



# THE EDUCATION EQUATION

Strategies for  
Retaining  
New Jersey's  
Future Workforce  
[#NJBIaworkforce](#)

MARCH 21, 2017

THE NATIONAL  
CONFERENCE CENTER,  
EAST WINDSOR

**NJBIA**  
New Jersey Business  
& Industry Association

**& SPEAKERS****8:00 AM Breakfast & Networking****8:45 AM Welcome**

**Michele N. Siekerka, Esq.** – President & CEO, NJBIA

**9:00 AM Morning Keynote****Millennials: New Demographic and Economic Normals**

**Dr. James W. Hughes**, Dean, Edward J. Bloustein School of Planning & Public Policy

**9:30 AM Panel 1****Creating a Brand for Higher Education in New Jersey**

*Moderator:* **John McGoldrick**, Chairman, Governor's Higher Education Council

- ▶ **Dr. David P. Haney**, President, Centenary University
- ▶ **Dr. Sue Henderson**, President, New Jersey City University
- ▶ **Dr. Ali A. Houshmand**, President, Rowan University
- ▶ **Dr. Matt K. Matsuda**, Academic Dean, Honors College, Rutgers University-New Brunswick
- ▶ **Dr. Jianping Wang**, President, Mercer County Community College

**10:30 AM Networking Break****10:45 AM Panel 2****Post-Secondary Skill Building for Successful Career Pathways**

*Moderator:* **Dr. Aaron Fichtner**, Acting Commissioner, NJ Department of Labor and Workforce Development

- ▶ **Bernie Corrigan**, President, IBEW Local 102
- ▶ **Scott Moffitt**, Superintendent, Morris County Vocational School District
- ▶ **Dr. Yves Salomon-Fernandez**, President, Cumberland County College
- ▶ **Dr. Eva Skuka**, Dean, Berkeley College School of Health Studies
- ▶ **Jennie Sparandara**, Vice President, Global Philanthropy, JPMorgan Chase & Co.

**11:45 AM Lunch****12:15 PM Panel 3****Where do Millennials Live, Work and Play?**

*Moderator:* **Ann Brady**, Executive Director, PlanSmart NJ

- ▶ **Michael Goldstein**, Principal, HHG Development Associates
- ▶ **Lee Holtzman**, Special Counsel, McCarter & English, LLP
- ▶ **Colin Newman**, Vice President, Public Policy and Community Affairs, Audible, Inc.
- ▶ **Brandon Russo**, Process Engineer, Amec Foster Wheeler
- ▶ **Daniela Velez**, Membership Recruitment Associate, NJBIA

**1:15 PM Afternoon Keynote****Ending the Millennial Exodus from New Jersey**

**Chuck Underwood**, Founder/Principal, the Generational Imperative, Inc.

**2:00 PM Extended Workshop****Tips and Tactics for Recruiting and Retaining Millennials**

This interactive session continues keynote speaker Chuck Underwood's introduction to Generational Workforce Strategies. The purpose is to send you out the door at 4 o'clock with specific, actionable tips, tactics, and guidelines to strengthen your success with the millennial generation and, by doing so, strengthen New Jersey's success in recruiting and retaining this unique generation as our students, employees, homeowners, taxpayers, and engaged, lifelong citizens.

## SPEAKERS &amp; PANELISTS

## ANN BRADY

**Executive Director, PlanSmart NJ**

Ann Brady has over 25 years of transportation and land use planning experience at the municipal, regional, and state level. Brady oversaw the development of PlanSmart NJ's ground-breaking report documenting the impacts of underutilized office parks and retail centers and providing recommendations for repurposing. As a project planner, Brady was responsible for the development of innovative planning tools to improve transportation in the Route 1 and Route 130 corridors, open-space planning for the Mercer County Green Links Project, and water resource protection in two watershed management projects.

Brady serves on the boards of the National Consortium for Creative Placemaking, Greater Mercer Transportation Management Association, and the Trenton Downtown Association. She received her B.A. in Sociology from Guilford College.

## BERNIE CORRIGAN

**President, IBEW Local 102**

Bernie Corrigan has been a member of the International Brotherhood of Electrical Workers (IBEW) Local 102 since 1990 and became its president in 2009. Corrigan also serves as the training director of the union's apprenticeship program and is a trustee on the organization's pension, surety, and welfare funds.

Corrigan holds a B.A. in Leadership and Administration from the National Labor College. He is currently pursuing his master's degree at Rutgers University School of Management and Labor Relations. Corrigan was appointed by Gov. Chris Christie in 2016 to serve on the state's Red Tape Review Commission. He is also active with Choose New Jersey and NJBIA.

