

**NJCM**  
*Since 1963*  
 CONFERENCE QUARTERLY MAGAZINE

# The Mayors Get Busy



Governor-Elect Christie Pledges to Work with Mayors



NJCM Spends Time with our Future Heroes, Rutgers ROTC



NJCM Opens our New Offices

## Inside this issue...

- NJCM President's Letter
- COAH Reform, Sen. Raymond Lesniak
- Inside Advice for New Jersey's Next Governor
- Summit Wrap Up

# Recreation in New Jersey...

## ... it's a big deal !

Check out our new lifetime dock system  
for your municipal lake, stream, river or bay

Join the growing number of municipalities switching to the EZ Dock lifetime dock system

West Deptford Allendale Union Somers Point Brigantine Burlington



Boat Rental Docks



Fishing Docks



Marina Docks



Swim Docks



Kayak Launch



Boat Ramp Docks

*Call today for a free consultation!*

### Why EZ Dock

- **Modular** - providing any configuration to meet your requirements
- **Safe** - No cuts, No splinters, **No Maintenance** - 100% polyethylene
- **Durable** - Designed to remain in the water year round and last a lifetime
- **Stable** - #1 strongest and most stable floating dock system available
- **100% environmentally friendly**



EZ Dock Mid-Atlantic  
Seaville, NJ 08230  
856-468-3737  
info@ezdockusa.com  
www.ezdockusa.com

## Directors

### Atlantic County

Chuck Chiarello, Buena Vista Twp.  
Gary Giberson, Port Republic City  
James McCullough, Egg Harbor Twp.  
Ralph Peterson Sr., Pleasantville City

### Bergen County

Vincent J. Barra, Allendale Boro  
Louis V. D'Arminio, Saddlebrook Twp.  
Paul Hoelscher, Harrington Park

### Burlington County

Randy Brown, Evesham Twp.  
Dr. James A. Fazzone, Burlington City  
Jacqueline Jennings, Willingboro Twp.  
Thomas E. Harper, Wrightstown Boro

### Camden County

Fred Costantino, Pine Hill Boro  
BettyAnn Cowling-Carson, Magnolia Boro  
Frank Delucca Jr., Lindenwold Boro  
Gary J. Passanante, Somerdale Boro

### Cape May County

F. Nathan Doughty Jr., Middle Twp.  
William Pikolycky, Woodbine Boro  
Ernest Troiano, Wildwood City  
Suzanne M. Walters, Stone Harbor Boro

### Cumberland County

James B. Begley, Bridgeton City  
Renee Blizzard, Downe Twp.  
George W. Garrison, Commercial Twp.  
James Quinn, Millville City

### Essex County

Cory Booker, Newark City  
Robert L. Bowser, East Orange City  
Wayne Smith, Irvington Twp.  
Victor Deluca, Maplewood

### Gloucester County

John J. Burzichelli, Paulsboro Boro  
Michael K. Galbraith, Westville Boro  
Paul D. Moriarty, Washington Twp.  
Frank W. Minor, Logan Twp.

### Hudson County

Jerramiah Healy, Jersey City  
Terrence Malloy, Bayonne City  
Richard F. Turner, Weehawken Twp.

### Hunterdon County

David M. Delvecchio, Lambertville City  
James A. Gallos, Milford Boro  
Christine Schaumburg, Clinton Town  
Ronald Sworen, Frenchtown Boro

### Mercer County

John Bencivengo, Hamilton Twp.  
David Fried, Robbinsville Twp.  
Douglas Palmer, Trenton City  
Anthony Persichilli, Pennington Boro

### Middlesex County

Gloria M. Bradford, Milltown Boro  
John McCormac, Woodbridge  
Brian Wahler, Piscataway Twp.

### Monmouth County

Thomas A. Arnone, Neptune City Boro  
Michael J. Halfacre, Fair Haven Boro  
Susan Howard, Monmouth Beach Boro  
Gerald J. Tarantolo, Eatontown Boro

### Morris County

James P. Dodd, Dover Town  
Glenn Sisco, Kinnelon Boro  
Michael M. Luther,  
Parsippany-Troy Hills Twp.  
Arthur Ondish, Mt. Arlington Boro

### Ocean County

Steve Acropolis, Brick Twp.  
Chris Boyle, Pine Beach Boro  
Ronald S. Dancer, Plumsted Twp.  
Ron Jones, Beachwood Boro  
Jason Varano, Berkeley Twp.

### Passaic County

William Steenstra, Bloomingdale Boro  
Jose "Joey" Torres, Paterson City

### Salem County

Donald C. Asay, Mannington Twp.  
John J. Elk, Elsinboro Twp.

### Somerset County

Cecilia Birge, Montgomery Twp.  
Albert S. Ellis, Watchung Boro  
Ray Heck, Millstone Boro  
Carey Pilato, Bound Brook Boro

### Sussex County

Eskil S. Danielson, Byram Twp.  
Paul Marino, Hamburg Boro

### Union County

Joseph Delorio, Roselle Park Boro  
Colleen Mahr, Fanwood Boro  
Sharon M. Robinson-Briggs,  
Plainfield City  
Robert Vigiante, Mountainside Boro

### Warren County

Thomas K. Charles, Frelinghuysen Twp.  
Timothy C. McDonough, Hope Twp.  
Mike Lavery, Hackettstown  
Kevin Duffy, Hardwick



## 2009 NEW JERSEY CONFERENCE OF MAYORS CONFERENCE QUARTERLY MAGAZINE

is published quarterly by the New Jersey Conference of Mayors.  
Editor: Al LiCata

### Capitol View Offices

NJCM, 150 West State Street,  
Trenton, NJ 08608-1105  
P: 609.989.9216 | F: 609.989.9595  
email: njcm@njcm.org  
www.njcm.org

### 2009 NJCM OFFICERS

#### President

Brian C. Wahler, Piscataway Township

#### Vice Presidents

Thomas Arnone, Neptune City Boro  
David Delvecchio, Lambertville City  
Gary Giberson, Port Republic City

#### VP, Treasurer

Christine Schaumburg, Clinton

#### Immediate Past President

Colleen M. Mahr, Fanwood Borough

#### Executive Director

Albert LiCata

#### Officers

Steven S. Glickman, Esq., General Counsel  
Richard Mroz, Esq., Legislative Counsel  
John F. Morrissey, MEAC Chairperson

### Table of Contents

President's Message.....	3
COAH Reform .....	5
"Been There, Done That" Inside Advice for New Jersey's Next Governor.....	7
Mile Square City Moves Forward .....	9
Bringing Commerce Back to the Downtown Business District .....	11
Victorian Holidays in the Heart of New Jersey .....	13
Shared Services Good Idea or Bad Buzzword?.....	15
Explore All Your Options to Manage Health Insurance Costs.....	17
What is Happening in Millburn/Short Hills.....	19
New Jersey's Non-Profit Organizations Must Not Be Overlooked in Current Economy .....	21
2009 Gallery of Mayors.....	22-24
NJCM 15th Annual Mayors' Survey & Board Activities.....	25
Surveying the Issue of Contact Voltage .....	27
Hamburg, Making Progress Step by Step.....	29
NJCM Affiliate Dave Street Can Now Help You Fulfill Your Storm Water Education Requirements .....	29
Trenton Approves TASERS .....	31
Long Hill Township is Open For Business! .....	33
CMX Strategic Energy Master Plan Helps Municipalities Go Green to Earn Green .....	35
Economic Success in a Tough Economy .....	37
NJCM Hosts Technology Seminars For Mayors .....	39
NJCM Business Card Directory .....	40
Mayors Emeritus Advisory Council (MEAC) Continues Support of New NJCM Activities, Programs and Events .....	41
NJCM Business Council Outstanding Membership Growth in Tough Economic Times!.....	43
A Look Back at 2009.....	44
NJCM 2009 Annual Fall Summit .....	Back Cover

Please note our equal space policy of printing differing viewpoints on major New Jersey issues. Articles presented are not necessarily the opinion of NJCM.

The NJCM Conference Quarterly Magazine, (ISSN #10656510) Vol. 47, No. 4 is a published quarterly in Feb., May, Aug., and Nov. for its members by The New Jersey Conference of Mayors, 1st Floor, 150 W. State St., Trenton, NJ 08608-1105. Periodical Postage paid at (Trenton, NJ) and additional mailing offices.

POSTMASTER: Send address changes to New Jersey Conference of Mayors, 1st Floor,  
150 West State St., Trenton, NJ 08608-1105.

©Copyright, New Jersey Conference of Mayors, 2009

BSG is a full service, professional organization comprised of five leading engineering firms recognized in their specialized fields of technical expertise.

Bsg



**BIRDSALL SERVICES GROUP**

ENGINEERS & CONSULTANTS

**Birdsall Engineering**

*Public Engineering & Consulting*

**DiStasio & Van Buren**

*Structural Engineering*

**LGA Engineering**

*Land Development, Marine & Survey*

**Morris, Johnson & Associates**

*Mechanical, Electrical, Plumbing & IT*

**PMK Group**

*Environmental, Geotechnical & Energy*

2100 HWY. 35, SEA GIRT, NJ | [WWW.BIRDSALL.COM](http://WWW.BIRDSALL.COM)

# President's Message

*By: Mayor Brian Wahler, NJCM President*

On behalf of the New Jersey Conference of Mayors (NJCM) we congratulate Governor-Elect Chris Christie and, as Mayors, look forward to working together on the many issues facing the State of New Jersey during these difficult and challenging times. Working together as a cohesive unit will make the difference in success or failure for all the residents of our great state.

Since this article's deadline is being written the day after the gubernatorial election the issues that were important prior to the election haven't been diminished or changed. The difference now is that we will be moving into what will, more than likely, be a "Lame Duck" session for New Jersey's legislators.

As such, it is difficult for NJCM to set in stone a priority list when there are so many issues confronting New Jersey as a whole and most of them directly impacting our own individual cities and towns. Nonetheless, in no particular order, there are issues that should to be brought to the forefront for discussion and consensus.

