



South Brunswick Economic Development Committee

Summer Edition

Dear South Brunswick Business Community,

I hope you are all enjoying the season as we approach mid-summer. As Chairman of the South Brunswick Economic Development Committee SBEDC, it is our goal each month, to provide businesses with an email that includes pertinent information, announcements, and resources for our businesses. This Summer Edition not only includes announcements and resources, but information for all of us as we head into the heart of summer.

Did you know there are multiple ways to see our updates? You can reach us on the South Brunswick home page, under the Community tab, look for EDC [Click Here For Details](#)

We can also be found on the Planning department left side menu. [Click Here for Details](#) or find us on Facebook. [Click Here For Details](#)

As a reminder, the SBEDC is here to assist our businesses. If you or another South Brunswick businesses could use the resources of the SBEDC, please reach out to us at info@southbrunswickEDC.com.

Our next email update will be in September. We value your relationship and hope you and your families are continuing to staying healthy and safe through the summer.

Regards,

Allison Clancy
Chairman
South Brunswick Economic Development Committee

Spotlight on Business

If you would like us to spotlight your business in an upcoming email, please send us an email at: info@southbrunswickedc.com.

News from the Township Administration

2021 Middlesex County Fair: Middlesex County is looking forward to welcoming their fairgoers back Monday August 2 – Sunday August 8, 2021. [Click here for more information](#)

NJEDA Announces Reopening of Pre-Registration for Phase 4 of the Small Business Emergency Assistance Grant. [Click here for more information](#)

Men's Annual Health Screening in September at Penn Medicine. [Click here for more information](#)

Social Services/Food Pantry Update

South Brunswick Social Services and the Food Pantry are open and available to assist residents in need! Donations are no longer being taken in the police station lobby, they can now be coordinated directly through Social Services. The Social Services staff continues to be an important resource to residents and businesses of South Brunswick as they work tirelessly to help anyone in need.

Please contact Jeanne Wert, Director of Social Services at twert@sbtnj.net

News From Fire Safety

Barbecue Safety

Some people grill all year round. For others summer is prime grilling season. Now is a good time to offer some grilling safety tips:

All grills:

- Open flame cooking devices should not be operated or stored on combustible balconies or decks.
- Open flame cooking devices should not be used within 5 feet of combustible construction.
- Read the manufacturer's owner's manual for care and maintenance and additional safety information.

Gas fired grills:

- Keep the lid open when igniting the grill.
- Do not leave your grill unattended while in operation.
- If you smell gas, turn off the gas and check for leaks.
- When finished grilling, close the cylinder valve and turn off the burner controls.
- Always store propane cylinders outside and in the upright position.

Charcoal grills:

- Never dispose of hot/warm charcoal in the garbage. Allow the coals to cool for a minimum of 24 hours. Check coals before disposing.

Contact: John J. Funcheon, Fire Marshal at: jfuncheo@sbtnj.net

South Brunswick PD Update

CRIME PREVENTION:

Today, I would like to start a conversation about the prevention of criminal acts. The topic of crime prevention in a commercial setting is a broad topic. In

many cases, it is an entire career. I am going to try to give you a few tips that will apply to all types of business, and which will, hopefully, get you thinking about some aspects of security which you may not have previously considered. We may not solve all our problems today, but if we put some time into actively considering how to prevent crimes, we may just do some good.

Crime prevention encompasses many different aspects of alleviating criminal activity. It involves the deterrence or reduction of crime.

There are 4 areas of crime prevention to consider: PREVENTION, PREPARATION, RESPONSE, and MITIGATION. This month, we will start with PREVENTION. I will follow up in the next few months on the topics of preparation, response, and mitigation.

People often find it difficult to set time aside to consider the prevention of criminal acts. It is hard to measure something which hasn't yet happened. Because of that, the price tag for prevention sometimes feels unwarranted. Imagine the first person to install a lock on their home. They may have thought, "No one has ever stolen anything from my home, so why should I spend the money for a lock?" But the first time someone breaks in, they find the cost of a lock would have been minimal compared with the monetary loss, not to mention the safety risk for anyone in the home at the time.

For that reason, however, we often don't think about prevention until after the fact, when it's too late. Our goal is to weigh a possible preventative measure with the need for that measure, and consider the potential harm to occur if the measure is not implemented. Not every building needs the highest level of security, but the more there is to lose, the more important it becomes to protect your assets.