## DR. AARON FICHTNER

**Acting Commissioner, Department of Labor and Workforce Development**

Aaron R. Fichtner is leading the department's efforts to implement the federal Workforce Innovation and Opportunity Act and develop a strategic vision for workforce talent development in New Jersey. He has focused the LWD's workforce investments on the needs of employers in the state's seven key industries and the creation of industry-focused Talent Networks that develop high-quality employer-driven partnerships across the state.

Under Fichtner's leadership, the department has expanded services to jobseekers

through partnerships with community colleges, libraries and community-based organizations and strengthened the connections between unemployment insurance and re-employment services. Fichtner chairs the workforce development panel of the National Governors Association and was appointed in 2016 to the Workforce Information Advisory Council, which is advising the U.S. Secretary of Labor and the Commissioner of the Bureau of Labor Statistics on the use of workforce and labor market information. Fichtner earned his doctorate in Planning and Public Policy from Rutgers University, a master's in City Planning from the Georgia Institute of Technology, and a B.A. in History from Vassar College.

## MICHAEL GOLDSTEIN

**Principal, HHG Development Associates**

Michael Goldstein founded HHG in 2006 in partnership with fellow Trenton Mill Hill residents David Henderson and John Hatch. Goldstein co-managed the award-winning Trenton Ferry project, a mix of condos and single-family homes in the Lamberton neighborhood of Trenton. He is currently handling financing and marketing for phase I of the Roebling Center project, a 138-unit loft development comprised of market rate and moderate-income units that is set to open in spring 2017. He is also marketing Phase II of the project, which includes the development of up to 170,000 square feet of office space.

Goldstein is an experienced hi-tech CEO/entrepreneur, who managed a series of venture-backed software companies during the 1990s including Voxware, a company he founded and took public in 1996. He is a former McKinsey & Company strategy consultant and served on the board of the Princeton Charter School during its first three years of operation. Goldstein is a graduate of Brown University and earned his MBA from Harvard.

## DR. DAVID P. HANEY

**President, Centenary University**

David P. Haney is the 13th president of Centenary University, where he actively promotes industry partnerships and the seamless transition from high school to community college to four-year colleges. He also is focused on partnerships with other higher education institutions, strategic innovation, and connections between liberal arts and career education.

Haney came to Centenary in July 2016 after serving as vice president for Academic Affairs at Emory & Henry College in Virginia. He has developed several initiatives serving workforce needs, including a School of Health Sciences in Marion,

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Virginia, and connections among K-12 education, four-year colleges, and community colleges in North Carolina. Haney holds an M.A. and Ph.D. from the University at Buffalo and a B.A. from Macalester College.

## DR. SUE HENDERSON

**President, New Jersey City University**

Sue Henderson is the 12th president of New Jersey City University and the first woman in the school's history to fill that position. At NJCU, Henderson has achieved tremendous results across a range of transformational initiatives—one of the most notable of which is the creation of the NJCU School of Business, located in Jersey City's Financial District. Under her leadership, NJCU has been at the forefront of meeting academic needs and hiring new faculty in high-demand areas of study: Nursing, Business, Counseling, Pre-Law, and STEM fields.

Prior to becoming NJCU president in 2012, Henderson was both the COO and the vice president for Institutional Advancement at Queens College of The City University of New York. Henderson earned a Ph.D. in Higher Education from the University of Georgia and bachelor's and master's degrees in Math Education from Georgia State University.

## LEE HOLTZMAN

**Special Counsel, McCarter & English, LLP**

Lee Holtzman is special counsel at McCarter & English and specializes in property tax appeals. He has experience in all aspects of property tax litigation, having represented industrial facilities, assisted-living facilities, hotels, commercial properties, self-storage facilities, apartment complexes, office buildings, golf courses and residential/co-op developments in commercial property tax disputes.

Holtzman is a member of the New Jersey Supreme Court Committee on Taxation and sits on the Board of Directors and Executive Committee of the Gateway Regional Chamber of Commerce. He has been recognized as a "Rising Star" by New Jersey Super Lawyers, the Thomson Reuters lawyer-rating service. Holtzman earned a B.A. from Montclair State University, and obtained his law degree from Syracuse University College of Law.

## DR. ALI A. HOUSHMAND

**President, Rowan University**

As the seventh president of Rowan University, Ali Houshmand leads the institution during an unprecedented time of opportunity and growth. Stepping into the position

in 2012 after having served as provost/senior vice president of Academic Affairs, CEO and interim president, Houshmand was at Rowan's helm when it opened Cooper Medical School of Rowan University in conjunction with Cooper University Health Care.

