

NORTH JERSEY REGIONAL CHAMBER OF COMMERCE

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The Voice of North Jersey Business

Fall 2013



*Greg Copeland, President
and Samson*





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Publisher's Note



housed the New York City Opera's costumes and stage sets had a fire, Copeland invited the opera company to move their items into his space. That move launched a new business and Greg began adding new clients, adopting new technology and creating a business that met every type of document management and archival need a business could possibly want. When you visit Greg and Samson at FileBank, you will learn about the team's excellent customer service and their ability to meet your specific needs. Their staff is quick and nimble – just what you want when you need to find a document.

ARCHIVE PROTECTION

This feature story in this issue is about FileBank Inc., a document management and archive center, located in a pristine facility in Oakland, NJ. When Greg Copeland, President, designed his new building, he worked with architects to consider every possible hazard that could negatively impact clients' archives. Copeland went the extra distance to make sure both he and his clients could sleep every night knowing that neither snow nor rain nor heat nor gloom of night could touch their archived materials. The building can also withstand hurricanes, floods, fire and an assortment of other disasters.

Before the Oakland site, Copeland, a graphic artist, worked from warehouse space in Paterson. When he learned a building that

Also in this issue is a story about how companies can save money on energy costs while supporting a favorite non-profit. Be sure to read the story that explains the process of training employees of small to mid-size companies to think like successful big-wigs.

If you would like to showcase your business in this magazine, please contact me. Take a moment to explore our Professional Resource Directory and visit the magazine's dedicated website: www.businessmattersnj.com.

Naoma Welk, Publisher
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Yes, Samson is a Golden Retriever, but he can't retrieve your documents.

Luckily, FileBank can...
anytime you want.



By Naoma Welk



Ten years ago, digital copies served as backups for paper documents. Today, digital copies serve as primary documents and paper is now the backup. With everything going digital, does that mean off-site storage is a thing of the past? No! In addition to state and federal regulations, many businesses are still required to keep files for several years.

When imagining storage scenarios, we often think of stacked, collapsing and cryptically labeled cardboard boxes that are stuffed into closets, under desks or in a hallway. Not only are those stored boxes a nuisance to move and manage, but good luck finding that one specific document you need in those piles of boxes. And if you DO find it, chances are the document is yellowed or damp and is just barely readable.

Luckily for us, Greg Copeland, President of FileBank Inc. has developed a solution for businesses that need to store documents. FileBank is a state of the art, environmentally-controlled facility that uses the latest technology to serve its customers. They make their clients' lives easier by preserving their assets, eliminating worry about the safety of their stored documents or the inability to find a specific document when it is needed.

One thing you immediately notice on your tour of FileBank is that the office and storage facility are spotless. In fact, you could eat lunch right off the floor and the only thing you would worry about is leaving a crumb behind after your last bite! Copeland explains, "Organization is second nature to me. I am a visual person who likes to see everything in its place. When I see something out of place, I put it back." He adds with a smile, "Another contributing factor may be that I went to military school, where tidiness was a way of life."

FileBank offers three flagship programs designed to organize and digitize documents online: **Jump to Digital**®, **InstantAccess**® and **FileManagement**®.

Jump to Digital

Greg explains, "Our Jump to Digital program helps promote a clean desk. I know that having a clean desk changes the way we work. If it's hard to find something, we keep pushing around papers, which take time, energy and detracts from doing the work we want to do."

"Through Jump to Digital, we help organizations streamline their office operations, reduce costs and in the end, make their lives easier," explains Copeland. "We have seen this program increase our customers' office efficiency by 66%."

FileBank trains clients to scan documents that are stored in FileBank's electronic management service. Once it is stored in a virtual cabinet, clients can log into the cabinet from anywhere in the world. Greg adds, "Let's say I am looking for a stored file and I double click on that name. Not only do I find that document, but I find all related documents. Bankers, attorneys and auditors are especially impressed with this service because it delivers more than just the document being searched; it reveals important related documents they may have not thought about."