We can start with COAH which remains a contentious issue up and down the state. A recent decision by the New Jersey Courts – *Homes for Hope Inc. v. Eastampton Land Use Planning Board* – ruled that the fact a municipality has met its state fair-share housing does not mean it may reject low and moderate-income housing projects. The Court said that projects are "inherently beneficial" to the community and the state at large. Some legislators and staff believe that the courts have now removed local land use prerogative with this decision. Both the Republican caucus in both houses have said this will be a primary focus of attention in the upcoming lame duck session and some senators in the Democrat caucus have been conducting outreach to stakeholders to elicit opinions on issues that should be addressed in any remedial legislation on COAH and housing issues. Issues that have been identified, thus far, to be addressed in any remedial legislation on COAH and housing include: re-establishment of an RCA process; work

force housing incentives and statutory language that would counter the effects of the court decision. We must continue to discuss with legislators and staff and come up with a consensus from the NJCM Board on the items that we should advocate that need be included in any remedial legislation.

I think most of us have heard or read, or perhaps even know for sure, that the New Jersey budget shortfall for next year could be \$8 Billion dollars! This year the focus will likely be on anticipated or programmatic budget shortfalls. If so, perhaps then there will be a debate on additional cuts currently or anticipated. Given these financial circumstances it is possible that cuts may be implemented for the remainder of the fiscal year rather than appropriations. As Mayors we should consider the items of aid or financial treatment that we consider essential to be maintained. I suggest that the NJCM enumerate the programmatic or budgetary funding that is a priority so that we can list them in a comprehensive fashion for discussion.

**Brian Wahler, NJCM President is also the Mayor of Piscataway Township**

and appropriate for NJCM to pursue discussions with legislators on a package of ethics reforms. It would also be timely to present the concept of the Mayor's Institute that NJCM has previously contemplated. We could possibly engage colleges and universities in different regions to work with NJCM to provide ethics programs that would further any ethics initiatives.

It is your input as Mayors that drive the NJCM agenda. It is your comments and suggestions that are important when factoring in what discussions are held and what decisions are made regarding the many and diverse issues that, in one way or another, affect all of our communities.

As I noted in the summer 2009 President's Message, it is important to work to increase our NJCM membership. The more support we have from Mayors



Regarding mandate relief, some legislative leaders are saying that they would look to enhance the limitations under "state mandate – state pay" provisions of state law. This could prove to be positive for NJCM but, currently, there is no real definition as to what would be included in such an initiative. I would ask that Mayor members provide a catalogue of recent enactments by statute or rule that may form a list of suggested items that we could work on in order to seek a rollback.

As a result of recent charges of corruption against state and local officials there have been discussions by many leaders and staff that additional ethics laws might be proposed. It would be useful

across the state, the more our voices will be heard in Trenton on critical issues important to all of us and our constituents.

The holidays will be here before we know it and I want to wish you and your families a wonderful and joyful season. Please do not hesitate to contact me if you have questions, comments or suggestions – your input is very important. I will look forward to hearing from you.

*Brian C. Wahler*

## **We are invested in New Jersey.**

New Jersey American Water is invested in the future of the communities we serve. From improving infrastructure to proactive planning that will help us meet future demand, we are dedicated to meeting the needs of our customers.

In 2008, we invested more than \$200 million in our treatment and distribution facilities statewide. At the same time, a gallon of our tap water costs less than a penny per gallon. That's an exceptional value.

To learn more about New Jersey American Water and the services we provide, visit [www.newjerseyamwater.com](http://www.newjerseyamwater.com).

**WE CARE ABOUT WATER. IT'S WHAT WE DO.**



**NEW JERSEY  
AMERICAN WATER**

# COAH Reform

By: NJ State Senator Raymond Lesniak

There has been much weeping and gnashing of teeth over the recent appellate court decision in the Homes of Hope v. Eastampton Township Land Use Planning Board decision which held that affordable housing is an inherently beneficial use in the context of a “d” variance application despite a municipality’s compliance with COAH regulations. Senators Philip Haines (R- Burlington) and Christopher “Kip” Bateman (R-Somerset), both of whom I respect greatly, have introduced legislation to overturn that decision. While I believe their hearts are in the right place with this latest legislative attempt to reform COAH, I believe they miss the forest for the trees in the execution of reform.

The alarm that went off in my head when I read the court’s decision was triggered not by the “d” variance issue, but by a statement in the opinion that “persons with low and moderate incomes are entitled to affordable housing.” Where did the Court get that from? The Court, in its sloppily worded dicta, makes a pronouncement having no basis in common, constitutional or statutory law.

Are n’t low and moderate income persons also “entitled” to a good paying job, safety and security, health care, food, affordable education beyond high school, affordable mass transit, open space and recreational opportunities, consumer protection, affordable home and auto insurance, electricity, heat, air conditioning, cultural experiences, maintained roadways and bridges, garbage collection, etc., etc., etc.,? Of course they are but, at what expense and who pays for it? The state does not have unlimited resources and the application of those resources, under the constitutional balance of powers, should and must be left to elected representatives who are accountable to the people, not appointed judges or COAH bureaucrats who are largely insulated from the public. Judges are supposed to base their decisions on existing legal precedent, not make un-

precedented edicts from the bench which restrict the State’s ability to chose among critical needs of the residents of our state.

COAH doesn’t need a fix here and a fix there, as proposed by numerous legislators on both sides of the partisan divide. It needs a complete overhaul. When the Legislature returns after the November elections, I will introduce legislation based on the following principals:

1. Exclusionary zoning is against public policy and will subject any municipality to a builder’s remedy.
2. Affordable housing is an obligation of the State, not a municipality, and to the extent economically possible,

costs to property taxpayers for planning and compliance.

5. Our residents need jobs just as much as they need affordable housing. Fees levied against private developers to fund affordable housing and municipal obligations arising from commercial and industrial development discourage job production and must be eliminated.

The legislation I have drafted in accordance with the foregoing principals will be more successful in developing affordable housing for New Jersey’s residents than the 20-year history of failure by COAH. But that’s setting the bar too low. With the help of our mayors throughout

**NJ State Senator Raymond J. Lesniak** represents the 20th Legislative District, which includes parts of Union County, in the State Senate. He has been a longtime advocate for a more rational affordable housing model in New Jersey, and currently serves as Chairman of the Senate Economic Growth Committee, Vice Chair of the Senate Commerce Committee, and as a member of the Senate Judiciary Committee.



the State should promote construction and rehabilitation of housing that is affordable for our low and moderate income residents (I have proposed that proceeds from the sale of surplus state property be dedicated for this purpose).

3. Housing development should occur near jobs and mass transit and should not contribute to environmentally- and economically-undesirable sprawl.
4. Top-down micromanagement as designed by COAH fails to produce sufficient affordable housing and adds huge

the state, I expect it to be the most successful plan for affordable housing in any state in the nation, and a model for the rest of the country to follow. ♣

*“Change will not come if we wait for some other person or some other time.”*  
-President Barack Obama



Is your organization looking to purchase a new telephone system or just looking to reduce cost on your local. Long distance, Internet, and data services? If so, VoIP Networks is your single source provider for “state-of-the-art” telecom solutions and carrier services. For over 28-years VoIP Networks has been an industry leader in providing telecom services for thousands of businesses, municipalities, and school districts throughout the United States and we are an approved vendor on the State of New Jersey contract: **NJ State Contract 42300 & 42333 (Telecommunications Equipment-wired) Index Number: T1316**

**1-800-220-6483**

**[www.voipnetworks.com](http://www.voipnetworks.com)**

- Phone Systems
- Voice Over IP (VoIP) solutions
- Teleworker solutions (for remote offices or home employees)
- Voice Mail with Unified Messaging
- Call Center applications
- Interactive Voice Response (IVR) systems
- Computer Telephony Integration (CTI) solutions
- **Local / Long Distance / Internet / Wide Area Network services**

**All of our fees for the following services are FREE OF CHARGE to you.**

- **Carrier selection (we are carrier agnostic):** Review Carrier(s) capabilities by geography and product set, Identify carrier core strengths and challenges, Consolidate traffic as applicable, Provide preferred carrier(s) pricing, Negotiate carrier rates, Confirm carrier references, Recommend carrier(s), Recommend business continuity requirements ([www.voicegard.com](http://www.voicegard.com))
- **Manage and monitor installations:** Coordinate vendor meetings, as applicable, Confirm customer service records (CSR), Confirm carrier deliverables and dates
- **Manage circuit cost and performance:** Monitor carrier billing and serve as your advocate until billing issues are resolved, Provide carrier escalations and serve as your primary point of contact, Coordinate carrier dispatch

# “Been There, Done That”

## ...Inside Advice for New Jersey’s Next Governor

By: Amy Osborn

After a long and contentious gubernatorial battle, we now know who will be wearing the “Governor Shoes” for the next four years. On November 3, the people of the Garden State elected Chris Christie to serve as our 55th Governor, and we all wish him much success. The fact is we NEED him to succeed.

New Jersey, the state I love and have called home for most of my life, is in such chaos, such financial peril that I was compelled to seek out and compile a collection of thoughts and advice for our Governor-Elect. Who better to provide that advice than the individuals who have “been there and done that”—New Jersey’s former Governors.

One thing can be said of all of these former Governors—they care deeply about New Jersey. Let’s face it, nobody goes into that office with bad intentions, and everyone desires a legacy of accomplishment. I’m sure Chris Christie is no different. Perhaps this collection of thoughts will encourage him to seek the advice of those who have held the office before him, regardless of the letter behind their name, because the truth is that he has only to gain by tapping into these valuable resources.

### I started by asking what the top priority should be for New Jersey’s Governor-Elect

Jim Florio says we need “updated revenue projections”. Brendan Byrne said that “tax reform” would be his first priority. Christie Whitman said, “a key priority would be to reassure the business community that New Jersey is a place where they should do busi-



Former Governors (clockwise from top-left): Brendan Byrne, Jim Florio, Christie Whitman and Jim McGreevey

ness. Business brings jobs, which brings revenue, and revenue is what we need right now.” Jim McGreevey took a different approach saying that his focus would be education—that “educational excellence must be the bulwark of our economy.”

