 70 full-time employees and an extensive part-time network of pre-vetted, pre-trained personnel and tradespeople, allRisk will never use temp or day labor. You will always receive highly-skilled, professional, background-checked personnel.
- **Accurate, thorough documentation:** We know you need to maximize your insurance claim payment and possibly, your FEMA award, so we take our documentation responsibilities seriously. We'll document our entire response, including inspection and status reports, photos and videos, moisture meter readings, thermal imaging, contents list, etc.

Plan for property damage emergencies before they happen. To learn more about allRisk's complete array of emergency response and property restoration services for commercial real estate concerns, and to be placed on our priority response client list, please call Christine Messina at 877.247.5252 or visit our website at www.TeamAllRisk.com

www.TeamAllRisk.com • Team allRisk is On-Call 24/7 • Store in your phone: 877.247.5252



Property Damage Response and Remediation for the:

Healthcare Industry




Property damage emergencies at healthcare facilities are unique. Patient and staff safety must be ensured, and strict regulations for sanitation and equipment operation must be adhered to. In weather-related disasters, healthcare facilities often must continue to operate to provide care to the surrounding community and existing patients. Healthcare equipment is frequently expensive and delicate, and medical professionals rely on its continued, safe operation to provide care to patients.

allRisk, a regional property damage response and remediation service provider, specializes in property damage emergencies for healthcare businesses. We understand the need to react quickly, take measures to ensure patient safety and continuous medical care, and get the facility back to full operational capability as quickly as possible.

- **Rapid response:** Call our 24/7 emergency hotline for immediate contact with one of our supervisors. No matter what the emergency, we'll respond within one hour plus travel time. Once we arrive, we'll quickly assess the situation, stabilize the emergency and get right to work making things operational.
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allRisk Property Damage Experts:

Water Damage & Mold Remediation Services



Mold can only get worse. It will spread, often rapidly. It will evolve into more serious types. It will hide ... behind furniture, inside air ducts, under carpeting, on upholstery, above ceiling tiles. It will make people sick, some seriously so. Mold is unsightly, unhealthy, unsanitary and unwanted.

And it is persistent: What mold won't ever do is go away on its own.

That's why you need a certified water damage and mold remediation specialist like allRisk whenever your building shows signs of moisture, standing water, leaks, floods, sewage overflow or high humidity. With one call to allRisk, we'll rapidly put in place our three-part service to:

1. identify the problem;
2. clean up and remove all existing water and mold; and
3. prevent water and mold damage in the future.

Identify the source of the problem: One call to allRisk's emergency hotline at xxx-xxx-xxxx and we'll be at your building within one hour plus travel time. We'll thoroughly evaluate the situation, immediately contain any further water damage, and work with your preferred industrial hygienist (or refer an independent IH to you to prevent conflict of interest) to understand the scope of the problem.


Clean Up: A certified mold remediation firm, allRisk will perform all work under critical containment as necessary, using negative air filtration devices, HEPA equipment, and proper cleaning and disposal protocols. We are keenly aware of any special regulation related to medical establishments, schools, residential communities and other public buildings. We will keep you updated on our findings and progress.

Prevent future water and mold: Our job doesn't end when your building is free of water and mold. As a full-service general contractor, allRisk will perform any construction work necessary to prevent future water damage. We also offer free mold and water mitigation training programs.

Learn more about allRisk's professional water damage and mold remediation services and restore your building to health: Call xxx-xxx-xxxx for emergency response, or xxx-xxx-xxxx to request a quote.

Prevent Mold

- Inspect regularly for water and sewage leaks and intrusion... dry and sanitize immediately or call allRisk for larger problems.
- Keep humidity levels at or below 50%.
- Continue HVAC operation, even during off hours.
- Keep building materials, stock and supplies dry before delivery/installation.
- Use mold-inhibiting building materials and coatings.
- **Call allRisk immediately if you suspect mold – it can only spread and get worse.**



Non-Profit Art School Support Literature

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Graphic Design - Photoshop, Illustrator, Typography, Web Design, Flash
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Fine Art - Oil Painting, Pastel, Stained Glass, Silkscreen, Acrylic Painting and more

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InDesign • Sculpture • Editorial Illustration • Stained Glass
Typography • Ceramics • Photography • Package Design
Jewelry Making • Silkscreen • Anatomy • Fantasy Illustration
Children's Book Illustration • Interior Design • Illustrator
Comic Book Art • Acrobat and File Prep • Digital Illustration

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Art Education since 1926
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The Palette

ISSUE NO. 6 • AUGUST 2010

AN OCCASIONAL NEWSLETTER PUBLISHED BY THE duCRET SCHOOL OF ART WHEN THERE'S SOMETHING TO SAY IN THE ARTS!