InstantAccess

InstantAccess involves both physical and digital storage of valuable documents. New Jersey's recently enacted Open Public Records Act (OPRA) requires public entities, government agencies and educational facilities to make documents available for ten years. Most entities, both public and private (banks, securities firms, schools and municipalities), have oversight that determines what documents (scanned and paper) they are required to keep.

FileBank manages their clients' OPRA documents by scanning files on demand and FileBank's software tracks and confirms when clients' OPRA records are no longer required. Once the archivist confirms that the client wishes to have their expired records destroyed, FileBank shreds the expired documents at their facility.

Copeland explains, “When we meet potential clients, we explore their needs and find out how we can help them. We may train them to scan documents at their own facility or we may scan documents for them at our offices. We prefer to work in our own environment because we manage documents through a central processing point, using precise protocols that allow for zero error.”

P-Cabinet

Let’s say you have stored a large amount of documents at FileBank, and you want to have access to your files. P-Cabinet enables clients to track their stored items by logging into their “physical cabinet” to see what they have in storage. In addition to documents, architectural plans and a host of other paper items, FileBank’s archived items include costumes from the Metropolitan Opera, models from the Met’s stage sets and the Muppets. When the Met wants to log out some of their costumes, they look into their P-Cabinet and select what they want. Greg says, “When they are ready to return their items to us, we can pick them up or accept delivery. Basically, it is like going up into your attic for something you need. When you are done, you put it back into the attic. The trick is to know what is really in your attic,” smiles Copeland.



FileManagement

This program features different levels of service and pairs FileBank’s in-house archivist with clients to help them manage their files, create retention schedules, comply with state and federal regulations and also comply with Records Management Systems.

The most basic program is boxed storage of records that clients may need to get their hands on within a year or two. Greg notes, “We index the contents for easy retrieval and in addition to boxed storage, we scan the documents, giving clients two types of copies – digital and paper. The client can access the digital copies from anywhere in the world. This is the least expensive type of file management.”

Where Documents Go to Die

Archiving and tracking files is not just about storage; it’s about knowing when to dispose of expired documents. FileBank tracks clients’ files and lets them know when their files are ready for disposal. The client has the option of shredding their own files or FileBank can shred them at their facility.

Greg explains, “We shred expired documents in a designated truck that we park away from our building. During shredding, the metal teeth

get hot, paper dust floats around and before you know it, you have a combustible situation.” Copeland wanted to be sure his clients’ stored items were not at risk of fire.



Building Safety into Storage

In 1983, Copeland was an artist with offices in Paterson. When a fire destroyed the New York City Opera’s storage facility (also in Paterson), Greg offered them storage space in his building. That first client launched his new business.

In the late 1990s, Copeland began searching for property where he could build a secure facility. In 2004, after a five-year search, FileBank opened their new facility in Oakland. He notes, “My goal was to provide clients with safe, secure storage. I never envisioned Hurricane Sandy, but when I was reviewing the blueprints, I noticed that the building could withstand winds up to 85mph. I didn’t think that was enough. The architects said, “Don’t be silly – winds are never really that strong.” Copeland insisted and after a \$53,000 redesign, the building can stand up to wind speeds of 125mph.

FileBank is the first building in Bergen County with an underground rainwater collection system. That cost another \$650,000 but when Hurricane Sandy blew through, Copeland slept very soundly knowing that his clients were not at risk for flooding. He says, “We wanted FileBank to have everything our clients could want.”

To best serve all his clients’ schedules, FileBank opens at 6:00 am and closes at 7:00 pm, making it possible for clients to reach them from any time zone. Today, more than 200 schools and municipalities make up their largest categories of clients.

FileBank

- 🐾 has an inventory of 285,901 boxes and 814,900 files
- 🐾 is an archive facility that is four stories tall and has 610,000 cubic feet of space
- 🐾 has a data center with 145 users and more than 400 clients;
- 🐾 has twenty-five percent of clients who have been with FileBank for at least ten years.



with **Greg Copeland**



How did you gain access to the performing arts?