### What does each consider to be the greatest achievement of his or her administration?

All of these Governors sighted environmental issues as their greatest achievements. Christie Whitman is proud of the commitment she got to set aside one million acres of open space and farmland; Brendan Byrne said his greatest achievement was Pinelands Preservation; for Jim McGreevey, it was Highlands Preservation, and for Jim Florio it was signing the Clean Water Enforcement Act for the Jersey Shore.

### And the thing they most regret leaving undone?

Jim McGreevey regrets “not implementing the recommendations of Dr. Vagelos’ report calling for the restructuring of Rutgers, UMDNJ and NJIT into a statewide integrated university system.” Brendan Byrne regrets not having done more with urban planning; for Jim Florio, its school funding. Christie Whitman said she regrets “not locking in my legacy more clearly in the public’s mind, and ensuring that the surplus we created—the largest in state history—was protected.”

### How did they handle the demands that being Governor put on them and their families?

Christie Whitman asked the press to kindly stay away from her children, a request she said was honored most of the time. Jim McGreevey said it was a tough balance to maintain, but that living in Drumthwacket with a young child helped. Jim Florio said he handled demands on family with difficulty, and Brendan Byrne said he did not handle it too well, either, since he “ended up divorced!”

### How was being Governor different from how they imagined it would be?

For Brendan Byrne, there were “no surprises”, as he spent three years working in Governor Robert Meyner’s Office. Jim Florio said that being Governor required a different skill set from his years of legislative experience. Jim McGreevey saw the “difficulty in achieving consensus within a diverse and politically engaged state”. As New Jersey’s first woman governor, Christie Whitman was “surprised at the role model aspect that came along with the job.”

### What are the most daunting challenges facing New Jersey’s next Governor?

The answers were not diverse: Fiscal issues. Budget shortfalls. Budget. And the budget. Jim McGreevey noted that “excellence in higher education is essential for our telecommunications, financial services, and pharmaceutical, real estate and logistics industries.” Christie Whitman believes it’s crucial for our next governor

*continued on page 15*



**Amy Osborn** is a Business Development Consultant and owner of Capitol Concepts. Ms. Osborn serves on the Selective Service Board and has worked with the U.S. Department of State, Defense and Labor, nationally and internationally. You can visit her website at [www.capitolconcepts.com](http://www.capitolconcepts.com)

PROUD TO SUPPORT  
THE COMMUNITIES WE SERVE



This is your **neighborhood**  
This is your **ShopRite**

# Mile Square City Moves Forward

By: Mayor Dawn Zimmer, Hoboken

On Washington Street, Hoboken's main thoroughfare, bars, restaurants and boutique shops are bustling with activity. Residents and visitors brave the crisp fall air and enjoy the independent businesses, charming architecture and small-town feel Hoboken provides. At night, the restaurants are full and, later, so are the bars. Newcomers feel the unique electricity that keeps twenty-somethings coming back night after night, while a more mature crowd finds a quiet restaurant and a cozy wine bar in which to unwind. Hoboken, the city Secretary of Transportation Ray LaHood cites as his favorite example of a walkable, livable community, sometimes seems more of a movie set than a city.

You'd never know that, just months ago, the City was shaken to its core by a political scandal that resulted in the newly elected Mayor resigning his post just 30 days after taking office.

After a ten month stretch that included two mayoral elections and a corruption sting followed by yet another special election, Hoboken residents have finally elected Dawn Zimmer to a full term as Mayor of Hoboken. After such trying times, residents of Hoboken were eager to put politics in the background.

"It's been a long year," said newly elected Mayor Dawn Zimmer, the first woman to be elected Mayor in Hudson County history, "but we're moving forward. With the success of the 'Cake Boss' (a new hit reality show on TLC), Hoboken is more popular than ever. I am reaching out to the local business community and the hospitality industry to ensure our current success lasts."

Publications from across the country recently have seen in Hoboken what

area residents always knew. CNN Money called Hoboken the #1 place for singles in America, citing the city's relatively affordable housing, nightlife and proximity to New York City. New Jersey & Company magazine lauds Hoboken's housing market for staying strong in the current economic crisis. "Hoboken has a little of everything for visitors," it says. "The diverse, dynamic city attracts both young individuals and empty nesters, and that will help the city weather the economic recession and maintain its reputation as

Hoboken attracts visitors from all over North Jersey and the tri-state area to its excellent bakeries and delis. One such bakery, Carlo's, is the subject of TLC's hit show "Cake Boss." Carlo's, though, is only the beginning. Travel website Gridskipper published a tour of Hoboken's bakeries for the uninitiated (<http://gridskipper.com/archives/entries/060/60741.php>). And if you're looking for world-famous mozzarella cheese, visit Fiore's, Lisa's,

**Mayor Dawn Zimmer** is a Cum Laude Graduate of the University of New Hampshire. Before taking time off to take care of her two sons, ages 8 and 9, Dawn worked in communications for a large trading company, specializing in crisis communications. Dawn was a member of one of the Steering Committees of the Southwest Parks Coalition, and one of five plaintiffs that prevented a redevelopment plan that would have added 1,200 high rise condominiums to Southwest Hoboken.



one of the most attractive communities in the (New York City) metropolitan area."

But there's more to this City than its recent successes. Hoboken has just celebrated its 150th anniversary, and, walking around, one can get lost in the old world feel. Most of the architecture dates back over 100 years. Walking along one of Hoboken's side streets, one can stroll past children playing in the streets and sidewalks, residents enjoying a glass of wine on the stoop of their picturesque brownstone and family owned and run pizzerias, bars and delis that have been around longer than most of the residents.

Vito's, or any of Hoboken's excellent family owned and run delis that make mozzarella from scratch. Locals will tell you it is the best there is.

Such is Hoboken: merging old with new, local landmarks with upstart bars and eateries, seniors spending their whole lives in the City next to twenty-something professionals looking for an easy commute and a vibrant community. Recession be damned, an evening in Hoboken is as electric as ever. And with a new Mayor and administration in place, Hoboken's future is as bright as Manhattan's skyline, shimmering just across the Hudson River. 🍷

# Shared IT Services.

What you need is what you get.

**Sharing used to mean giving up something you wanted to keep. Not anymore.**

Shared IT Services are available in New Jersey. And Verizon Business can help you implement them.

Here's the deal. Verizon Business will get you—and neighboring municipalities who want to join in—advanced technologies that keep your agency running smoothly and give you the opportunity to provide even better constituent services. The costs for the technology are shared across the participating agencies—so you all benefit from improved technology, economies of scale, and reduced duplication.

Verizon Business is a global IT, security, communications and network partner to thousands of government agencies and businesses around the world. We can help you design and implement a solution that is just right for you.

Drop us a line. We'll show you how to share the costs, save money and keep the benefits.

[vzsharedservices@verizonbusiness.com](mailto:vzsharedservices@verizonbusiness.com)



# Bringing Commerce Back to the Downtown Business District

*By: Mayor Eldridge Hawkins, Jr., City of Orange*

At a time when the economies of many downtown corridors are sagging, the City of Orange is implementing a plan to attract shoppers back into its business districts and to help local businesses survive and grow. That plan is part of a long-term economic development strategy that includes revitalizing the downtown commercial corridors.

Upon entering office last year, I knew that economic development and downtown revitalization needed to be our top priority and I was committed to moving forward with those efforts. Little did I realize that the economic recession would soon leave many of our local businesses struggling for survival.

Our initial downtown strategy revolved around ensuring that the Main Street commercial corridor would remain vibrant and busy. We planned to enhance the appearance to make the area more attractive in the hopes that our local merchants would be able to capture a larger share of retail spending in the region.

We aggressively pursued becoming a Main Street New Jersey community in order to take advantage of the training, technical support and resources they offer. Valerie Jackson, our director of Planning and Economic Development Department, attended several programs sponsored by Main Street New Jersey. It was there that Jackson became aware of the JGSC Group, a New Jersey company that specializes in downtown revitalization.

The City retained the JGSC Group to conduct its Community Insights<sup>SM</sup> market and retail analysis of the commercial corridors and to develop strategies for revitalization. Unfortunately, as the analysis was being conducted, the economy faltered and we had to expand our focus to ensure that our businesses would be able to weather the recession.

In a collaborative effort between Valerie Jackson, her staff, the JGSC Group and others, we developed a comprehensive plan that included long-term strategies for evolving our commercial corridors into viable retail markets, as well as short-term strategies for supporting our retailers through the recession. We found that many of the

strategies compliment each other and help to create synergies for economic growth.

Using the findings of the market and retail analysis, our plan focused on five key areas: helping existing businesses to weather the recession; making the downtown business corridors more safe, more attractive, and more appealing to shoppers; making it easier for visitors to find stores and parking; actively recruiting sustainable new businesses into the corridor; and enticing shoppers to visit downtown stores more often.

As part of the overall plan, we are taking advantage of the many tools in our toolkit and utilizing a myriad of programs to enhance our commercial corridors. For example, City Council authorized five-

**Eldridge Hawkins, Jr.** was sworn in as Mayor of Orange in July of 2008. He ran on an ambitious agenda of plans to make Orange safer, stabilize property taxes, improve education for people of all ages, and assure the honesty and integrity of government. Since taking office, he has jump-started the city's stalled redevelopment plans, stepped up enforcement of health, safety and housing laws, and created a private/public partnership to bring medical services directly into senior citizen housing.



year tax abatements for improvements to commercial properties to encourage investment, and we are currently working on revising our zoning code, to make the town more shopping friendly. The proposed revisions would allow sidewalk café dining, permit once-prohibited projecting signs, establish a design standard for the appearance of downtown establishments, and define a set of permitted business uses.

As part of our effort to help businesses survive the recession, we're providing increased marketing and promotions support for our businesses—in particular, a dynamic sweepstakes campaign called Home for the Holidays—to help them connect with shoppers at a time when many stores do not have funds for marketing. The campaign, which is designed to encourage shoppers to patronize local restaurants and stores, offers exciting prizes such as a home theater system,

iPod players, a laptop computer and more to shoppers that enter at participating retailers. Because the program is funded through the UEZ, participating merchants must be enrolled in that program, which has driven significant new enrollments.

