

# Chamber business awards spotlight Morris' best

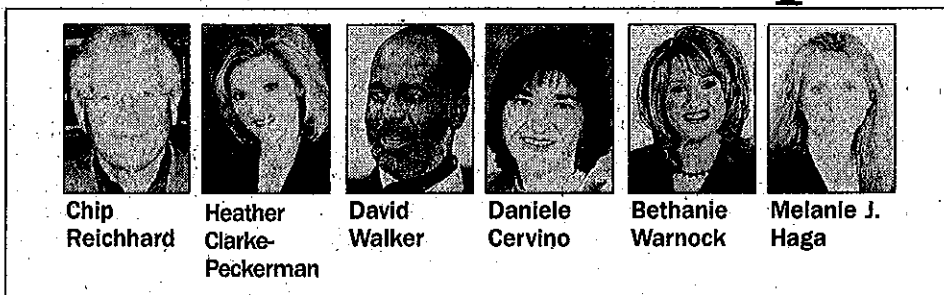
Annual ceremony scheduled for Friday in Florham Park

DAILY RECORD STAFF REPORT

Hundreds of business leaders from Morris, along with a list of New Jersey dignitaries, are expected to attend the Morris County Chamber of Commerce's annual Economic Outlook and Business Development Awards Luncheon Friday at Hamilton Park Hotel in Florham Park.

Dr. James W. Hughes, dean of the Edward J. Bloustein School of Planning and Public Policy at Rutgers University, will be the guest speaker at the luncheon, during which the chamber will present Business Development awards, along with the Alfred P. Sloan Awards, which will be given to seven area companies in recognition "for business excellence in workplace flexibility."

"We try to frame this as an outlook event," said Paul Boudreau, chamber interim president. "What we try to do is have a serious conver-



Chip Reichhard

Heather Clarke-Peckerman

David Walker

Daniele Cervino

Bethanie Warnock

Melanie J. Haga

sation about what's going on in the economy, and that is no more pertinent than it is this year."

Business Development Award winners are:

■ **Middle Market:** **Daniele Cervino, senior vice president and general counsel, Environmental Waste Management Associates**

**Environmental Waste Management Associates** is an environmental consulting and remediation firm in Parsippany.

Cervino, who joined the company in 2001, has increased sales 20 percent.

"In order to sell in sales or business development, you need to work outside your comfort zone," Cervino said. "I've found if you know your product, it's easy to sell it."

■ **Innovation:** **Melanie**

**J. Haga, CEO, Back Thru The Future Technology Disposal**

Back Thru The Future is an industry leader in the proper environmental handling of electronics and legally compliant electronic records destruction.

"Recent significant changes in federal and state regulations concerning the protection of sensitive personal information and litigation rules concerning the use of electronic data as evidence convinced me that the secure, auditable destruction of data storage devices would be a huge new growth area for my business," Haga said.

■ **Woman-Managed/Owned Organization:** **Heather Clarke-Peckerman, president, HCP Consulting Group**  
HCP specializes in lead-

ership training, executive coaching and forums.

"We focus on women's leadership initiatives," Clarke-Peckerman said. "We look at exactly what is leadership. We understand the challenges of women in today's business world."

■ **Nonprofit:** **David Walker, executive director, Neighborhood House**

"If I had to think of things we're doing recently that are unique, it would be pulling people together from diverse cultures and our youth development with the middle school and high school kids," Walker said. "We're aggressive with meeting the unique needs of youth. On any given day, we have interaction with 1,500 children and youth."

■ **Small Business:** **Chip Reichhard, principal, Sandler Training**

## BUSINESS

"The chamber of commerce was the best way to make connections and get my business off the ground," Reichhard said. "Through those relationships, I've brought in business, so it's paid off for me."

Reichhard, whose business is based in Morristown, coaches sales people to be productive. He provided the leadership for the "Building Blocks For Success" training program offered to chamber members.

■ **Family-Owned Business:** **Bethanie Warnock, Warnock Automotive Group**

The Warnock Automotive Group is New Jersey's largest family-owned automotive dealership. Under Bethanie Warnock, the group has provided community leadership in education and a number of other critical arenas.

"My father conceived his vision of establishing one of the country's most successful automotive companies

### If you go

The Morris County Chamber of Commerce will hold its Economic Outlook and Business Development Awards Luncheon from 11 a.m. to 1:30 p.m. Friday at the Hamilton Park Hotel, 175 Park Ave., Florham Park.

Chamber member tickets are \$60 or \$575 for a table of 10; non-members, \$75. Registration must be received by Tuesday. To register, visit [events.morrischamber.org](http://events.morrischamber.org) or call (973) 539-3200.

over 32 years ago and, today, I am especially proud to be continuing his legacy," Warnock said.

■ **Major Corporation:** **Wyeth**

Wyeth, one of the largest pharmaceutical companies in the world, has built strong partnerships in the community in part through support of Boys & Girls Clubs, Big Brothers/Big Sisters and the Great Swamp Watershed Association.