New York City Opera was our first client and they were very happy. Subsequently, Joseph Papp Public Theater joined us and after working on the Metropolitan Opera for a year, they have been our client for twenty years. We also store items for Leonard Bernstein and Queen Latifa. Initially, the Muppets turned us down but a year later, they reconsidered and have lived here ever since.

What is most challenging?

TWO THINGS: First, I am responsible for twenty-two families who depend on FileBank for their livelihoods and I want to provide them with a good company, a good boss and a good working environment. To make that happen, I have to be good to my clients so everything works together.

Second, we have to keep up with the changing technology environment to deliver best practices to our clients. We fight to achieve zero error – in our systems and our technology.

Do you think we will ever have a paperless society?

No. That is because we will always have historic documents such as the Constitution, Bill of Rights, photographs and autographs that we need to preserve. There will always be artifacts that are recorded and need to be kept.

Up Close and Personal

I have been married for 47 years and we have two children and five grandchildren...and of course, our Golden Retriever, Samson. I am 75 and I don't plan to retire but my long term goal is to ensure that FileBank is around long after I'm gone. I hope employees will say they made a good decision to work for FileBank.



I have always had a passion for cars. In 1988 I bought a Porche Turbo for \$37,500. Once it was paid off, I decided to trade it in for another car. It was in mint condition and I felt the trade-in value was too low. So, I kept it and bought another Porche Turbo. When that was paid off, I kept it and then bought a Ferrari. I enjoy taking good care of my cars and am pleased to say that each one of my cars has won the Concours d'Elegance award. I treat my cars like I treat my clients: they are all well-cared for.

If you would like to be on the receiving end of Greg Copeland and FileBank's excellent care, contact FileBank at **973-279-4411** or email Greg at gcopeland@filebankinc.com.

Would You Like To Be **DONALD TRUMP?**

Operating Principals LLC (OP) is a local management consulting firm looking for volunteers to test a new method for improving communications and management flexibility. OP is an organizational development consulting firm that uses simple methods to help organizations be more productive and innovative.



Dwight Ueda and Karen Phelan, founders and principals, have recently developed a "game" designed to help companies improve communications, teamwork and feedback. **They are seeking managers and teams to try its approach for free.**



Improved Communication Skills

Dwight says, "Ideal candidates are those who feel awkward in giving feedback to others, those who withhold what they want to

say—even when it's important—for fear it may be taken the wrong way and those who think that their team's performance could benefit from better communications and feedback."

The game consists of a set of cards that describe the goals, drivers, and behaviors of famous leaders. The cards are used to momentarily assume the perspective of that leader in order gain a different viewpoint and to de-personalize feedback.

Oprah Winfrey Meets Warren Buffet

Karen explains, "For instance, when a manager needs to deliver feedback to an employee, he can choose a card that represents her point of view. Let's say she selects Oprah Winfrey. When they meet, they brainstorm the kind of feedback that Oprah would give in that situation. In turn, the employee chooses a card (perhaps Warren Buffet) to represent him/her and again they brainstorm the feedback from that perspective."

People are more likely to take actions that are fun and natural, rather than those that are uncomfortable and difficult. We have created a platform to illicit creative, engaging, and simple solutions to organizations' toughest problems.

Dwight adds, "This method solves the problem that very few people are comfortable giving negative feedback, so they avoid it." Another problem is that feedback often falls on deaf ears because the coach and "coach-ee" have different perspectives. Using the card game, both participants provide feedback together in the persona of the leader on the card. This depersonalizes the situation, opens up new perspectives, and defuses the "you versus me" conflict.

Team Development

Another application of the card game is team development. The persona cards help teams take on new perspectives and exhibit behaviors that wouldn't normally be present in the team. For example you would assign someone the role of Jack Welch, or for better quality, Steve Jobs. The cards can also be used to provide feedback about the team meetings in a non-confrontational and fun way. At the end of the meetings, members can randomly choose cards and give feedback using that perspective.