We are working together with the Orange Main Street organization to support the campaign with a series of downtown events, festivities, lighting, decorations and more. A new consumer-friendly website ([www.ShopOrange.org](http://www.ShopOrange.org)) has been launched to provide details about shopping, events and sweepstakes, and we're assisting local merchants to become e-marketing capable so they can communicate more quickly and inexpensively with consumers.

Moreover, our proactive approach to business retention helped us locate and provide support to six at-risk businesses with a wide range of services including marketing, financing, capital improvements and more. While I doubt we'll be able to save all of these businesses, we are encouraged by the progress they have achieved so far.

The lesson of all of this is that municipal government does have a role to assist local merchants in the management of their downtown as a shopping destination, rather than allowing them struggle as a random unconnected collection of stores/restaurants. We believe our proactive, fact-based approach will continue to play an instrumental role in bringing commerce back to our downtown business districts, so that as the economy improves our businesses and residents will be among the first to enjoy the benefits. ♣

# WHEN CHOOSING HEALTH CARE BENEFITS FOR YOUR DISTRICT...



## CHOOSE THE PROVEN LEADER.

As the leading broker/consultant for New Jersey school boards, Grinspec Consulting's buying power, expertise and innovative negotiation strategies achieve immediate and long-term cost savings for your district.

Since 1976, Grinspec's commitment to savings is matched only by our mission to provide the very best customer service in the industry.

Your district's best interests are our first priority.

### **GRINSPEC CONSULTING**

A Division of Brown & Brown

*For the Long Term Success  
of Your District*

*430 Mountain Ave  
Murray Hill, NJ 07974*

*908-665-2200  
www.grinspec.com*

# Victorian Holidays in the Heart of New Jersey

*By: Mayor Christine Schaumburg, Clinton*

Deep in the American psyche there is a place where the holiday season is lit by candles, drawn by horses, and announced by the ringing of the Crier's bell. Far from being a distant memory that we wistfully look back upon, even those living in the tri-state area's most modern developments and high rises can visit that place every year, because it lives and thrives in the Town of Clinton. For the bustling shoppers of Main Street's Candlelight Night to the Holiday Parade's marchers to the busy merchants and museum workers who help bring the season to life, only the costumes have changed. The warmth and wonder that characterizes this season continues to draw visitors to Clinton's historic district, as it has done since the streets were lit by gas and the revelers were brought by foot and horse.

The most noticeable thing about the holiday season in Clinton—aside from the carefully preserved Victorian architecture anchored by a pony truss bridge leading alongside a waterfall to the famous Red Mill—is the feeling of being welcomed as a resident rather than a visitor. That feeling draws thousands to the many festivities that the Town offers during this time of year, which is heralded by the first event of the season: Dickens Days. Taking place on Thanksgiving weekend, this multi-day event is studded with activities and performances, including a stream of Victorian-garbed characters who walk the streets and interact with delighted visitors. A horse-drawn carriage clip-clops down Main Street allowing those same visitors to admire the work of 19th century masons and 21st century merchants, whose holiday window displays are alive with light and color. Visitors can also take that time to select a restaurant for lunch or dinner; Italian, Thai, Greek, and traditional American fare are all offered. Casual and fine dining are both available as well as a wide variety of snacks and beverages at Clinton's coffee and tea houses. The weekend is capped by a Holiday Tree Lighting, led by the Mayor

who is surrounded by excited children who ooh and aah when the tree is lit.

One of New Jersey's jewels, the Red Mill, holds its annual Festival of Trees in early December. Viewers see dozens of trees, all different and all resplendent in their various themes. The Victorian theme is continued, however, as this living history museum has restored multiple buildings that look as they would have over 100 years ago. As they tour these buildings and grounds, visitors can look across the South Branch of the Raritan River at another museum, the old stone grist mill that now houses the Hunterdon Art Museum. Its winter exhibitions of contemporary art and design reflect the Town of Clinton itself: the

modern world happily married to an historic background. The Museum also offers a quiet respite for younger visitors in the form of an ArtZone with projects for them to create, based on the current exhibitions as well as the works of an artist-of-the-month.

than the Christmas Parade. The Clinton Guild Annual Christmas Parade attracts thousands to the Town of Clinton and has become an annual tradition for many tourists, some of whom even travel from other countries. Announced and led by a Town Crier dressed in 19th century-style cloak and hat (complete with a bell), the Parade features Philadelphia's famous Mummies, a camel ridden by a wise man, numerous floats both professional and home-grown, multiple marching bands, choirs, and costumed characters, all leading to the last, best float of all: Santa with Mrs. Claus by his side. It's difficult to say which is more heart-

**Christine Schaumburg** was elected to serve as the Mayor of the Town of Clinton four years ago, following service as Councilwoman. Mayor Schaumburg is also the Principal of CM Schaumburg Associates, a Public Relations and Marketing firm.



During the holiday season, shoppers are drawn to the Main Street area's retail district just as they were during Victorian times. Candlelight Night is a gift from Clinton's merchants to those shoppers. Luminaries light the streets and store owners serve refreshments to visitors. When shoppers want a break from selecting the perfect gifts for friends and family, they can ride the same horse-drawn carriage they enjoyed during Dickens Days. Stores are open late and many specials are offered.

Perhaps no event is more reminiscent of the Victorian era's winter holidays

warming, the Jolly Old Elf or the children's beaming faces as they stand just feet from "the real Santa, Mommy, the real Santa!"

Before and after the Parade, strolling visitors enjoy what makes this quintessential Victorian town so special to those who consider it a must-see holiday attraction: the sense of belonging that is associated with that era. Clintonians smile at parade-goers from the porches of their restored 18th and 19th century home, and residents passing by pause to give directions or 'local hints' to families looking for the right spot to see the parade or park a car. During this season, for residents and visitors alike, we all live in the magic of Victorian Clinton. ❄️



**We'll make you  
smile too.**

**Delta Dental makes it easy to keep your employees happy.**

At Delta Dental, we know what's important when choosing a dental plan:

- Flexibility. We offer a wide variety of benefit programs to fit your budget
- Network of Dentists. 3 out of 4 dentists participate nationwide
- Simplicity. You can count on us for stress-free plan administration
- Customer Service. Over 98% of our benefits managers say they'd recommend us to other administrators

Delta Dental of New Jersey. We're committed to promoting oral health for all your employees. Call **1-800-624-2633** or visit [www.deltadentalnj.com](http://www.deltadentalnj.com).

# Shared Services

## Good Idea or Bad Buzzword?

By *Brendan Tobin*

**“Shared services.”** Sounds like a good idea, but is it really? The buzzword pops up all over our over-taxed state and we constantly find it in the media. “Towns should work together to share equipment and services and all taxpayers benefit!” That’s the idea at least, but the concept is often seen in a negative light since what works for some towns doesn’t work for others. Learning what other municipalities have done can give your town more alternatives in finding ways to share services and save money.

To most people, “shared services” means the co-purchase of a piece of equipment, such as a bucket truck or a street sweeper – equipment that is only needed once in a while. Both towns purchase the unit jointly. This can be of great benefit for things such as the State’s stormwater mandates that require you to clean your streets and sewers, but you don’t have the money for a new sweeper or for a combo jet vac truck. In many cases, splitting those costs with another nearby town saves funds that can be used elsewhere.

Still, questions regularly seem to come up about whom really controls the vehicle: Which town will store it, will it be ready for use when either town needs it, who will be responsible should someone damage the vehicle and fail to report it?

The thought of losing control of the equipment comes up so often in a state bred on Home Rule that it often overshadows or overrules viable options, and even though there are plenty of municipalities that have had great success shar-

ing certain equipment and services, worries can still surpass solutions. Government can ill-afford to only look at the problem and not for a solution. Those days are over. “We’ve always done it this way” is also a lousy excuse as failure to change and grow with the times has led us to being the overtaxed state we are today. Focus on the solution, not at the problem.

If your municipality has had problems in the past with a direct split of equipment ownership and foresee them as roadblocks, then you might want to consider the alternative program of one town purchasing the equipment directly, and then renting it to other towns when they need it. For example, one town has a tub grinder, which is used at times during the year to turn brush into wood chips. Some neighboring towns also

equipment they use, how often, what they’re planning on replacing, and when. This can contribute to joint purchases or effective rental plans. Every dollar you keep goes toward other budget needs, so look at shared services from every angle to see how you can save. Best of luck to you in this important endeavor!

The thought of losing control of the equipment comes up so often in a state bred on Home Rule that it often overshadows or overrules viable options, and even though there are plenty of municipalities that have had great success sharing certain equipment and services, worries



**Brendan Tobin** is a former councilman. He works for Jet-Vac Inc. ([www.jvnj.com](http://www.jvnj.com)).

need a tub grinder but only several times a year. Instead of spending several hundred thousand dollars on their own machine, they rent the other town’s unit as needed. No town needs a tub grinder every day, so instead of an expensive necessity sitting idle in a warehouse, enterprising officials rent it to or from their neighboring communities, saving tax dollars in a number of ways.

A quick survey of your neighboring communities will show you what

can still surpass solutions. Government can ill-afford to only look at the problem and not for a solution. Those days are over. “We’ve always done it this way” is also a lousy excuse as failure to change and grow with the times has led us to being the overtaxed state we are today. Focus on the solution, not at the problem. ♣

*Amy Osborn—continued from page 7*

to “meet with leaders of both parties, and encourage them to put aside partisanship and deal with the really serious issues.”

**And the single most important piece of advice for our Governor-Elect:**

Jim Florio: “Work with the legislature as best you can.” Christie Whitman: “Surround yourself with the absolute best people.” Jim McGreevey: “Acknowledge the gift of service.” And perhaps the piece of advice from which we could all benefit comes from Brendan Byrne, who simply said, “Don’t panic.”

A few lessons that I derived from the Governors’ answers are: 1. Finish what you start. 2. Put your family first. 3. Do your best to ensure a meaningful legacy. 4. The environment IS important—be diligent about protecting and preserving it. It just may be your greatest achievement. 5. Be a good role model—it will help you with number 3.

While we’re on the subject of advice for our next Governor, I’d like to offer a bit of my own: Be kind. Not everyone will remember things like taxing toilet paper,

but people are like elephants when it comes to how you treat them—they don’t forget. That said, thank you, Governor Florio, for the kindness you showed to a 24 year-old young woman visiting the Statehouse for the first time. Now, at age 42, I still remember it as though it were yesterday.