Message from Frank Falotico, Director

Congratulations to the many students who submitted artwork to our 33rd Annual High School Student Art Show. Every year it becomes harder and harder to judge and select winners since so many pieces are just amazing! If you have any questions about the information you read in *The Palette*, feel free to contact me here at the office. Enjoy!

Frank Falotico

Quick Sketching WORKSHOP For Interior Decoration and Design

I Want My... I Want My duCRET TV... Former students of the duCRET School fill the airwaves!

Did you see the report on WABC's Eyewitness News about the watermain break? Or did you happen to catch that commercial for AT&T Wireless with the guy tossing postcards on a huge map of the United States? Maybe you saw that episode of Cake Boss on The Learning Channel? The one where the cake had those little characters sculpted out of chocolate? Well, if you did, you probably saw the work of former students from The duCRET School of Art!

Every year duCRET continues to let loose talented artisans, graphic designers and illustrators on the unsuspecting public. A majority of these artistic individuals end up producing their craft in anonymity...designing ads and brochures or promoting their paintings and crafts to distinguished patrons of the arts. But did you realize that quite a few former students of duCRET have found a place in your living room? Here's a highlight of just a few of them.

Chrissy Skubish
Since graduating from duCRET in 1998, Chrissy Skubish has spent a number of years in the background...literally...as a scenic artist. A scenic artist is someone who paints the scenery and backdrops for stage productions, TV and movies. Chrissy's career has spanned doing scenery for Julliard, the PaperMill Playhouse, Saturday Night Live, various commercials and TV shows like Law & Order SVU and White Collar on USA. Chrissy's work has ended up on the big screen as well, in movies like The Producers and War of the Worlds.

"I use the skills I learned at duCRET on a daily basis, especially color theory, drawing and perspective. I've even used the skills learned in anatomy and portrait painting," Chrissy says. "Without the fine art training that I received at duCRET, I would not have the cool job that I have today."

Ralph Attanasia
Since graduating duCRET in 2007, Ralph has quickly moved on in his career, became an instructor at duCRET, and has become a member of the team on Cake Boss that airs Monday nights on TLC. During the third season opener of Cake Boss, Ralph brought his sculpting talents to Carlo's Bakery about

(continued on next page)

Fall Semester starts August 30, 2010!
Check online @ www.ducet.edu or call 908-757-7171 for more info!

Screen shot of AT&T commercial.

The Palette

ISSUE NO. 10 • MARCH 2012

AN OCCASIONAL NEWSLETTER PUBLISHED BY THE duCRET SCHOOL OF ART WHEN THERE'S SOMETHING TO SAY IN THE ARTS!

duCRET SCHOOL of ART

1030 Central Ave., Plainfield, NJ
Phone: 908-757-7171 • Fax: 908-757-2626
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Quick Sketching WORKSHOP For Interior Decoration and Design

The duCRET 33rd Annual High School Student Art Show Outstanding artwork on display!

For 33 years, the duCRET School of Art has presented artwork in various mediums created by students from a number of statewide high schools. This year, boasting over 479 pieces ranging in oils, pastels, pen and ink, acrylics, watercolor, mixed media, charcoal and photography, the artwork was truly outstanding. The work submitted by the students showed a level of sophistication, detail and quality of execution that should make them, their teachers and their respective high school very proud. Throughout the evening many of the student artists, parents, high school art teachers and duCRET faculty mingled about, discussing the art. The evening

then came to a close with Frank Falotico, Director at duCRET, handing out 92 individual awards to students from 19 various high schools. A list of winners can be found on the reverse side.

Internationally acclaimed wildlife artist Leslie Delgyer to conduct pastel workshop

With great excitement, the duCRET School of Art is proud to offer a series of workshops over 3 consecutive Saturdays presented by renowned wildlife artist, Leslie Delgyer. A graduate of the duCRET School, Leslie is a pastel artist of international note who has dazzled both critics and collectors with her splendid wildlife portraits. Her art depicts many endangered species on the planet, including Bengal tigers and Polar bears.

The workshops will focus on the teaching and study of her techniques with pastels and demonstrations and registration is limited to 25 participants to ensure time for personal attention and critique. Workshops will be held on Saturdays April 14, 21 and 28, 2012 from 10am until 12pm with 12 - 12:30pm open for discussions. Cost

Looking for an Uplifting Art Education?

The duCRET School of Art offers outstanding art education at an affordable price! Our instructors are working professionals, so they're connected with the latest trends in the industry. Whether you're interested in a career in Graphic Design, Illustration or Fine Art or just want to expand on what you already know, then call 908-757-7171 or log on to ducet.edu for more information. Full-time or part-time enrollment.