Seeking Volunteers Who Want to Act Like Leaders

Since this approach is unlike anything on the market, OP is seeking companies that are willing to try this method for free, in return for data collection and feedback in order to hone the game and for future use as a case study. Dwight and Karen would like to pilot-test the game with a project team or small department and have the ability to gauge its impact on one-on-one feedback situations as well as team performance.

Operating Principal's philosophy is that people are more likely to take actions that are fun and natural rather than those that are uncomfortable and arduous. As a result, they strive for creative, engaging, and simple solutions for organizations' toughest problems. The company believes that using the cards will significantly improve communications and provide the participants with greater perspective, empathy and flexibility.

To volunteer, contact Operating Principals using the form in <http://operatingprincipals.com/contact.php>. Due to anticipated interest in this free offer, Operating Principals would greatly appreciate your providing the following information in your email: who you are, your contact information and the reason for your interest. Operating Principals looks forward to working with you, Mr. Trump!

Karen Phelan is the author of *I'm Sorry I Broke Your Company: When Management Consultants Are the Problem, Not the Solution*, published by Berrell-Koehler Publishers. Available everywhere, including Amazon.com.

continued on page 6



Lesson: If you do something, do it big.

Goals: Gain power and fame; elevate visibility and personal brand; win.

Governing Principle: Generate excitement.

Questions:

1. How can you make a big splash?
2. How does this impact you personally and help your brand?
3. How do you grab the spotlight?
4. How do you become identified with a particular success?
5. How do you expand opportunities to make them bigger and better?

Traits: Energetic, flashy, direct, brash, ambitious, egotistical, shameless, aggressive, competitive, opinionated, nosy, controlling

Behaviors:

Seek big opportunities – Use trade groups, thought leaders for ideas. Research ideas thoroughly for aptness. Take big risks for big gains.

Manage risk – Understand all the risks associated with important actions you take. Do your research and evaluate your organization's strengths and weaknesses. Take actions to minimize weaknesses. Keep subordinates on a short leash.

Go all in – Commit fully to big opportunities. Remain confident and patient even if events don't unfold as planned. Instead re-check your assumptions. Make course corrections and refinements as necessary while showing conviction.

Focus on the present – When confronted with failures, focus on the next opportunity. Do not make up for past mistakes, just learn from them and focus on the present.

Toot your own horn – Let everyone know what you can do and your accomplishments. Always focus on the positives of your work and your abilities. Volunteer for opportunities that elevate your visibility.

Be direct – Be urgent in your dealings with people. Get all the answers you need. If you remain uncertain, ask follow-up questions, even if it sounds like an interrogation. Be very candid and direct—do not mince words.

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OPRAH WINFREY

Lesson: Use empathy and self-revelation to create rapport and inspire others to be their better selves.

Goals: Attain personal fulfillment; spread compassion and understanding; help others lead a better life.

Governing Principle: We can overcome life's setbacks.

Questions:

1. What are the underlying feelings and emotions that might be driving behaviors?
2. How can you and your group resolve conflicts and develop more understanding?
3. Will this help people learn and discover?
4. How does this make the world a better place?
5. How can you nurture the talent in your team?

Traits: Empathetic, emotional, spiritual, confessional, ambitious, nurturing, collaborative, passionate, self-revelatory, compassionate.

Behaviors:

Master rapport-building techniques – Be cognizant of the body language, speech patterns, and types of words used by others and try to match them. Perfect your listening skills.

Build empathy – When listening or conversing with others, put yourself in their shoes as you both listen and speak. Imagine what they are feeling and what you think they need to hear before you speak.

Be self-revealing – Lead a conversation by talking about your feelings, insecurities, hopes and wishes. Use “I feel” statements to open up dialogue, like “I feel like you don’t agree with this. What do you really think?”

Ask the hard questions – Do what it takes to get at internal beliefs and conflicts that are holding people back. Surface conflicts so that they can be addressed.

Find the greater context for your work to inspire others – Refer to how your work contributes to the company as a whole and to the value you are creating for others.

Be nurturing – Help develop others with care and concern. Take on apprentices to learn your job and coach them to achieve independence.