My sincere gratitude and appreciation go to Governors Brendan Byrne, Jim Florio, Christie Whitman and Jim McGreevey for their accessibility, willingness to participate, patience and grace, thoughts and time. ♣

*CMX Congratulates John Walsh on  
his promotion to Chief Operations  
Officer of the firm.*



## Shaping Your Communities for Over 40 Years {and counting}

CMX professionals help implement your vision.

We recognize that communities face real challenges in stretching each dollar to gain the most value for their residents. By partnering with our clients and sharing their vision, CMX's professionals create a customized plan to bring your goals to fruition.

When you're ready to enlist the expertise of a firm that's passionate about what they do and has the local knowledge and experience to efficiently and effectively bring your vision to life, CMX is ready to be your partner. Call us today at 800.220.4055.



800.220.4055 | [www.cmxengineering.com](http://www.cmxengineering.com)

Land Development | Environmental | Public Works | Transportation | Water Resources  
Building Services | Telecommunications | Sports Engineering | Sustainable Design

# Explore All Your Options to Manage Health Insurance Costs

By: Steve Edwards, President, Business & Governmental Insurance Agency (BGIA)

Health insurance costs continue to rise in New Jersey, with double digit increases projected for the foreseeable future. New Jersey local government entities are certainly not immune to these increases and continue to be challenged to find ways to manage these costs. These increasing costs, coupled with the double digit increase from the State Health Benefits Plan (SHBP) effective January 1, 2010, has caused many local government entities to take a closer look at alternative ways to manage health insurance costs.

The “equal to or better than” language found in many collective bargaining contracts requires the local government entity to make certain that any alternative health insurance plan provide guarantees of coverage that is “equal to or better than” the existing plan. This requirement limits choices as only a few insurance companies in New Jersey will provide such a guarantee. Many local government entities are seeking advice on what their options are in a marketplace with only a few.

The first step is to canvass the insurance marketplace every year to be certain that the incumbent insurance provider is offering the lowest price available for the benefits being offered. Even though there are administrative efforts required to switch from one insurance provider to another, the effort is well worth it when there are significant savings to be found. This is true even for local government entities that participate in the SHBP, especially this year with the looming SHBP increase.

When canvassing the insurance marketplace it is important to approach every health insurance provider that will offer the benefits guarantee even if they have been approached in years past. The perspective of the insurance company can change, the marketplace can change, and so can the varying dynamics of the local government entity including; health claims, employee census makeup, collective bargaining union contracts, etc.

The second step that a local government entity should consider in attempting to reduce health insurance costs is the different funding arrangements that insurance companies make available to pay for health insurance. There are fully insured contracts that are prospectively rated, retrospectively rated or funded based on a minimum premium approach. Each of these has cash flow implications along with budget ramifications that must be considered. For some larger local government entities, self insurance with options to protect the downside should be considered.

Third, when collective bargaining union contracts are ready to be renegotiated, it is very important to consider the many benefit plan designs available to provide quality health insurance at a reduced cost. Just as the SHBP did, local government

their employee benefits broker to discuss the many options available to reduce costs.

Although immediate cost savings are essential, a longer term approach to managing health insurance costs should also be considered. Therefore the fourth recommendation is to implement a wellness program that will ultimately reduce claim costs, help employees better manage their health and dramatically reduce costs over a three to five year period. A wellness program should include a health risk assessment that each employee can complete to assess what they can do to live a healthy life. It should also include a way to encourage all employees to get a “well visit” exam each year which can provide early detection of many different preventable diseases. This

**Steve Edwards** co-founded BGIA in 1993. Active in various civic and charitable causes, Mr. Edwards was the Governors Liaison to the NJ Public Employees Retirement System Board of Trustees, fundraiser for Save the Children and member of the NJ Hall of Fame Board of Trustees



entities should consider eliminating their “Traditional” plan and replacing it with a plan that provides high quality benefits utilizing the insurance company’s network of providers, typically called a “Point of Service Plan”. The Point of Service plan will manage health care more effectively with options for members participating in the plan to utilize providers that do not participate with the insurance company. Different co-pays, deductibles, employee contributions and out-of-pocket maximums should be priced and evaluated based on a cost/benefit relationship. Ideas that will produce more dramatic cost savings such as Health Savings Accounts (HSA) and Health Reimbursement Arrangements (HRA) should be considered as well. The local government entity should consult with

coupled with smoking cessation, weight loss programs and exercise suggestions will enable local government entities to keep health insurance costs more manageable in the long run and serve to help employees live healthier, more productive lives.

The cost of health insurance is one of the largest budget items for any local government entity. It is imperative to examine all options available to reduce costs without compromising the health care offered to its employees. A comprehensive plan to do so that includes the four steps mentioned above will go along way in managing these ever-increasing costs. 🦋

**SAVE NOW – SAVE LATER**

**TAKE THE  
INITIATIVE**

ADVANCE YOUR  
COMMUNITY

**Financial Incentives**  
**Technical Assistance**  
**Training Programs**

Clean energy is today's clear choice for brighter, more cost-efficient tomorrows. You want your municipality to get involved in the green movement but are wondering where to start.

The Community Partners Initiative is your solution. We'll provide your municipality with expert guidance and financial support in your efforts to set clean energy goals, develop outreach plans and educate local residents and businesses about the economic and environmental benefits of clean energy.

Contact us today at 866-NJSMART for your municipality's brighter tomorrow.

[www.NJCleanEnergy.com/cpi](http://www.NJCleanEnergy.com/cpi)



NJ SmartStart Buildings® is a registered trademark.  
Use of the trademark without permission of the NJ Board of Public Utilities is prohibited.

# What is Happening in Millburn/Short Hills

By: Mayor Sandy Haimoff, Millburn Township

Millburn/Short Hills enjoys a rich history of environmental advocacy which serves to protect and maintain our Township's environmental resources for present and future generations. Resident volunteers conduct public education programs, develop informational materials and sponsor projects to create awareness of the ecosystem in which we live.

Millburn Township's Environmental Commission, constituted in 1969, is one of the first municipal environmental commissions established in the state of New Jersey. For forty years, the Commission has attracted Township volunteers with a passion for environmental stewardship and the professional credentials to advance clean water, clean air, recycling and other environmentally beneficial innovations. Their attention to increased removal of pollutants in municipal wastewater in the 1970s resulted in cleaner fishable and swimmable waters. Observing the need for watershed management in the 1990s, they helped reduce the potential of nonpoint source pollutants by advocating for the placement of naturally vegetated buffer zones around reservoirs and well heads through the passage of a zoning ordinance. Today, they assist the Township Committee in mapping our path to a green future.

This year, the Township Committee formally endorsed Millburn's participation in Sustainable Jersey, a certification and incentive program for municipalities who want to participate in the environmental and economic benefits of going green. During the summer, our high school intern, working with Town Hall staff, prepared a grant application for the required municipal facilities energy audit.

As Mayor, I appointed a Green Team composed of residents, municipal employees, representatives from the Board of Education, the Environmental Commission and the Township Committee to engage the community under Sustainable Jersey guidelines.

Green Team members are charged with steering the community through the various certification levels using Sustainable Jersey tools and incentives to achieve lasting cooperative sustainable solutions. We

anticipate that steering the community toward energy conservation and encouraging recycling will reduce the impact of solid waste expenditures on our municipal budget. We hope to bring the principles of sustainable practices, such as reducing energy costs, creating healthier indoor home, school and municipal building environments and enhancing our quality of life, to the whole community, attracting interest from beginning environmentalists as well as those most dedicated to going green.

Millburn encompasses two impressive environmental assets - the 16.5 acre Cora Hartshorn Arboretum and Bird Sanctuary and the 28 acre Greenwood Gardens. At the Arboretum, hands-on environmental programs are delivered to a range of audiences from small children to senior citizens. Teenagers serve as volunteers and mentors to younger children. Log on to their website at [www.hartshornarboretum.com](http://www.hartshornarboretum.com) and watch the birds at their feeders via the bird cam. Greenwood Gardens, once privately owned, is being transformed into a center for the study of nature, historic preservation, conservation, horticulture, and artistic expression.

**Sandra H. Haimoff** is in her second year as Mayor of Millburn Township and has just been elected to a third term on the Millburn Township Committee. Mayor Haimoff has an extensive Community Service resume and is a Semi-Retired Speech/Language Specialist who still works part time at two charter schools in Essex County.

Environmental Commission, and presented Idle Free Millburn – a program of scientific information advocating source reduction to reduce pollutants caused by idling vehicles - to civic associations and PTOs.

Some say that local zoning ordinances and construction codes serve as an impediment to achieving sustainable, innovative efficient buildings, arguing that this is cause to shift traditional local government authority to the State. I disagree. I believe that local government is closest and most accountable to the will of the people. Since so many environmental issues are tied to individual actions, I am convinced that education at the local level is the most sensible and effective way to inspire residents and business owners to alter their personal lifestyle. In this instance I prefer the bottom up way of doing things.

