

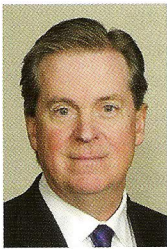
NEW JERSEY'S TOP THOUGHT LEADERS HAVE spent years fine-tuning their approaches to complex business challenges and opportunities. Here, for the first time, *COMMERCE* magazine has compiled a select grouping of their best practices. With these ideas, companies have successfully pursued profit, growth and new markets for their products and services.



7-Eleven, Inc.

By Joseph DePinto, President and CEO

We have a proprietary retail information system that our individual owner-operators use to assess what products in their stores are selling and how fast, and what products aren't selling and how slowly. The idea is to stock fast-moving items and to eliminate what is not selling. Our merchandising team offers our stores 20 to 40 new high-potential items per week to place on shelves and to make our retail space more profitable. This process is an important part of our success.



AlliedBarton Security Services

By Bill Whitmore, President and CEO

Hire veterans. Veterans generally enter the workforce with identifiable skills that can be transferred to the business world, and are often skilled in technical areas that have value to businesses and industries. And what they don't know, they are eager to learn—making them receptive and ready hires in work environments that value ongoing learning and training. Veterans represent diversity and collaborative teamwork in action having served with people from diverse economic, ethnic and geographic backgrounds. Even under stress, veterans have been trained to complete tasks and assignments in a timely manner.



Archer & Greiner P.C.

By Gianfranco A. Pietrafesa, Partner, Corporate Practice Group

Every business needs a buy-sell agreement to deal with an owner's death or disability. Otherwise, owners may find themselves in business with a co-owner's spouse or child, or worse, in litigation over the deceased or disabled owner's equity interest. An agreement deals with events triggering buy-sell obligations, valuation of the company, determination of purchase price, and the amount and timing of payments. It ensures that the owners stay in business with people of their own choosing, reduces the likelihood of litigation, and brings stability to the business and peace of mind to the owners.



Bayshore Recycling Corp.

By Valerie Montecalvo, President and CEO

We see the huge potential of biomass and carefully engineered biofuels—not just municipal solid waste. Our company recovers solid waste from heavy construction and reprocesses the materials for use in roads, construction and other applications. Our operations use enormous amounts of power, so we are always looking for greener ways to recycle. We installed nearly 10,000 solar panels on our 52-acre campus, with more in the works; a small wind turbine; and we're in the final stages of evaluating tidal energy. Our vision is to create a campus of businesses powered by 100 percent green energy.



Beattie Padovano, LLC

By Ira J. Kaltman, J.D., L.L.M. (Tax), Member

To transfer a family business to the next generation without paying taxes, consider a Charitable Remainder Unitrust, an irrevocable charitable trust established by an individual or for the benefit of one or more persons as well as for the benefit of one or more charities. Upon transferring an asset to the trust, the individual (Donor) and/or his spouse can receive a specific percentage (determined by the Donor) of the value of the principal of the trust determined each year (Unitrust Amount). At the end of the first year of the trust, the individual would receive a Unitrust Amount equaling the initial contribution multiplied by the fixed percentage.

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