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Ask about our Workshops & Open Studios!
Children's Programs

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Office Relocation Newsletter

33WOOD

ISSUE 1
9 | 21 | 2015

CC to bring headquarters staff together again under one roof

As announced in April by Division President Ken Lane, BASF has signed a long-term lease on new office space that will bring the entire CC headquarters staff now located at 25 Middlesex-Exsex Turnpike and at 101 Wood Ave. together again under one roof, while also providing room for continued growth.

BASF has leased 60,000-square-feet of Class A office space at 33 Wood Ave., which is located right around the corner from the company's Iselin Research Center and Annex building.

The process of planning and designing CC's new home is nearly complete, and buildout of the new space began on August 4. Plans call for three floors of work space (floors 2, 3 and 5) and a dedicated BASF entrance, reception area, innovation center and multipurpose room on the first floor of

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Creating chemistry – together

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- CC offices to occupy three floors 2
- Top employee questions: HVAC, parking, site egress 4
- Office design to mimic that used at BASF Corporation headquarters in Florham Park 6
- Buildout of space to be completed in December 8
- BASF seeking LEED status for new CC office 9

150 years

BASF
We create chemistry

Welcome to 33 Wood

Welcome to 33 Wood, a new e-newsletter that will play a key role in the communication program developed to inform CC headquarters employees about our new home, support us through the transition process, and help manage our expectations about what it will be like to work in our new office environment.

The objective is to support a seamless transition of CC team members from the Annex and 101 Wood Ave. to 33 Wood Ave. and help ensure strong business continuity.

The program will include a mix of other communications, including e-mails, Lunch & Learns, and employee engagement activities such as the carpet, fabric and office chair selections and the recently announced "Conference Room Naming" contest

(continued on page 7)

Other activities being planned include a collaborative artwork development project and a "Dare to Pare" document reduction contest in the weeks leading up to the move.

Lunch & Learns will include David Willison, BASF Real Estate Project Manager, NT/TR, and/or Kurt Krieg, Strategic Technology

(continued on page 7)

Creating chemistry – together

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150 years

BASF
We create chemistry

CC to occupy 3 floors of office space

CC's new headquarters office at 33 Wood Ave. will encompass the second, third and fifth floors of the building. In addition, BASF will have a dedicated lobby, innovation center, multipurpose room and three breakout rooms on the first floor.

According to Kurt Krieg, Strategic Technology Manager, Global Technology & Investments (GCTI), the objective of the CC office design is to locate business units and corporate staff functions where it makes sense.

Among the other challenges involved in creating the BASF workspace plan was the need to install a backup generator capable of supplying electricity to the Precious Metal Services (PMS) trading operation in the event of a power outage. Connecting the generator to the new CC offices involved trenching a significant portion of the first floor of the building.

By way of example, Krieg points to the fact that

Sample floorplan

Dedicated multipurpose room, breakout rooms and innovation center to be located on **first floor**

In addition to three floors of office space, BASF will have a significant presence on the first floor of 33 Wood Ave.

The BASF space on the ground level will include a lobby staffed by a receptionist, as well as an innovation center, multipurpose room, pre-function space and three breakout rooms. The entrance, lobby and innovation center will face the visitor's parking lot on the north side of the building, while the multipurpose room will face Wood Ave. and the breakout rooms will be located on the south side of the building.

The innovation center will be a smaller version of the display area located at BASF Corporation Headquarters in Florham Park, and will highlight some of the many ways that BASF and CC create chemistry for a sustainable future. Exhibits and display items will be rotated on an ongoing basis.

When it's used in its entirety, the multipurpose room will seat over 200 people for events like global employee webcasts and other large gatherings. The room can also be divided into two or three smaller rooms separated by movable partitions. All three spaces will be equipped with audiovisual technology.

Directly outside the multipurpose room will be a pre-function space that can be used for breaks and other activities. Adjacent to the pre-function space will be three breakout rooms – two of which will comfortably seat up to 10 people, while the third will seat 8.

Sample floorplans indicating features common to CC's new workspace will be shared at the first 33 Wood Ave. Lunch & Learn scheduled for September 29 (see bit.ly/33-Lunch). Once the office design is complete, finished floorplans with the locations of all business units and staff functions will be made available. "We're now working on version 26 of the floorplans, which I hope will be the final version," says Krieg.

Floorplans indicating the location of individual team members' workspace will also be shared once they are finalized.

Employees engaged in shaping new home

CC headquarters team members are playing an active role in determining the look and feel of their new home. Engagement activities held to date have resulted in a significant response.