As a member of the Planning Board I am working to develop an ordinance that would encourage green standards for all new

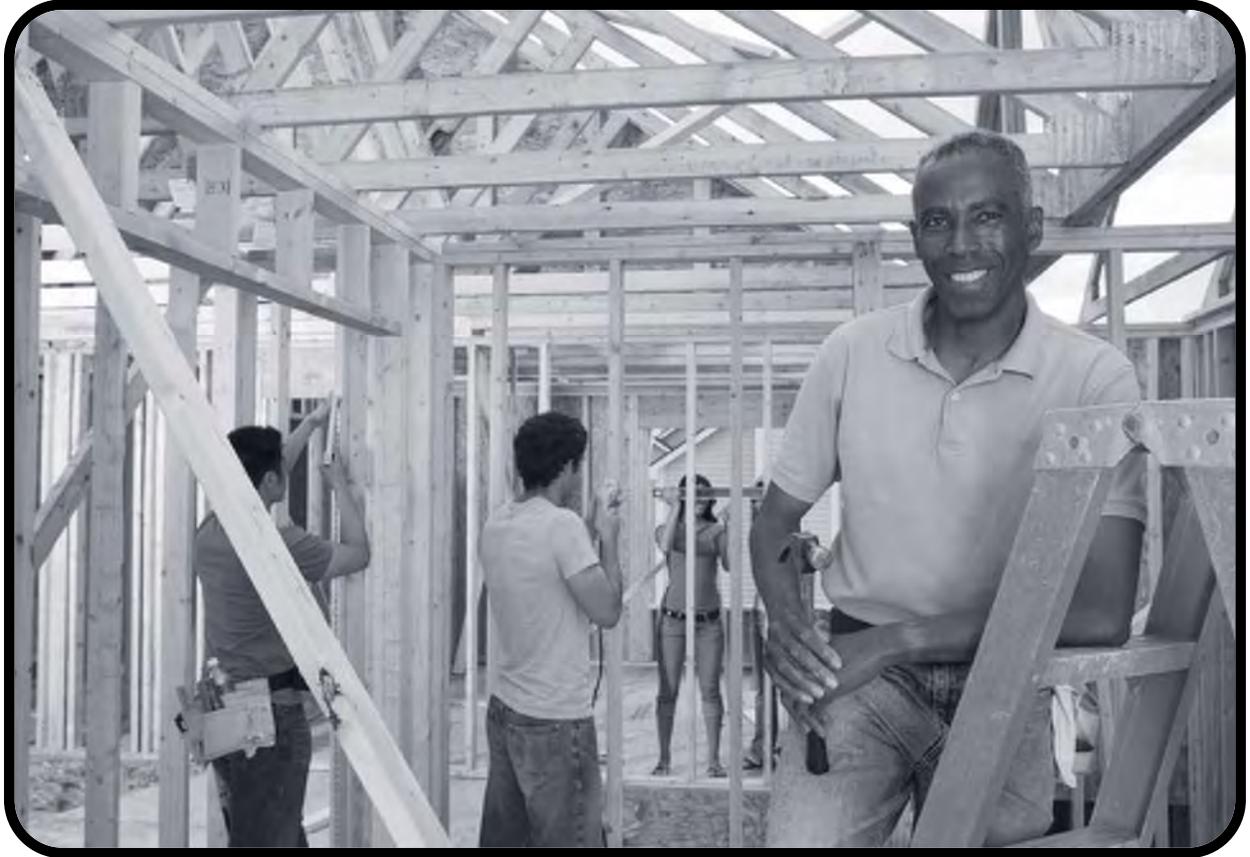


Over the years, Millburn has shown an eagerness to test new ideas for an environmentally sound future. AquaFest, our firmly rooted annual program celebrating clean, drinkable water, won the Association of New Jersey Environmental Commissions' 2004 and 2005 Achievement Awards for educating the community on ways to reduce non-point sources of water pollution. A partnership that harnesses private, public and volunteer sectors of the community executes the half day inter-active presentation in our elementary schools.

We have established bicycle paths, partnered with the press to publish a monthly column titled Ask Your

construction and would require municipal buildings to adhere to green standards.

We will continue to seek new environmental challenges and to strengthen our links with concerned institutions and municipalities. But no single strategy will make a bigger difference than each resident continuing to make a commitment to preserve our natural resources. Make going green a part of your daily life and increase your physical activity while you're at it! Use active transportation like biking, walking or rollerblading when you go to work, school, or to the mall. Every small step will have a big impact on our environment. So... what steps are you taking to Go Green? ♻️



# Invested. Involved.

Our commitment to NJ communities goes far beyond the communications services we provide. Comcast is actively involved in improving the neighborhoods where our customers—and employees—live and work every day.

Through programs such as the Comcast Foundation Leaders and Achievers® Scholarship Program, Comcast Cares Day, Cable in the Classroom and our partnership with the United Way, we maintain strong community ties while enriching lives.

**We're not just in your community;  
we're an active part of it.**

**Comcast**®

# New Jersey's Non-Profit Organizations Must Not Be Overlooked in Current Economy

By: Hank Mullany, Senior Vice President and President of the Northeast Division Walmart Stores, Inc.

As the economic crisis continues to affect communities throughout the Garden State, State Government, the business community and NGOs are all looking for ways to do their part to return the state to prosperity. Everyone in New Jersey - and especially every business -- has a responsibility and an opportunity to be part of solutions that help make this state stronger. However, the real challenge -- the real opportunity -- is much bigger: how do we emerge from this difficult period as a stronger New Jersey?

At Walmart, we're working to do our part. We continue to offer unbeatable prices and one-stop-shopping convenience for our customers. We continue to create quality jobs to the more than 16,500 associates who work in our 59 New Jersey stores. And we're committed to growing our business in the Garden State by pledging to create 1,200 more jobs this year alone.

One of the biggest areas we are making a difference however - and an area that is most-often an after thought during challenging economic times like these - is in the area of Corporate Philanthropy. As the state looks for ways to emerge from this economic crisis, the viability of the non-profit community will be an important part of the solution.

Our mission is to save people money so they can live better and by supporting organizations that are making a positive impact in their communities, we are working to fulfill the "live better" portion of our undertaking. Non-profit organizations throughout New Jersey have been particularly hard-hit over the past 18 months and we're working hard to increase our giving to support those in need.

Most recently, our New Jersey State Giving Council committed more than \$570,000 in grants that will address basic, unmet needs. These include grants to Boys & Girls Clubs of New Jersey, New Jersey Performing Arts Center,

North Shore LIJ Health System, Women's Health & Counseling Center, Junior Achievement of NJ, Mercer Street Friends and The Newark Museum Association.

From inspiring and enabling young people, to early childhood education and youth development services; from providing books for children in need to using the environment to enrich and cultivate a better life for inner-city residents; from supporting research, education and outreach related to diabetes, AIDS and cancer to promoting the well-being and quality

of our seniors; and from fostering a safe haven for runaways or homeless and abused children to supporting the arts, we're striving to support those who, in turn, touch thousands and thousands of lives each day.

As a business, we have a responsibility to society. We also have an extraordinary opportunity that extends beyond our four walls and our associates, and beyond even the local communities we serve, to our shareholders, suppliers and the at-large public. If aligned and executed

**Hank Mullany** is Senior Vice President and President of the Northeast Division for Wal-Mart Stores, Inc. Hank is a Senior Executive with more than twenty five years experience in retail, distribution and consulting. Prior to his employment at Wal-Mart, Hank was Executive Vice President and CEO at the Kimmel Center. Hank also worked as President of Genuardi's Family Markets. Hank graduated Temple University with an M.B.A. in Finance and Bachelor's of Business Administration degree in Accounting and Management.



properly, there is no conflict between delivering value to shareholders and helping solve significant societal problems.

life of our seniors; and from fostering a safe haven for runaways or homeless and abused children to supporting the arts, we're striving to support those who, in turn, touch thousands and thousands of lives each day.

But there is more work to be done and we're hoping others join us in supporting these valuable organizations that are making a difference in New Jersey.

For many organizations, it has become stylish to reference "philanthropy," "corporate social responsibility," and the "Triple Bottom Line." At Walmart, we believe that all these are core to conducting business. We continue on focus on bringing together the bottom line of our balance sheet with social and environmental bottom lines.

The issues we face in the world today are going to require businesses to be part of the solution. They are going to require business, government, and non-government organizations (NGOs) to work together. This is the only way the world will emerge stronger once the current crisis wanes.

Thanks to its business success, Walmart, its foundations, its customers, and its associates supported communities around the globe with nearly \$530 million in charitable contributions during FYE 2009. And last year, Walmart Stores and Sam's Club gave more than \$4.1 million in cash and in-kind donations to local causes and organizations in the New Jersey communities they serve. By way of

The global economy will begin to grow again, and new jobs are going to be cre-

*continued on page 39*

# 2009 Gallery

*Thank You for Visiting*



**Michael Ryan**  
Lake Como



**Carey Pilato**  
Bound Brook



**Joe Venezia**  
Estell Manor



**Fred Constantino**  
Borough of Pine Hill



**Thomas Arnone**  
Neptune City



**Betty Ann Cowling-Carson**  
Magnolia



**Colleen Mahr**  
Fanwood



**Joseph Wolk**  
Mount Ephraim



**Robert Bowser**  
East Orange



**Ed Zimmerman**  
Rocky Hill



**H. Frances Enright**  
Spring Lake Heights



**Deborah Buzby-Cope**  
Bass River Township



**James "Sonny" McCullough**  
Egg Harbor Township



**Michael Giordano, Jr.**  
North Plainfield



**Joseph Nametko**  
Netcong



**Nancy Malool**  
Scotch Plains

# Gallery of Mayors

at the NJCM Booth



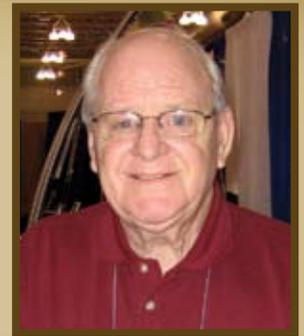
**George Garrison**  
Commercial Township



**Jonathan Hornik**  
Marlboro



**Michael J. Mahon**  
Oceanport



**David Wright**  
Winfield



**Bettina A. Bieri**  
West Milford



**Sandra K. Iaquinto**  
Cinnaminson



**Harry Fuerstenberger**  
Alexandria Township



**Kathleen M. Cole**  
Pompton Lakes



**Dan Roccato**  
Moorestown



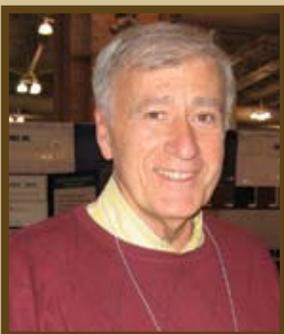
**Joseph A. Kuehner, Jr.**  
Egg Harbor City



