

## MEMBER SPOTLIGHT: UNITED WAY

### LEADING INNOVATIVE EFFORTS TO COMBAT POVERTY: THE UNITED WAY OF HUDSON COUNTY

**O**n May 14th the Chamber partners with the United Way of Hudson County to present **WE ARE HUDSON – THE LIVE UNITED BENEFIT**. We sat down with Benjamin Dineen, Director of Resource Development & Marketing, to learn more about the United Way's Ten Year Plan to End Homelessness and their numerous efforts to assist the under-served of Hudson County.

**Q:** What is the mission of the United Way of Hudson County?

**A:** We mobilize resources in local government and the corporate sector to affect positive, long-term change in the lives of homeless and impoverished men, women and children. In 2011, our 75th year of service, the United Way:

- Kept 400 families from becoming homeless by providing social services and financial resources
- Provided permanent supportive housing to 30 disabled and chronically homeless individuals
- Distributed over 100,000 pounds of food to fill the shelves of food pantries across the state of NJ and allow programs to serve thousands of hot meals
- Provided academically challenging after school programming to over 100 students
- Distributed over 21,000 backpacks filled with essential

supplies to low-income students through our annual "BackPack to School Drive"

**Q:** What other programs enable the United Way to assist the under-served?

**A:** We're also very proud of a program we launched in 2010 to help low-income families prepare their tax returns at no cost. This tax season the United Way became the largest provider of volunteer income tax assistance in the County. And while our programs touch mostly very low- and low-income families, we also help our neighbors through our statewide "211" non-emergency service referral line.



UWHC and their partner Goya lead the distribution of 100,000 pounds of food to local pantries.

[Click here to read more!](#)

## UPCOMING EVENTS

### Tuesday, May 8:

Lobbying 101: Understanding Trenton & Issue Advocacy

8:30 AM – 10:00 AM

Saint Peter's College in Jersey City  
Roy Irving Theatre, Dinneen Hall

### Thursday, May 10:

Young Professionals Networking Event  
GET BRANDED: Learn How to Market Yourself & Your Business

Phoenix University in Jersey City  
100 Town Square Place, 5th Floor

### Monday, May 14:

**WE ARE HUDSON – THE LIVE UNITED BENEFIT**

Support the United Way of Hudson County and the Chamber!

10:00 AM Registration Start Time  
Roxiticus Golf Club, Mendham, NJ  
2012 Honorees: Joanne Bruno of NJCU and Jean Quinn of The Provident Bank

### Wednesday, May 23:

Hudson County ELC  
(Employer Legislative Committee)

12:00 PM

Rita & Joe's, Jersey City, NJ

Speaker: Former Assemblywoman Joan Quigley

### Thursday, May 31:

**Mark your calendars!**

May Business Networking Event  
North Hudson Higher Education Center  
Hudson County Chamber of Commerce  
4800 Kennedy Blvd, Union City  
6:00 PM - 8:00 PM

## GOVERNMENT AFFAIRS

### HEALTHCARE EXCHANGE LEGISLATION PASSES

In March, the NJ Legislature approved the creation of a State health insurance exchange, a mechanism for organizing the marketplace. Consumers and small business owners would be able to shop plans based on options, price, benefits, services and quality. The bill, (A2171/S1319), calls for a paid executive director and volunteer board of seven to oversee the exchange. It now awaits the Governor's approval.

The Chamber does not have a position but encourages members to learn more about it. Currently there are approximately 800,000 New Jerseyans without healthcare coverage. The Affordable Care Act, currently under consideration by the Supreme Court, mandates state health exchanges. The Supreme Court decision will be announced July 1. Learn more about the NJ bills:

- NJBIA: [What will federal healthcare reform mean for your business?](#)
- The Star Ledger: [Obamacare health-insurance exchanges are set up to fail](#)
- The Star Ledger: [NJ moves one step closer to creating a 'health exchange'](#)

## QUESTION OF THE MONTH

Which of the following topics would you like to see covered at a future Chamber event and/or publications?

- More on the art of networking
- Resources for small businesses
- Building a base of support for non-profits
- A seminar on marketing and social media
- Other (send us your own ideas)

Please email [info@hudsonchamber.org](mailto:info@hudsonchamber.org) with your response.  
We value your feedback!

## MEMBER PROMOTIONS

- European Wax Center Announces Mid-Year Wax Pass Promotion.
- Life Share. Life Saved. Jersey City Community Blood Drive is Tuesday, May 8.
- FabulouCity AllStars Gymnastics Grand Opening is Saturday, May 12.
- Honor Guard Security – a top ranked security provider – is offering a free site assessment.

[Click here to view all of our Members' May Promotions.](#)