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Small Business Proves Resilient

"...a man, possessed of almost every virtue and accomplishment of a just and moderate way of thinking, and a generosity of principle."

~A visitor's description of General Hugh Mercer (1726-1777)

Local headlines in March of 2000 gave us the news that the Princeton Battlefield's 300-year-old Mercer Oak, named for Continental Army Brigadier General Hugh Mercer during the American Revolution, was devastated by a storm. Follow-up reports included a photo of an 8-foot sapling, grown from a Mercer Oak acorn, planted inside its stump to carry on its legend.

I mention this because as we salute small business in this edition of Mercer Business, there is no better metaphor for perseverance and resilience. Like our treasured oak tree, business in Central New Jersey has been growing slowly, steadily and more resiliently than many other areas of our country.

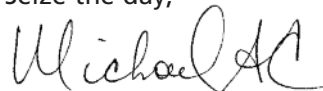
The ensuing pages give us an update on Small Business and Small Business Marketing in our historically rich region. For the more than one thousand business leaders who comprise our Mercer Regional Chamber of Commerce, I dedicate this issue to you. You have braved the battles of a lingering recession. You have also weathered a series of storms, both natural and economic. I may venture to say you have persevered because you have "a just and moderate way of thinking"—as well as the support and camaraderie of your fellow members.

With the Mercer Oak as our backdrop, I am honored to announce the recipients of this year's MRCC Hall of Fame Awards:

- **Citizen of the Year** – Anthony "Skip" Cimino, CEO, RWJ Hospital Hamilton
- **Distinguished Corporation of the Year** – Medical Diagnostics Laboratories, LLC
- **Outstanding Small Business of the Year** – The Mega Group
- **Community Impact Award** – Mercer Alliance to End Homelessness
- **"Ed Meara" Lifetime Contribution Award** – Alfred DeBlasio, Jr., President/CEO, General Sullivan Group, Inc.

The "generosity of principle" these Chamber members demonstrate is fueled by experience, hard work, service to community, dedication and faith. They have successfully harnessed the power of Advocacy, Relationship building and Economic growth...and serve as testament that when we nurture solid business connections, we A.R.E. unwavering. We look forward to honoring them. **Please save the date: Wednesday, April 18, 2012, at the Hyatt Regency-Princeton.**

Seize the day,



Michael A. Cano, Chairman



Email Michael Cano at chairman@mercerchamber.org

**MRCC...
"We ARE Your Business Connection."**