**Christopher Botta**  
Ramsey



**Paul N. Mirabelli**  
Mountainside



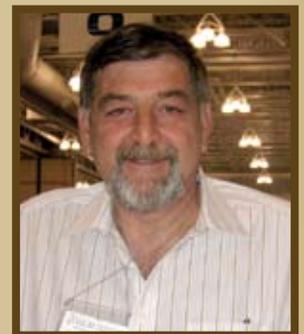
**Paul A. Hoelscher**  
Harrington Park



**Shing-Fu Hsueh**  
West Windsor



**Phyllis Magazzu**  
Township of Berlin



**Michael Gabbianelli**  
Monroe Township

2009 Gallery of Mayors continued on next page

# 2009 Gallery of Mayors continued



**William Budesheim**  
Riverdale



**Leslie Hamilton**  
Hardyston Township



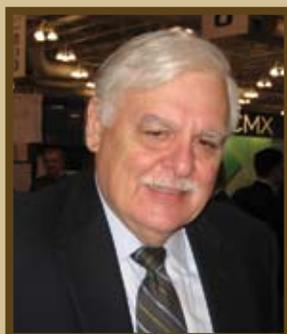
**Robert Giordano**  
Independence



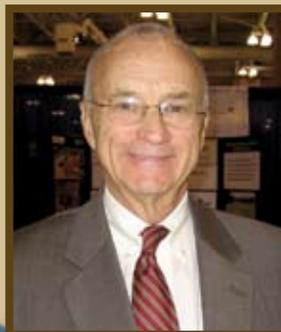
**Maryann Merlino**  
Waterford



**Richard Barnhart**  
Pennsville



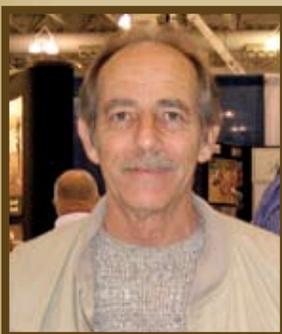
**Peter A. Cantu**  
Plainsboro



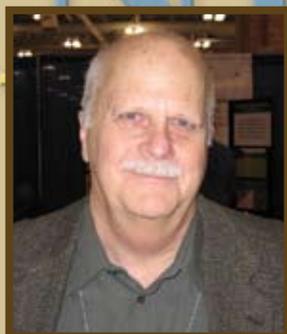
**William F. Larkin**  
Ocean Township



**Alberto G. Santos**  
Kearny



**Jeff Melchiondo**  
Barnegat Township



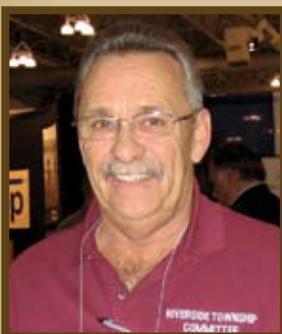
**Richard Franzen**  
Tabernacle



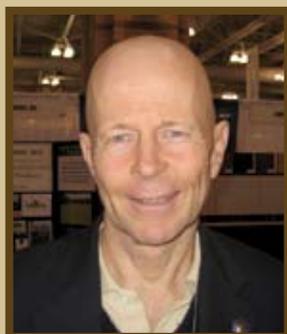
**Diana M. Kuncken**  
Stanhope



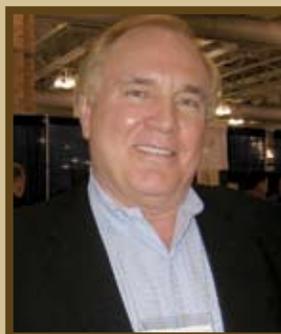
**James L. Cassella**  
East Rutherford



**George Conrad**  
Riverside



**Paul H. Tomasko**  
Alpine



**Christian Parrott**  
Sussex



**Victor DeLuca**  
Maplewood

# NJCM 15th Annual Mayors' Survey & Board Activities

Mayors give thumbs up to new life and breath in the NJCM. Looking forward to returning to the Borgata this Spring!

The NJCM Annual Survey asked Mayors for something different this year, contact information. With a change in Governor and what looks to be a busy Lame Duck Session, the NJCM wants Mayors' contact information so we can get information to you as quickly as possible. "By providing our Executive Director with your cell number, personal email address, etc. it helps us get information to you quickly and allows you to be keep up to speed on the happenings in Trenton," states NJCM President and Piscataway Mayor Brian Wahler.

Aside from the personal information, Mayors were presented with a list of possible Lame Duck issues that the Board took action on during our Fall Summit. The Mayor Emeritus Advisory Council (MEAC's) were there again in numbers volunteering their time and effort.

Mayors also offered countless praises and comments of support for the new energy the NJCM is experiencing. Mayors appreciate the emails and letters coming from the office on a regular basis. The website improvements were also noted as another positive step for the organization. Mayors' without hesitation welcomed the Spring Conference move to the Borgata and look forward to returning this spring 2010. Mayor and NJCM Board Member, Paul Marino, (Hamburg), remarked, "it's great to have the NJCM running well and moving to the next level."

As the NJCM continues its renaissance, we encourage everyone to register for the Spring Conference as soon as the early registration information goes out in early December. We anticipate a large turnout this year of both Mayors and Business Leaders. Check our website for the most current information: [www.njcm.org](http://www.njcm.org). Forms, room reservation information and conference registration will be posted shortly.



## Photos:

Top: Governor Florio stops by the NJCM booth to offer well wishes. Here he is greeted by MEAC Elwood Hampton

Center: The Mayor Emeritus Advisory Council offer manpower at the annual NJCM booth

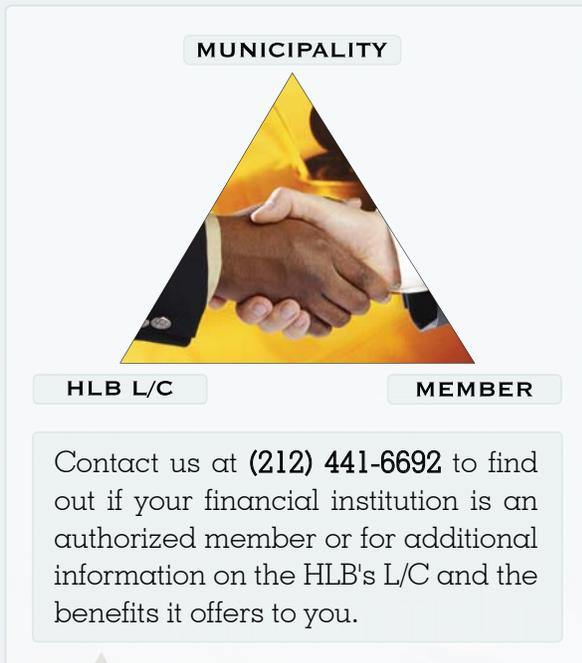
Bottom: NJCM 3rd VP and Port Republic Mayor Gary Giberson stops by the NJCM booth to thank the staff for another great job



## FORM A STRATEGIC ALLIANCE WITH AN HLB LETTER OF CREDIT

The sought-after idea of collateralizing your municipal deposits at your local community bank with a AAA-rated Letter of Credit is now a reality through the Federal Home Loan Bank of New York's ("HLB's") Letter of Credit ("L/C") program. **Today, the HLB's L/C is accepted as eligible collateral under New Jersey law, providing a low-cost, more efficient way to collateralize municipal deposits.**

*Here are some of the benefits that come with accepting an L/C as collateral:*



- ▶ **No cost to you** - The L/C is paid for by the HLB member institution, not the municipality
- ▶ **Immediate pay out** - In the unlikely event of a default in performance by the member institution, municipalities get paid promptly, as opposed to selling the securities to the market
- ▶ **Operationally efficient** - The L/C eliminates the need for the depository bank to match securities and monitor margin calls which reduces operational expenses
- ▶ **Convenient** - Municipalities will receive on the day of the transaction, a one page L/C via fax with the original transmitted via an overnight delivery service



FEDERAL HOME LOAN BANK OF NEW YORK · 101 PARK AVENUE · NEW YORK, NY 10178 · (212) 681-6000 · WWW.FHLBNY.COM

# Surveying the Issue of Contact Voltage

By: Dr. Edward H. Salmon and Richard S. Mroz, Esq.

Chances are that you probably have never heard of contact voltage, or if you have, you have no idea what a potentially hazardous public safety issue it is. And, one that is a result of the aging underground infrastructure in municipalities across our nation. Although it is not a new problem, it is only because of recent technological advances that the locations and causes of contact voltage can be detected, then remedied. "As a former mayor, I am well aware of how crucial it is to be fully cognizant of any danger to public safety," said Ed Salmon, Chairman of Salmon Ventures. "Having the child of a good friend and student die as a result of contact voltage, I cannot stress the importance of attention being paid to this matter."

## What is Contact Voltage?

Commonly, but incorrectly referred to as stray voltage, contact voltage is defined as the "unintentional connection between a power distribution system and publicly accessible surfaces." It's usually found in areas where the electrical distribution system has been buried underground. Over time, that infrastructure can deteriorate or become damaged, resulting in the exposure of electrical wiring. The deterioration can be caused by a number of problems, from corrosion to construction damage to general disrepair. Common energized structures include street lights, sidewalks, manholes and fences.

## Why is Contact Voltage of Concern to Local Officials?

The number one concern with contact voltage is that it poses a serious public safety hazard. Adults, children and pets can easily come into contact with objects connected to an electrical fault and suffer severe injury or death due to electrocution. Densely populated areas increase the potential for electrocution due to heavy foot traffic. Indirect contact with energized sites can also occur through standing water. The potential for hazardous contact voltage extends beyond utility-owned assets. Municipal playground fences, municipal-owned or maintained street lights, and sidewalks, to name a few, can all be energized at a voltage level dangerous to pedestrians and pets.

## What can be done?

Proactive detection is key. As mentioned, the highest potential for contact voltage hazards is in densely populated areas because of the magnitude of pedestrian

and pet traffic. The NY Public Service Commission found that the most efficient and effective means of detecting contact voltage is mobile contact voltage detection. That's where a fairly new New Jersey-based company comes in. Formed in 2004, Power Survey Company has applied a combination of cutting edge technology, advanced data management systems, and top engineers to develop a mobile system for detecting and mitigating contact voltage.