Be positive – View setbacks as challenges to be overcome.

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WARREN BUFFETT

Lesson: Maximize future rewards by leveraging assets and mitigating risks.

Goals: Maximize the value of resources; sacrifice present rewards for larger future gains; manage risks.

Governing Principle: Gather “claim checks” in the form of wealth, reputation, and relationships to further good causes.

Questions:

1. What is the future value of this investment?
2. Are you getting maximum use out of your assets?
3. How will this affect your reputation?
4. What is the worst thing that can happen and how do you plan for that?
5. How do you put emotions aside and act rationally?

Traits: Folksy, down-to-earth, talkative, analytical, friendly, voracious reader, humble, self-deprecating, loyal, easy-going, honest, trustworthy, community oriented.

Behaviors:

Leverage your assets – Understand your assets and how to use them to maximum effect. Be extremely frugal, focusing on using assets to accumulate more wealth.

Understand the risks – Calculate the probabilities of different scenarios occurring, using them to establish a future value that you will weigh against a present value. Have plans to mitigate risks and have a plan B in event of the worst case.

Concentrate on what you know – Don’t get involved in anything you don’t fully understand. Read everything you can about your topic. Be up to date on all the news.

Use analysis to make decisions – Be unemotional about business decisions and don’t be afraid to be a contrarian. Make sure you have the complete history of the situation. Invest when others are divesting and vice versa.

Ensure your reputation is solid – Be honest and don’t spin anything. Imagine all your conversations are taped. Use your reputation to gain support for causes.

Build a strong organization – Spend time finding the right person for the job. Have extremely high expectations of your subordinates and then delegate. Be forgiving of well-intended mistakes but demand intelligence, good judgment, and ethical behavior.

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Meet our New Members

We are pleased to announce that 36 companies have recently joined the North Jersey Regional Chamber of Commerce. The Chamber's growth reflects new programs and services that have been designed to meet members' needs. Please join us as we welcome our newest members and we hope that you will patronize them whenever possible.

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Natasha Householder is managing partner and coach with Hamilton Growth Partners. She provides business owners, entrepreneurs and executives tailored solutions to increase profitability and performance.

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Foundation Grant Donation Funds Commercial Ovens for Camden's Cathedral Kitchen

Recently, Columbia Bank, through their Columbia Bank Foundation, recently presented a \$25,000 grant to the Cathedral Kitchen. The grant was used to purchase much-needed commercial ovens to expand their food preparation capabilities. Located at 1514 Federal Street in Camden, Cathedral Kitchen serves over 200,000 meals each year.

L-R: Alexandra Wills, Cathedral Kitchen; Mark Schott, Columbia Bank; Jonathan Jermigan, Cathedral Kitchen; Karen Talarico, Cathedral Kitchen and Delores McGuire, Columbia Bank.



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Donation Amounts

Typically, quarterly donations range from \$250 to \$500 and each company selects any IRS 501(c)3 non-profit organization they wish to support. In addition to quarterly payments, Energy Giving USA makes an additional donation upon renewal of the energy supply contract.

Energy Giving USA provides a free consultation on how to reduce your company's energy costs. It's a win-win for both the company and your favorite non-profit organization. To learn more about Energy Giving USA visit www.energygivingusa.com and/or contact Mr. Thomas D'Angelo at tomd@energygivingusa.com or by phone at 201-919-4012.

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PAT DAVIS: The FACE of NJRCC

In March 2003 Pat Davis joined the North Jersey Regional Chamber of Commerce as an Administrative Assistant. Hers is likely the first voice you hear when you call. Over the past ten years, Pat's scope of responsibilities has evolved: in addition to serving as the "face" of the Chamber, Pat manages the bookkeeping functions and works at every major event. "However," says Pat, "my primary responsibility is still to provide an array of services to both members and staff."

Pat adds, "I have seen a great number of changes in the Chamber since I began working here but one thing that remains constant is that Brian, Sean and I are dedicated to serving all of our businesses, regardless of the type or size." Within the last year, the Chamber has expanded its programs so that there is something for everyone, including free educational seminars and fantastic Meet & Greets. She adds, "This is an exciting time for all of us at NJRCC!"