Houshmand's vision has led to great change, including Rowan receiving state research institution status, the university's integration of the School of Osteopathic Medicine (its second medical school) and a partnership with Rutgers-Camden to create a College of Health Sciences in Camden. During his tenure, Rowan has also increased enrollment by 7,000 students, invested nearly \$350 million in capital projects and added 51 new academic programs. Houshmand is committed to not raising tuition beyond the annual inflation rate and is partnering with community colleges to create new pathways for students to attain a four-year degree.

DR. JAMES W. HUGHES (*Keynote Speaker*)**Dean, Edward J. Bloustein School of Planning and Public Policy**

James W. Hughes is distinguished professor and dean of the Edward J. Bloustein School of Planning and Public Policy at Rutgers University. He is also the director of the Rutgers Regional Report, which has produced over 40 major economic, demographic, and real estate studies on New Jersey and the broader metropolitan region.

Hughes is a nationally recognized academic expert on demographics, housing, and regional economics. He has provided extensive budgetary and economic testimony before many New Jersey legislative committees, and numerous policy briefings both in Washington and Trenton on demographics, housing and the economy. He is author or co-author of 34 books and monographs and more than 150 articles. His books include: "New Jersey's Post Suburban Economy," "The Decline and Revitalization of Urban America," and "The Atlantic City Gamble." A U.S. Army veteran, Hughes is also contributing editor to the magazine, *American Demographics*. Among his recent awards are the Lifetime Achievement and Leadership in Planning Award (2017) from the New Jersey Chapter of the American Planning Association and the 2014 Distinguished Service Award of the New Jersey State League of Municipalities.

## DR. MATT K. MATSUDA

**Academic Dean, Honors College, Rutgers University-New Brunswick**

Matt Matsuda is academic dean/professor in residence at the Honors College, Rutgers University-New Brunswick. Matsuda led the committee to charter the Honors College as part of the university's strategic plan for attracting and

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retaining top academic talent, and has focused on interdisciplinary engagements with entrepreneurship and innovation, global issues, social impact plans, and professional development.

Matsuda works with the university's administrative council, foundation, undergraduate access programs, faculty advisory boards, and with school deans and faculty to support living-learning experiences that bridge the divide between traditional study and hands-on experiential learning. He did his doctoral work at UCLA and is an award-winning scholar and educator as a member of the Rutgers History Department since 1993. He is the author of three books, many articles and essays, and is the editor of an academic series.

## JOHN MCGOLDRICK

**Chairman, Governor's Higher Education Council**

John McGoldrick, is the chairman of the Governor's Higher Education Council, an advisory body to the governor that provides recommendations on statewide higher education initiatives. The council's 2015 report set the state's goal for having 65 percent of New Jersey adults attaining a higher education degree or certification by 2025.

McGoldrick is the retired chairman of Zimmer Holdings and special adviser to the International AIDS Vaccine Initiative (IAVI), a global nonprofit seeking a vaccine to prevent HIV/AIDS. Earlier in his career he was the executive vice president of Bristol-Myers Squibb, and for 26 years he was a director and board member of NJ Transit. He chaired AIA, the international consortium of UN agencies, private companies, and The World Bank to increase access to HIV treatments in the developing world, and was a leader in international efforts to reduce AIDS drug prices to accessible levels in Africa. McGoldrick is a graduate of Harvard and the Harvard Law School, and has taught and written on various subjects.

## SCOTT MOFFITT

**Superintendent, Morris County Vocational School District**

Scott Moffitt is Superintendent of the Morris County Vocational School District (MCVSD) in Denville and has been actively involved in the NJ Department of Education's initiative to improve students' readiness for the 21st century world of work. Under Moffitt's leadership as superintendent, the Morris County School of Technology has been named a National Blue Ribbon School for academic excellence and been recognized by both *Newsweek* and *U.S. News and World Report* magazines as a top-performing school.

Moffitt began his career with the NJ DOE and later served as the director of the Alexander Hamilton Charter School in Paterson before joining MCVSD in 2004, first as business administrator and later as an assistant superintendent. He became the superintendent in 2010. Moffitt earned his master's in Public Administration from New York University and his B.A. in Political Science from Rutgers University.

## BRANDON RUSSO

**Process Engineer, Amec Foster Wheeler**

New Jersey millennial Brandon Russo is a process engineer at Amec Foster Wheeler in Philadelphia, where he helps design pharmaceutical and biotech facilities. This includes preparing design calculations and using standard engineering methods to coordinate and interface with equipment suppliers. He also participates in design meetings with the clients to present various design documents.

Russo received his B.S. in Chemical Engineering from Rowan University in 2015. When he is not working, this Haddon Township resident enjoys the outdoors and is an avid snowboarder and hiker.

