

Fifty-Plus Years of Success

The following are excerpts from
"Fifty-Plus Years of Success"
by Rod Hirsch

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They build foundations for your home and savings for your future; they brighten your life and work to protect it; they grow your money and nurture your next egg; they're gracious hosts, and pillars of the Mercer County business community.

This is an exclusive club - from the historic Nassau Inn to the venerable Roma Bank; law firms, insurance companies, CPAs, electricians and contractors - few others can boast of being in business for 50 years or more.

These businesses have succeeded where others have failed because their founders, and those who have followed, understand a few basic business principles.

They've preserved and prospered, profiting from long-standing relationships that continue to nurture their growth and bottom line. Most agree that reputation and word-of-mouth goes a long way; they also cite trust, reliability and a willingness to listen and learn.

A respect for tradition and doing things the old fashioned way; keeping it in the family; anticipating the needs of a customer or client; providing new services; respect for customers as well as the employees who work for you; giving back to the community and taking pride in what you do are some of the basic business principles cited by several Mercer County businesses that continue to profit from their deep roots in the community.

"I would say it's the loyal client base, providing good service and getting referrals from existing clients," said Karen Mason, marketing secretary for Mason Griffin, & Pierson, a law firm founded by her father and his partner Gordon Griffin in 1955.

"They like the work we produce and therefore are referring us to new clients," she added. The Princeton firm outgrew its office on Nassau Street in Princeton borough and has since moved to Poor Farm Road in Princeton Township; the firm now includes 18 lawyers.