



Andrew B. Zezas, SIOR
Relationship Manager,
Strategist, President & CEO
(908) 245-5999 x11
andrew.zezas@realstrat.com

CEO's Look Ahead

According to the *2002 Star Ledger CEO Survey* (December 15, 2002), cautious optimism seems to be the consensus among New Jersey's business leaders. The informal poll of 30 CEO's revealed that the overwhelming majority believe the stock market will rise in 2003. Optimism aside, the top executives also agree that they plan to drive their companies with "one foot on the gas and one foot on the brake."

New Jersey's employment has been growing in recent months and economists, along with the Garden State's top business leaders, predict a slow, gradual recovery. Here's how some of the state's leading CEO's plan to steer their companies through the choppy waters of a recovering economy:

Sixty-Six percent of the companies surveyed plan to either increase or maintain capital spending. Of the 30 companies polled, 80% will continue to spend on research and development with 42% of these planning to actually increase their R&D budgets. Additionally, 87% will increase or maintain marketing and advertising spending.

However, CEO's plan to step on the brake with discretionary spending, such as entertainment and conferences, and also with health benefits costs. One third of those surveyed will decrease spending on entertainment and conferences and two-thirds will work hard to maintain or decrease health benefits costs.

Finally, market uncertainty aside, fully 70% of the CEO's surveyed forecast their businesses to be the same or better in 2003 with 50% predicting overall company growth. The 30 companies who participated in the survey are:

Avaya, Inc.	Brantley Brothers Moving and Storage	Campbell Soup Co.
Cherenson Group	CIT Group, Inc.	Carolace, Inc.
Corporate Essentials	Curtiss-Wright Corp.	Dendrite International
DHM Group, Inc.	Fleet Bank	Foster Wheeler Ltd.

Franklin Training Solutions	Gale Company	Ingersoll-Rand Company
Kelley's Janitorial Service	Kushner Companies	Lerner Duane Communication
Luhrs Associates	Matrix Development Group	Pathmark Stores, Inc.
PSE&G Services	Quest Diagnostics	Red Oak Bank
Relational Options, Inc.	Snelling Personnel / Wyckoff Group	Tannous & Tannous
Wakefern Food Corp	Wyeth	Zimmerman Architects

With CEO's tending to be conservative these days, the positive outlook of the majority of those polled is inspiring. What about your company? Does it expect to increase, decrease or maintain its current spending levels? Take our poll, and find out what your peers are saying, too.

Business, Profits, and Strategy is an online publication from Real Estate Strategies Corporation, and is read by thousands of successful people each month. BPS is available free to business executives and entrepreneurs, and contains writings from a variety of experts in various fields, providing insightful, innovative, and dynamic ideas on ROI, risk, critical thinking, and profitability.

Request your copy of ***Business, Profits, and Strategy*** by logging onto www.realstrat.com, and entering your subscription information on the Publication page.

Andrew B. Zegas, SIOR, is Relationship Manager, Strategist, and President & CEO of Real Estate Strategies Corporation, Publisher of "*Business, Profits and Strategy*", a monthly online publication read by thousands of business, financial, and real estate executives nationally, and, is the author of two new real estate books, *The CFO's Guide to Understanding Corporate Real Estate Transactions* and *The CFO's Guide to Hiring the "Right" Real Estate Service Provider*, both of which will be available shortly at www.thecfosguide.com.

Mr. Zegas is well-known for his ease and informative style of public speaking, and has given talks, presentations, and has lead educational programs for business, professional, government, and trade associations, including the Building Owners and Managers Association, American Management Association, the U.S. Postal Service, RealComm, Society of Industrial and Office Realtors (SIOR), and others. Andrew is National Chairman of the SIOR Tenant Representation Specialty Practice Board, and is a licensed real estate instructor in Texas and Indiana. He can be reached at 908 245 5999 or via [email](mailto:andrew@realstrat.com).

Real Estate Strategies Corporation, located in Kenilworth, New Jersey, and serving clients throughout the country, helps companies create and execute Business *DRIVEN* Real Estate Solutions...and Opportunities, faster and with less risk. Visit www.realstrat.com.

[Read other business, real estate, and finance articles written by RealStrat's experts.](#)

Licensors: Real Estate Strategies Corporation. Copyright © 2004-2007 by Andrew B. Zegas. All rights reserved..

THIS WORK IS DESIGNED TO PROVIDE PRACTICAL AND USEFUL INFORMATION ON THE SUBJECT MATTER COVERED. HOWEVER, IT IS SOLD AND/OR PROVIDED WITH THE UNDERSTANDING THAT THE AUTHOR AND THE PUBLISHER ARE NOT ENGAGED IN RENDERING LEGAL, FINANCIAL, ACCOUNTING OR OTHER PROFESSIONAL ADVICE TO THE READER. IF LEGAL, FINANCIAL, ACCOUNTING OR OTHER PROFESSIONAL ADVICE IS REQUIRED, THE SERVICES OF A COMPETENT PROFESSIONAL SHOULD BE SOUGHT. THE AUTHOR AND THE PUBLISHER SPECIFICALLY AND EXPRESSLY DISCLAIM ANY LIABILITY THAT MAY BE INCURRED AS A RESULT OF THE USE OR APPLICATION OF THE INFORMATION THAT IS CONTAINED IN THIS WORK.