## DR. YVES SALOMON-FERNANDEZ

**President, Cumberland County College**

An ardent proponent of the community college mission, Yves Salomon-Fernandez sees Cumberland County College as a catalyst for propelling students and alumni from all walks of life to successful careers. She works with the community to ensure that recent high school graduates, non-traditional students, the middle class, the unemployed, and marginalized populations acquire the skills and knowledge to succeed.

Salomon-Fernandez earned her bachelor's degree from the University of Massachusetts Boston, her master's degree from the London School of Economics, and her Ph.D. from Boston College. In addition to English, she is also fluent in French, Haitian Creole, and Spanish. She is currently a blogger for Inside Higher Ed, a daily online publication based in Washington, D.C. focused on college and university topics.

## DR. EVA SKUKA

**Dean, School of Health Studies at Berkeley College**

Eva Skuka, M.D., Ph.D., was appointed dean, Berkeley College School of Health Studies, in September 2016. In this role, Skuka maintains academic standards for

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a range of instructional degrees and certifications, including the Health Sciences; Medical Assistant; Medical Insurance, Billing, and Coding; Patient Care Technician; Practical Nurse; Surgical Processing Technician; and Surgical Technology programs.

Skuka has taught Medical Assistant courses at Berkeley College since 2011. She is a member of the American Medical Association, Medical Group Management Association, American College of Medical Practice Executives, American Heart Association, National Institute of Healthcare Improvement, American Academy of Professional Coders, and American Medical Technologists. Skuka holds an M.D. from the University of Tirana School of Medicine in Tirana, Albania. She also holds a Ph.D. from Capella University in Minneapolis, as well as several medical licensures and certifications.

## JENNIE SPARANDARA

**Vice President, Global Philanthropy, JPMorgan Chase & Co**

Jennie Sparandara works to implement JPMorgan Chase's commitment to expanding economic inclusion in the Northeast through innovative programs, research and by leveraging the firm's vast resources and employees. Her investment portfolio focuses on workforce development, career-connected education and career pathways. Signature grants include the NYC Tech Talent Pipeline, a nationally recognized model for mobilizing employers to address talent gaps, and Career Network: Healthcare, a partnership between Phipps Neighborhoods, Montefiore Medical Center and Hostos Community College.

Sparandara earned her bachelor's degree from Barnard College at Columbia University and her master's degree in Public Policy from Georgetown University.

CHUCK UNDERWOOD *(Keynote Speaker)***Founder/Principal, the Generational Imperative, Inc.**

Chuck Underwood is one of the half-dozen people who pioneered and then popularized the field of generational study and, with it, generational business strategies. After nearly 30 years of research, many of his original principles are now a permanent part of this field.

Underwood is the founder/principal of the Ohio-based generational consulting firm The Generational Imperative, Inc. He consults and trains American business, government, education, religious and other institutions on generational marketplace and workforce strategies and pioneered training programs in generational leadership and generational behavioral healthcare. His more than 400 clients include: Hewlett-Packard; Procter & Gamble; Coca-Cola; Time Warner Cable; Macy's; State Farm; the U.S. military, and hundreds of others.

His 2016 book, "America's Generations in the Workplace, Marketplace and Living Room," is a comprehensive presentation of generational business and personal-life dynamics. He was also the host of the acclaimed PBS mini-series, "America's Generations with Chuck Underwood."

## DANIELA VELEZ

**Membership Recruitment Associate, NJBIA**

Venezuela native Daniela Velez is a New Jersey millennial who works as the bilingual membership recruiter for the NJBIA, where she is responsible for the overall development of the association's Latino business outreach. This also includes the English-Spanish translation of membership materials and representing the association to constituents.

Velez is also the founder and vice president of marketing and development for Innovated Lab Designs Inc. This women-owned STEM business has developed materials that allow students to take online physics and astronomy classes at Rowan College of Burlington County. Velez has earned associate degrees in both Engineering and Business Administration at Rowan College at Burlington County. When she is not working, Velez is training for competitive powerlifting competitions throughout the state.

## DR. JIANPING WANG

**President, Mercer County Community College**

Dr. Jianping Wang, the president of Mercer County Community College in West Windsor, is a veteran educator with 20 years of experience in community college administration. Wang is committed to ensuring student success, expanding innovative partnerships and promoting the mission of community colleges. Wang currently serves as the chair of the Blue Ribbon Commission of Mercer County Education Attainment, is on the National Community College Advisory Council for ETS, and on the boards of a variety of institutions and organizations including the MIDJersey Chamber of Commerce, Princeton Regional Chamber of Commerce, and the STEM Academy Advisory Board of Mercer County Vocational Technical School.

Wang received her master's degree from the Harvard Graduate School of Education in 1993, and her Ed.D. from Fielding Graduate University in Santa Barbara in 2007. Prior to becoming a college administrator in the U.S., she taught English at Chinese universities.

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