So far, employees have helped select the accent carpet colors and fabrics that will be used on each floor and also had the opportunity to choose the office chairs they will be using in the new building. More than 200 colleagues weighed in on the carpet colors and fabrics (they chose the dark colors and patterned fabrics), and more than 150 team members selected the chairs they will be sitting in at 33 Wood Ave. (Generation chair: 84; Smart chair: 41; Bring my own chair: 17; and Freedom chair: 10). Employees who didn't make a selection will receive the Freedom chair.

Colleagues are currently involved in a contest to develop a theme for the 14 meeting spaces that will be located in the new building (see bit.ly/33-Wood). The winner will be announced in the next issue of 33 Wood.

Future engagement activities being planned include the collaborative development of a "signature" piece of artwork for display in our new office space and a "Dare to Pare" contest to reduce the amount of documents needing to be transferred – in both print and electronic format – as part of the move to our new headquarters.

FACTS:

CC's office space by the numbers

- Workstations: 248
- Private offices: 47
- Auditorium A: (seats up to 60)
- Auditorium B: (seats up to 14)
- Auditorium C: (seats up to 14)
- Large conference room (seats up to 20): 1
- Medium conference rooms (seats up to 10): 5
- Small conference rooms (seats up to 8): 8
- Huddle rooms (seats 4 to 6): 9
- Pods (seats 4 to 6): 5
- Phone rooms (1- to 2-person rooms used to make phone calls or work privately): 11

Office space design to promote collaboration, will mimic Florham Park with next generation enhancements

If you've visited BASF's Corporate Headquarters building in Florham Park, you already have a good idea of what CC's new offices at 33 Wood Ave. will look like – workstations located in an open, airy and light-filled space with a limited number of private offices situated on interior walls.

However, CC's office space will benefit from being a second generation installation of BASF's North America Office Workplace Standards. Among other modifications, workstations will be equipped with adjustable table tops, offering users the option to work sitting down or standing up. In addition, acoustical panels will be installed between workstations and there will be an increased use of other sound-absorbing materials. The new space will also have many more meeting rooms of varying sizes and types (see sidebar) for use by all team members.

The overall design is intended to increase collaboration and the movement of team members between different workspaces that align with the range of activities they engage in.

In addition, restrooms will be located within the office space on each floor. However, for security purposes entry to and exit from each floor from the elevator lobby will require an ID. Two stairwells will facilitate movement between floors and during exits in the event of a fire or other emergency. An ID badge will also be required to enter all BASF floors from both stairwells.

Together again under one roof

the building. Office space will be built to the same standard applied at the BASF Corporation headquarters building in Florham Park, along with some next generation enhancements (see related story on page 6).

Other tenants (see related story on page 10) began moving into 33 Wood Ave., which had been vacant and under renovation for the past year, on June 1. The eight-story, 137,400-square-foot building will also have an on-site cafeteria and fitness center.

BASF will be the anchor tenant at 33 Wood Ave., and the building will feature significant corporate branding both inside and out.

Plans call for CC headquarters staff employees currently located in the Annex and at 101 Wood Ave. to relocate to 33 Wood Ave. in the December 2015/January 2016 time period. Once the Annex is vacated, the plan is to convert the building into additional laboratory space for Heterogeneous Catalysts Research (HCR) in a phased approach over time.

The entire CC headquarters staff moved into the Annex in 2007 but quickly outgrew the building. In 2012, approximately 75 staff members were relocated to 101 Wood Ave.

Welcome to 33 Wood

Manager, Global Technology & Investments (GCTI/GI), who are responsible for the design of the new office and project management. As previously announced, the first Lunch & Learn has been scheduled for September 29 and Willison and Krieg will share sample floorplans and workspace designs, provide a construction status update, show construction progress photos, answer questions and host a pizza lunch (see bit.ly/33-Lunch).

CC team members moving to 33 Wood Ave. are encouraged to ask questions. Frequently asked questions – and answers – will be posted on a dedicated intranet site that will debut soon. The site will also include construction schedule updates, progress photos and other information.

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Survey sheds light on CCP/K customer needs

The results are in from a customer survey that Chemical Catalysts (CCP/K) conducted as part of its ongoing Customer Interaction Model (CIM) implementation project.

"We had terrific, well-balanced participation from customers across all of our businesses and regions," says Tom Keating, Regional Sales Manager – Americas, CCP/K, and project team leader for CIM implementation. "The results are quite exciting because they provide a view of the market that we have never seen before."