Before NJRCC

Before she joined the Chamber, Pat spent 27 years at Summit Bank. She began as a teller with United Jersey Bank and retired as Operations Officer with Summit Bank. Although she retired from the bank, Pat wasn't ready to retire from business. She laughs, "I accepted the position at the Chamber thinking that I could keep busy for a few years!"

At Home

Pat has two married daughters and two grandsons who are 14 and 5. "They keep me on my toes," smiles Pat, who is always ready for a trip to Disney. She also enjoys playing cards and vacationing 'down the shore' with her friends for an "all girls' week."



NJRCC Mission Statement

The North Jersey Regional Chamber of Commerce promotes business and economic development in the region and provides support services, training, legislative advocacy and networking opportunities for members to stimulate growth and profitability.

TECH TIPS



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Software refers to the programs that make your computer run and perform tasks for you. This includes products like MS Excel, MS Access, Intuit QuickBooks, etc.

Are you using the right product for your needs?

Do you need to perform extensive calculations or reformatting of information even after running your programs?

If this is the case there are some things you should review that may help you streamline your work efforts.

Many software products are designed generically to accommodate many industries and applications. The fact is that no two businesses are exactly alike and businesses have their own ways of managing and tracking information to meet specific needs for their products, services, and clients. In these situations, some customization of the software products can greatly enhance the use of these products. Some of these customizations can be very simple while others can be complex, requiring professional consulting assistance. In most cases the results of improved productivity, improved accuracy and cost savings more than justify the customization the time and effort.

One of the most common and simple customizations is the addition of your company logo to products such as MS Word or MS Excel. A logo enables you to create documents embedded with your company logo which are ready to print or e-mail.

An example of a much more complex customization comes from one of our clients who uses worksheets for product tracking and quality information. Although this tool met their basic needs, it left much

to be desired in terms of reporting and product data analysis. They began working with a consultant and built a database using MS Access that enabled them to very quickly find information and generate a series of reports to effectively track and manage their products. The result of this effort was a work process that greatly reduced the required man hours and provided more thorough reporting to their customers.

Each business situation is unique there is not one software solution or approach that addresses inefficiencies in everyone's work flow. It is often best to discuss concerns and possible productivity improvement opportunities with a professional consultant.



Business Resource Group



The new Business Resource Group (BRG) is designed to help small business owners and managers by providing them with useful knowledge and opportunities for relationship building and marketing. Applicants must be Chamber members in order to join BRG. Typically, meetings are held at the Chamber offices; however, FileBank hosted a meeting and gave us a tour of their archival facility.

For more information, phone Bob Masiello at **201.568.2146** or email him at **bob@mainlymeetingstravel.com**.

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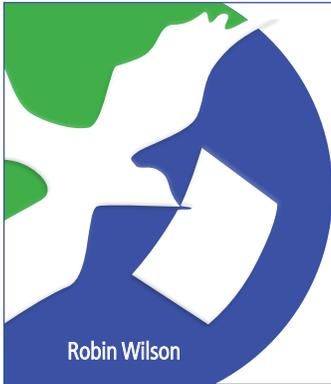
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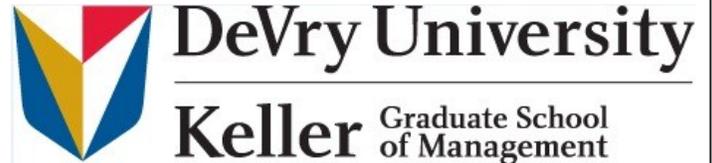
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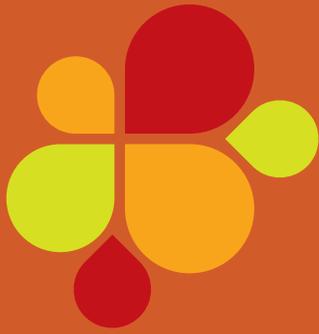
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