Prevention begins with the concept of situational awareness. This is a term used to describe your active role in staying alert to your surroundings. When you're in a public space, keep your senses alert to people, vehicles, possible threats to your safety. This is not the time to be checking your phone or wearing headphones. Avoid distractions.

Next, consider conducting a building security survey. Think like a bad guy-what would you target and how would you do it? Be sure to consider these factors:

- Lighting - both interior and exterior
- Visibility - consider your window and door coverings. Do you want to prevent others from viewing that area, or is it preferable for others to see in case there is a crime in progress.
- Foliage - trees and shrubs near windows and entrances may allow a perpetrator to hide and target your building or employees
- Hot item shelves - where do you place easily removable, high value items?
- Cameras - their presence is a deterrent. Consider their placement for maximum utility

You may want to consider limiting ingress to your facility, including key control measures. Unless the area is designed to be fully accessible to the public, you should consider taking measures to properly secure it from those individuals who may seek to commit acts of theft or violence. Don't fall into the trap of thinking that people will not access areas they shouldn't be in just because of a sign or a closed door.

Alarm systems are often a deterrent, as long as it is clearly marked and set every time. An alarm that's not set is neither a deterrent, nor an effective response measure.

Finally, consider your hiring practices. You may want to engage the use of some degree of background checks and references. The level of background check conducted should correspond to the potential harm which may occur. This will help protect intellectual property, deter employee theft, and identify the danger signs of workplace violence.

Next month we will discuss the topic of PREPARATION.
Lieutenant Rickle may be contacted at erickle@sbtnj.net

Middlesex County Regional Chamber of Commerce

In addition, the South Brunswick EDC partners with the Middlesex County Regional Chamber of Commerce. See below for information and links to helpful resources from the MCRCC.

News At The Chamber - This Week's Career Opportunities: Featuring Provident Bank... [Click Here For Details](#)

Resources - Treasury, IRS Provides Guidance on Tax Relief for Deductions for Food or Beverages From Restaurants: The Treasury Department and the Internal Revenue Service issued Notice 2021-25 PDF providing guidance under the Taxpayer Certainty and Disaster Relief Act of 2020. The Act added a temporary exception to the 50% limit on the amount that businesses may deduct for food or beverages... [Click Here For Details](#)

Featured Career Opportunity - Europastry USA: Talent Acquisition Specialist... [Click Here For Details](#)

Virtual Program – You're Invited!: Business Resources and Loan Opportunities Webinar on *June 24, 2021*... [Click Here For Details](#)

(LNP) - Launched in 1992, the Largest Networking Party (LNP) was created to offer an exciting and relaxed networking opportunity to business partners of Central Jersey. In its 28th year, the Middlesex County Regional Chamber of Commerce is celebrating all that Middlesex County has to offer with a distinguished event that tops all others. **Join us on Monday, September 20th** for Central Jersey's premiere business & networking expo. Held at the Hyatt Regency in New Brunswick, hundreds of professionals swarm to the largest showcasing of Central Jersey businesses each year, making it the event to not miss. [Click Here For Details](#)

News At The Chamber - Member Monday: Enjoy Next Week's Complimentary Program!: Google Analytics 101: Understanding Reporting and Determining Actionable Insights...[Click Here For Details](#)

News - Did you receive a Paycheck Protection Program loan?: You may be eligible for loan forgiveness. Follow the four steps...[Click Here for Details](#)

Resources - Opens Today - NJEDA Small Business Emergency Assistance Loan Program (Phase 2): All applicants must pre-register to be eligible to apply. *Pre-registration opens today, July 20th, 2021, 9 AM*...[Click Here for Details](#)

Support A Local Business - The Buzz: Your guide to what's buzzing in the Hub City...[Click Here for Details](#)

Featured Career Opportunity - JANX: Operations Support Staff...[Click Here For Details](#)

Virtual Programs – Performance Selling - Executive Briefing: Selling Strategies in a Hybrid World, *Thursday, August 12, 9 AM...*[Click Here For Details](#)

Email List

As always, we are trying to grow our business database and network. If there is someone within your organization or another business that you feel would benefit from our emails, please feel free to provide us with his/her email and respond to info@southbrunswickedc.com.

Company Name | [Website](#)



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