Key findings:

- CCP/K customers fall into three needs-based segments: Security Buyer, Lean Producer, and Performance Buyer. CCP/K will use this information as a basis for defining CIMS and developing targeted customer offerings.
- Price is not the most decisive factor in customer purchasing decisions.
- Providing warranties and reliable delivery are key requirements for business success.
- CCP/K can differentiate itself from competitors in a number of ways, including: technical support, supplier innovativeness, emergency supply, product quality, and the availability of commercially proven catalysts.
- One business model can be applied to all CCP/K customers. In other words, the same key buying factors are valid for users of oxidation/dehydrogenation catalysts, petrochemical catalysts, oleochemical catalysts, and specialty catalysts.



Heiko Urtel and Mauricio Grobys exchange reactions during one of the CIM workshops.

What is new?

"In the past, we operated from the standpoint of how we see the customer," explains Keating. "We looked at 'customer attractiveness' – a

measure that took into account our current position with a customer and its future potential. The more 'attractive' the customer, the more resources we would devote to them.



Andy Stotter captures suggestions offered by colleagues during a CIM group exercise.

more interested in trying new products (Performance Buyers) as opposed to those who prefer to stick with what they already know works for them (Lean Producers or Security Buyers). That kind of information lays out a roadmap for where CCP/K can focus its R&D efforts and new product introductions most effectively.

Next steps

"We are now more than halfway through our CIM implementation process, so we're making good progress," reports Michael Baier, Vice President, CCP/K. "The customer survey produced very valuable information. The findings of the project team now need to be validated with customers. Based on the results, an action plan to improve the quality of our service offerings needs to be developed, implemented into our organization and hard-wired into our IT systems. This will enable us to serve our customers even better and thereby support the growth of Chemical Catalysts."

Designed with the help of BASF's Business Excellence and Market Research groups and conducted by an independent, external organization, the CCP/K survey included individual interviews and online interactions with hundreds of customers. Results reflect input gathered during 232 interviews conducted with representatives from 148 companies.



The CIM workshop included breakout sessions during which teams of CCP colleagues addressed specific issues.

'Sales activity analysis' adds yet another dimension

Knowing whether you are spending the right amount of time – and the right kind of time – with the right customers is critical to serving them in the most efficient way and, ultimately, boosting profitability.

That is why, concurrent with the CIM implementation project, CCP/K is conducting a global "sales activity analysis," which looks at how customer service representatives, product managers and account managers currently spend their time.

"It is all part of our Sales Excellence initiative," says Mauricio Grobys, Regional Sales Manager, Europe, Middle East and Africa, CCP/K, a member of the CIM team who is also leading the sales activity analysis work stream. "We want to ensure that we are spending the right amount and kind of time with the right customers, reducing activities with less value, and increasing activities that provide more value to the customer."

For example, are we spending too much time in internal meetings rather than maximizing valuable sales active time with our customers? Do we sufficiently support future growth by developing new customers and new applications rather than spending time with transactional customers?

During a recent three-week period, CCP/K sales organization team members filled out time sheets, which were then collected and analyzed. Results have been distributed to the teams globally for validation and comment and were discussed at a recent workshop.

"Translating these findings into actions and measures to improve our efficiency will help us serve customers in a more structured, intentional way," adds Grobys. "Together with the customer survey, this information will guide us in better managing our time so we can deliver what is most important to the customer."



The Chemical Company

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Utgave 43 ■ 26 september 2013

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- Onderzoek werpt nieuw licht op de behoeften van klanten van CCP/K.....6
- CCP/K blijft ACE's scoren.....8
- G-CCB heeft een visie op groei en een bijpassende strategie.....10
- Het team in De Meern toont haar passie voor veiligheid.....14
- Noord-Amerikaanse workshop over Lean OpX werpt vruchten af.....16



The Chemical Company

Neues NMR-Spektrometer für tiefere Einblicke in Katalysatoren

S. Prasad, Research Chemist Analytics bei GCC/SA, ist einer von vielen Wissenschaftlern der Geschäftseinheit Katalysatorforschung (Catalysis Research, GCC) am Standort Iselin im US-Bundesstaat New Jersey, die sich auf ein neues Kernspinresonanz-Spektrometer (NMR-Spektrometer) mit einer Frequenz von 600 MHz freuen.

Das Interesse Prasads an dem Projekt hat auch einen persönlichen Grund. Prasad hat nämlich den Wirtschaftlichkeitsnachweis für das hochmoderne Gerät geführt, das zur Bestimmung der chemischen Struktur von Katalysatoren zum Einsatz kommt. Das neue Spektrometer, das bei GCC ein zehn Jahre altes Gerät mit 300 MHz ersetzt, ist im Katalysatorforschungszentrum Iselin aufgebaut und erprobt worden.

(Fortsetzung auf Seite 20)

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The Chemical Company

Nieuwe NMR-spectrometer geeft onderzoekers beter inzicht in katalysatoren

S. Prasad is een van de vele Catalysis Research (GCC)-wetenschappers in Iselin, New Jersey, die uitkijkt naar de komst van een nieuwe 600 MHz nucleaire magnetische resonantie (NMR)-spectrometer.

Prasad heeft een gevestigd belang in het project. Hij ontwikkelde de businesscase voor het state-of-the-art-instrument dat wordt gebruikt voor het analyseren van de chemische structuur van katalysatoren. De nieuwe spectrometer, die de 10 jaar oude 300 MHz-geenheid van GCC vervangt, is geïnstalleerd en getest in het Catalysis Research Center van Iselin.

(Vervolg op pagina 20)



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Più informazioni grazie al nuovo spettrometro NMR

S. Prasad è uno dei tanti scienziati di Catalysis Research (GCC) a Iselin (New Jersey) che attendono la messa in funzione di un nuovo spettrometro a risonanza magnetica nucleare (NMR) da 600 MHz.

Prasad è legittimamente interessato al progetto. Ha sviluppato un business case per questo strumento all'avanguardia, utilizzato per analizzare la struttura chimica dei catalizzatori. Il nuovo spettrometro, che ha sostituito l'unità da 300 MHz di GCC dopo 10 anni di funzionamento, è stato installato e testato presso il Catalysis Research Center di Iselin.

(continua a pagina 20)

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The Chemical Company

Información más detallada gracias al nuevo espectrómetro NMR


S. Prasad es uno de los muchos científicos de Catalysis Research (GCC) de Iselin (Nueva Jersey) que esperaba ansiosamente la incorporación de un nuevo espectrómetro de resonancia magnética nuclear (NMR) de 600 MHz.

Prasad tiene un interés personal en el proyecto. Él desarrolló el caso de negocio para adquirir este innovador instrumento, que se utiliza para analizar la estructura química de los catalizadores. El nuevo espectrómetro, que sustituye a una unidad de 300 MHz y 10 años de antigüedad de GCC, se ha instalado y probado en el Centro de Investigación de Catalysis de Iselin.

(continuación en la página 20)

Foto de la portada: Los científicos de GCC Joe Palamara (izda.) y S. Prasad

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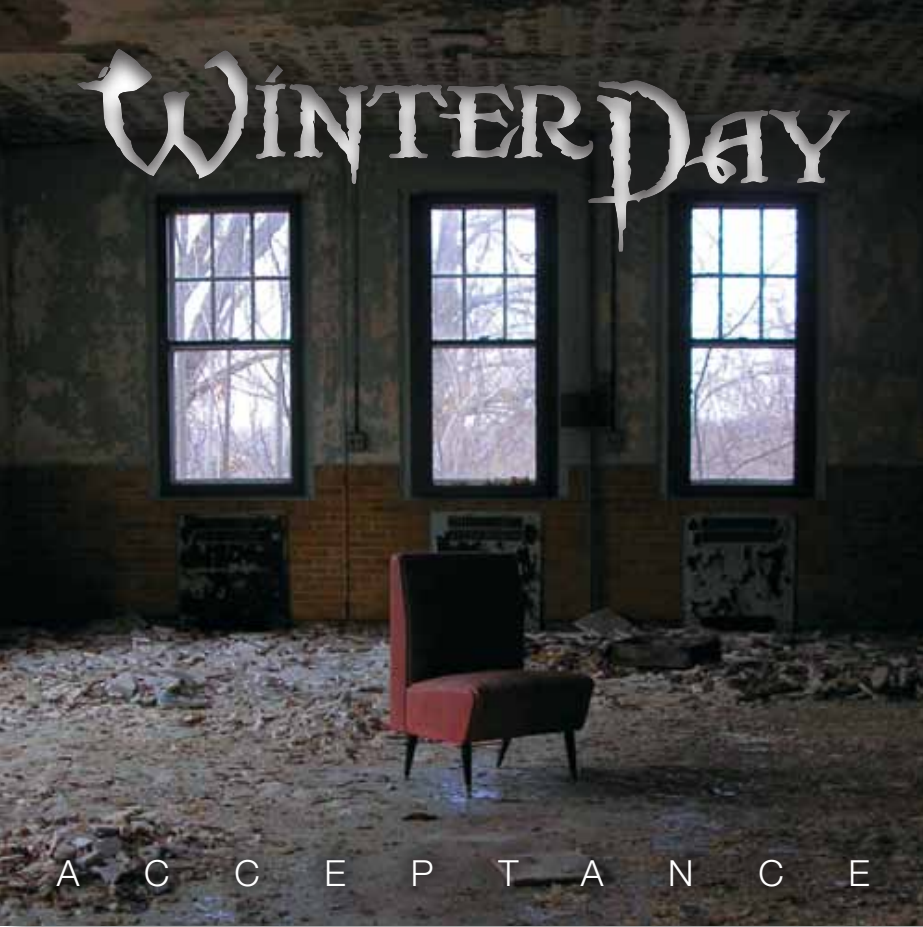


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Duane Kip Ben


1. The Way You Make Me Feel (3:54) 2. God (3:03)
3. Love Hurts (3:23) 4. Sometime Again (5:28)
5. When The Rain Comes (6:07) 6. Heart & Soul (3:41)
7. The Common Man (5:12) 8. Only The Young (4:21)
9. Let The Heartache Begin (4:36) 10. Medicine Man (4:01)
11. Pull Together (4:19) 12. Warzone (4:14)

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LipNaturals Lip Balm
Item #: 60000/75000 Full Stick (4.2g) (60 g / bowl) Min: 1
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Item #: 10625
Min: 1 container / 200 pcs
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Item #: 10028 Min: 144
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00053 Round Cover
00052 City-Flavor
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Reg. Price: \$21.99
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3.00 bag

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38¢ each

Adult Glitter Cover
Item #: 00066 Min: 144
7¢ each

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20¢ each

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Perfect Savor Latex Gloves
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BeeSure Green Latex Gloves
Item #: 21575-21578 Min: 8 Boxes
7.50 box

Perfect Touch Flavored Gloves
Item #: 21321-21364 Min: 40 Boxes
6.00 box

PF Latex w/Aloe & Vitamin E
Item #: 21561-21564 Min: 1 Box
8.95 box

Perfect Touch Natural Latex Gloves
Item #: 21601-21604 Min: 10 Boxes
6.20 box

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Finger Brush
Item #: 10479 Min: 144
Reg. Price: \$0.72
60¢ each

Brushing Buddies
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Reg. Price: \$0.45
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Candy Breeze Our Brushing Buddies are the perfect solution for kids or babies this month. The 32 full brush features a candy zone, for minty, our classic blue and beautiful mintness.
Minimum: 144
Item #: 30070
Only 40 ea

Jr. Getta-Grip
Check out this great 28 full tuft and teen's toothbrush with a comfortable rubber handle grip (look inside the box)
Minimum: 144
Item #: 30020
Only 33 ea

Grape Flavored Floss
Check out our new grape flavored Floss! This 15-yard waxed floss is perfect for school, home and the office.
Minimum: 144
Item #: 10416
Only 39 ea

Easy Grip
Available in 4 popular colors, this 36 full brush features a comfortable grip that is a real patient pleaser!
Minimum: 144
Item #: 20060
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Mini Blast Toothpaste
Available in convenient 1 oz. tubes, our delightful Mini Blast toothpaste is packed with toothy minty flavor! Perfect for giveaways at the office, bring to school, work and just about anywhere!
Minimum: 1 box
24 - 1 oz. tubes
Item #: 00165
Only 9.60 Box

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Our Non-latex, 3-ply face masks are pleated for proper coverage. Available in blue, green and a multi-color.
Minimum: 1 box / 50 per box
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104079 - Green
10411 - Multi-Colored
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The BASF Catalysts New Business Development Team is responsible for investigating new technologies and markets, leveraging BASF's expertise in catalysis, and identifying sustainable new business opportunities. The team is interested in your ideas.

To learn more about the new business development process, including specifics on what the team is looking for, visit catalysts.basf.net/catalysts/NewBusinessDevelopment.htm.

To date, 34 new business ideas have been received from employees, which are in advanced stages of consideration.

Ideas can bring about the next innovation for BASF Catalysts.

If your ideas to: CatalystIdeas@basf.com

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Terms and Conditions

1. Offer valid for all new sales of the Brother® GT-782 only where a purchaser attends a demonstration at the Bartlett, TN facility between October 1, 2009 and January 31, 2010. The demonstration is four hours.
2. Brother will reduce the price of the machine by \$1,000 automatically at the time of purchase. The street price may vary, but is estimated at \$54,995 for the GT-782, stand and starter kit only. Freight and installation are not included.
3. Customer can schedule an appointment for a demonstration through their sales representative or authorized reseller to be held in the Bartlett, TN facility.
4. Offer may not be combined with any other promotion.
5. Offer valid for one discount of \$1,000 on machine purchased during the promotional period.
6. Brother distributors, dealers, resellers and their employees and internal Brother orders are ineligible.
7. Offer void where prohibited by law.

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100 Somerset Corporate Blvd., Bridgewater, NJ 08807 Industrial Products Division: 1-800-432-3532, Fax: 1-973-667-1179
The PAS Store: 1-877-858-7179, Fax: 1-877-667-8882, Web site: www.thepas.com

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It's a prerequisite for getting things done. The brilliant idea of one person can't be implemented without the dogged efforts of many others.

Did you and some colleagues do something in 2006 or 2007 to reduce costs, increase productivity or help BASF Catalysts operate more efficiently? If so, you may be eligible to win a Compass Award. For additional information about the Compass Awards program, including nomination criteria, visit <http://catalysts.intra.basf.com/catalysts/CompassAwards>

Submit your Compass Award self-nomination sooner rather than later. The deadline for Group Vice Presidents and function heads to forward their nominations to the CC Leadership Team is December 21, 2007.

Compass Awards

And the winners are...

Twenty-seven project submissions and Environmental, Health & Safety (EHS) self-nominations from eight CO sites were forwarded to the CC Leadership Team for "Cultural Priorities Award" consideration. In the end, six project teams and seven sites were selected as the "best of the best" for 2016 when it comes to Excellence in Execution, Innovation Excellence and EHS Excellence.



Excellence in Execution – Operational Excellence
Styrene Task Force Team
■ Beachwood, Ohio
J.P. Chen
■ Siles, Ohio
Justin Quach
Noemi Trent
■ Ludwigshafen, Germany
Holger Borchert
Thomas Carlin
Jürgen Henschler
Christoph Mueller
Florina Patcas
Markus Schubert

Execute in Execution – Commercial Excellence
Win and Grow With Bosch Team
■ Hannover, Germany
Kirstin Kasper
■ Iselin, New Jersey
Mingming Yu
■ Shanghai, China
Wen Song
Weiyong Tang
Tina Wu
Kathy Zhang

Cinderford Site Team
■ Cinderford, United Kingdom
Mona Bagg
Burt Browning
Jane Cooke
Stephen Dawkins
David Foley
Paul James
Bob Smallwood
Christopher Turner

EHS Excellence
■ Cinderford, United Kingdom (COM)
■ Fremont, California (COM)
■ Ludwigshafen, Germany (COM)
■ Ludwigshafen, Germany (COM)

Excellence in Execution – Supply Chain Excellence
PQM Supply Chain & Trading Team
■ Iselin, New Jersey
Scott Monte
■ Rome, Italy
Chiara Strinati
■ Seneca, South Carolina
Anthony Black
Dorrie Hughes
■ Shanghai, China
Nancy Ren
Lachlan Urquhart
■ Union, New Jersey
Bibi Hall
Mike Koninski

Innovation Excellence
Volkswagen LNT Retrofit USA Team
■ Hannover, Germany
Hermann Eriluz
Gerd Grubert
Dirk Landsberg
Alex Ruzic
Michael Thiele
■ Nuremberg, Germany
Markus Buchholz

Reduced Cost Resid Technologies Team
■ Marietta, Georgia
David Cameron
■ Portman Park, New Jersey
Gaur Mehta
■ Iselin, New Jersey
Charles Koweshan
■ Ludwigshafen, Germany
Robert Meinen
■ Savannah, Georgia
Bennett Craft
John McCarty

■ Portland, Oregon (COM)
■ Shanghai, China (COM)
■ Vidalia, Louisiana (COM)

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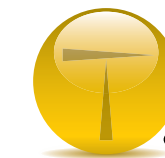
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Pharmacist instructions for a cash paying patient: Submit this claim to **Therapy First Plus**. A valid Other Coverage Code (e.g. 1) is required. The patient pay amount will be reduced by \$10.00 and reimbursement will be received from **Therapy First Plus**.

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**Last Year, the Roselle Borough Council
Voted in Favor of Financial Disaster.**



It Took a Lawsuit to Prevent It.
Let's Not Go Through That Again!

In 2017, the Roselle Borough Council -- including Sam Bishop, who is running for re-election as Fifth Ward Councilman, voted to spend at least \$59 million of taxpayer money on a project called the "Mind and Body Complex." The complex was a proposed recreation center, school, pool, gym and recording studio... and would have accelerated Roselle's trip to financial ruin.

It was projected to create an average property-tax increase in Roselle of \$500 per home.

A lawsuit from a Roselle resident prevented the complex from being built. But the willingness of the Council to be reckless with our money is alive and well.

Consider that the Council has been paying its Borough Clerk \$80,000 per year for the past six years to STAY HOME and NOT WORK rather than replace her.

Also, consider that the Council just allowed a 35-unit apartment building on Sheridan Ave. to be sold for \$9 million and agreed to transfer the \$15,000 per year property tax abatement in force. This \$15,000 abatement is for 27 MORE YEARS.

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