The Company employs a fleet of sophisticated truck-mounted monitoring systems known as the SVD2000 to detect and pinpoint energized surfaces and structures. Using GPS and mapping tools to track their progress, the Power Survey technicians drive the SVD2000 trucks on pre-planned routes through an area finding hot spots of voltage or electrical faults. The trucks move at a speed of 20 MPH and the sensing equipment has a range of 30 feet that is sensitive down to 1 volt AC. When a contact voltage hazard is discovered, it

**Dr Edward H. Salmon** is an Associate at Salmon Ventures, Ltd. He was honored in 2003 by NJCM with the Former Mayor of the Year Award



is logged on the SVD2000 system and the technician gets out of the vehicle to pinpoint the fault using handheld equipment. The Power Survey technician measures the voltage, blocks off the area and notifies the municipality or utility that a repair is needed. During a recent, brief scan of some of New Jersey's most densely populated municipalities, Power Survey Company found playground fences, metal bus shelters and street lights that had been electrified at levels dangerous to humans.

Unfortunately, present testing for contact voltage is mainly reactive, i.e. after a pedestrian or pet has been shocked. Buried electrical infrastructure is in a constant state of deterioration and voltage can change suddenly. Power Survey's work in major cities like Toronto and New York is an ongoing effort since each sweep yields new faults.

## What Can Mayors & Elected Officials Do?

As mayors of New Jersey's municipalities, especially densely populated ones, it is important that you're made aware of the existence of contact voltage and the public safety threat it poses. It is equally important that you take steps to address the issue and prevent public incidents from occurring by demanding that your utility company take proactive measures in



**Richard S. Mroz, Esq.** is also an Associate at Salmon Ventures, Ltd. Rick served as Chief Counsel to Governor Whitman and liaison to the State's largest authorities. Rich also serves NJCM as Legislative Counsel.

safeguarding the public from this hazard. Assessing municipal assets for potential danger is another preventative measure. And finally, we encourage our Mayors to contact the NJ Board of Public Utilities to encourage them to mandate that the State's electric safety standards adequately address this important safety issue by requiring contact voltage detection throughout the State, especially in densely populated areas via mobile contact detection. 🐾

**For more information on Power Survey Company you can visit their website at [www.powersurveyco.com](http://www.powersurveyco.com).**

# A Proud Sponsor of The New Jersey Conference of Mayors



With 59 stores employing over 16,000 New Jerseyans,  
Walmart also supports over 73,000 New Jersey supplier jobs.

Walmart and New Jersey...*Perfect Together!*

NJCM Annual  
Spring Conference

**April 27-30, 2010**

**Borgata**  
HOTEL CASINO & SPA  
Atlantic City



# Hamburg, Making Progress Step by Step

By: Mayor Paul Marino, Hamburg

The past several years have been extremely busy for Hamburg Borough. In 2009, the State project known as, "Intersection of State Routes 23 and 94," was completed. The intersection is now wider, with turning lanes, sidewalks, and the installation of a beautiful old-fashioned, "Hamburg Clock." In addition to the highway improvements, the State also repaired Historic Main Street. The overall project has beautified and improved the appearance of the entire town.

On October 3, 2009, Hamburg Borough had the honor of hosting the Annual Sussex County Fireman's Inspection Day Parade. The parade coincided with the celebration of the Hamburg Fire Departments' 100th Anniversary. As Mayor, I was proud to sit on the grand stand with other dignitaries and watch the parade as thirty-two fire companies passed through town. The event was a great success!

The Borough is presently in the final stages of completing our goal of having a recreation facility. The grounds include a regulation little league and soccer field, a scenic walking path along the Wallkill River, and concession stand. Completion of this project will allow regional Wallkill Valley leagues to use the facilities. People will be able to enjoy the recreation grounds for years to come.

In 2007, Hamburg Borough formed a Historic Preservation Commission. This Commission safeguards the heritage of our community by preserving the integrity of our historic buildings. The Commission's more recent accomplishments include designation of the "Gingerbread Castle" and "Wheatsworth Mill." I believe preserving our past helps shape our future.

**Mayor Paul Marino** has resided in Hamburg with his family for the past 22 years. In 1993 he was elected to serve on the Hamburg Borough Council, and in 2000 became Mayor, a title which his very proud of. Mayor Marino has also served on the Board of Public Works and Land Use Board. In addition, he has been the Police and Fire Commissioner, Fire Chairman and is a member of the Hamburg Fire Department



In addition, Hamburg Borough continues to hold costs down by entering into shared services with other towns for various departments including construction, animal control and county welfare. We continue to target roads needing improvement, and also repair and upgrade our sewer system and water department. Other services Hamburg provides are Police, Fire Protection, EMS, Road Department and Recycling Pick-up.

Over the past 16 years, serving as both Councilman and Mayor, I've tried to have a plan to improve the community, by maintaining fiscal responsibility for the town, but still understanding the town's yearly needs. As Mayor, with the help of our council, and municipal employees, we have been successful in reaching our goals.

# NJCM Affiliate Dave Street Can Now Help You Fulfill Your Storm Water Education Requirements

By: Dave Street

Last year the state of New Jersey implemented permit changes for its Municipal Stormwater Regulation Program. Among them is a local public educational outreach requirement. Every town or city in New Jersey is classified as either a Tier A or Tier B municipality and shall conduct educational activities that total ten points. (Tier A municipalities generally have a larger]population density or are coastal communities. Tier B communities are generally inland or rural.) Both are required to fulfill the educational outreach requirement. According to the DEP, failure to comply with the stormwater regulations could result in a financial penalty.

Here's some great news. NJCM affiliate member Dave Street's Clean Communities shows can meet your municipality's stormwater education requirements for you!

Dave's Clean Communities programs include segments that illustrate how stormwater can wash litter & other forms of non point source pollution down into storm drains and out to the water or directly into local water systems.

Here's how you can arrange it. You can use your Clean Communities grant money to sponsor Dave's programs

in your schools, senior center or at your community events. Dave will then give you a letter to forward to the DEP outlining how his presentation meets the education requirements and that your community sponsored this program, helping to fulfill your education outreach obligation. It's that simple. (And you also will be fulfilling your Clean Communities educational requirement as well.)

**Contact Dave Street by email at [godave908@yahoo.com](mailto:godave908@yahoo.com) to set it up now**



TASER® X3™

## Save Lives. Save Your Budget.

Houston is just one of more than 14,500 communities that are saving lives, and saving money with TASER devices - over \$2 million each year just in fewer officer injuries. Your police deserve safer jobs, and your tax payers demand more efficient budgets. TASER can help provide both.

For more information on how TASER can make your community safer, visit [www.TASER.com](http://www.TASER.com) or call 1-800-978-2737.



### Houston Police Worker's Compensation Claims



- Interim Licensed Site Remediation Professionals (LSRPs) to Streamline Environmental Investigation/Cleanup (Scheduled for November 2009)
- Expert Project Re-direction to Get Back on Track
- Brownfield Development Areas (BDAs): Grants For 100% Investigation and Up to 75% Remedial Action Costs – Ask Us How

- Brownfields Inventories and Site Selection
- Transactional Due Diligence
- Phase I & II Environmental Assessments
- Remedial Action Design & Cost Estimation
- Innovative Brownfields Financial Resource Strategies
- Integration of Remediation into Redevelopment Plans
- Expert Cost Minimization & Expedited Scheduling
- Full-Service Remediation & Construction Management



*Solving Environmental Problems  
& Creating Redevelopment Opportunities*

111 North Center Drive ■ North Brunswick, NJ 08902  
Phone (732) 545-9525 ■ Fax (732) 545-9425  
Visit our website at [www.excelenv.com](http://www.excelenv.com)

Certified WBE & SBE

# Trenton Approves TASERs

By: Peter Holran, Vice President of Government and Public Affairs, TASER International

On November 23, 2009, New Jersey Attorney General Anne Milgram approved the use of electronic control devices (ECDs) by law enforcement officers in New Jersey. Until now, New Jersey was the only state to prohibit the use of ECDs and stun devices by law enforcement.

The supplemental use of force policy approved by the Attorney General allows law enforcement officers in New Jersey the use of ECDs in limited circumstances involving emotionally disturbed individuals. The policy also limits the number of patrol officers per agency permitted to carry stun devices. There is no limit on number of devices for SWAT and other emergency response teams.

While this initial policy is limiting as to which officers can use an ECD and when, this is still a huge step forward for law enforcement in New Jersey. The expectations during this initial phase are that New Jersey law enforcement agencies will begin to experience reductions in officer and suspect injuries and municipalities will reduce their risk liability with savings in working compensations and legal costs similar to those evident at the thousands of agencies currently using TASER® brand devices.

Today, TASER is by far the leading brand of ECD among law enforcement. TASER brand ECDs are used by officers in more than 14,800 law enforcement agencies in 49 states and in more than 44 countries around the world. TASER devices save lives, reduce officer and suspect injuries, and decrease excessive force and workman's compensation claims, thus saving communities money. For example, after Cincinnati made the decision to deploy TASER devices, they saw officer injuries reduced by 56 percent, suspect injuries reduced by 35 percent, citizen complaints reduced by 50 percent, and their overall use of force reduced by 50 percent.

The financial benefits of deploying TASER devices are also astounding.

Fewer officer injuries mean a reduction in workman's compensation claims, and the costly need to backfill for an injured officer on the street. Fewer suspect injuries mean a reduction in excessive use of force claims and less liability exposure for your community. The Michigan Municipal Risk Management Authority (an insurance organization that provides liability insurance to a group of Michigan towns) did a six-year study (2003-2008) looking at TASER use in 123 Michigan agencies. The study found that in 1,768 TASER incidents, there were only three significant injuries; that is injuries in only .0017% of the uses. The study also found that excessive force claims dropped from a high of \$7 million a year in 2003 to \$366,600 in 2008 following a broader deployment of TASER ECDs. The Michigan Municipal Risk Management Authority now provides incentives to towns they insure to deploy TASER programs because the reductions in claims are so dramatic.

(generic term for electronic control devices used by the US Department of Justice). According to the interim report from the study, *National Institute of Justice (NIJ) interim report, Study of Deaths Following Electro Muscular Disruption* (June 2008), the expert panel of physicians, medical examiners, and other relevant specialists in cardiology, emergency medicine, epidemiology, pathology and toxicology concluded that, "[a]lthough exposure to CED (TASER ECD) is not risk free, there is no conclusive medical evidence within the state of current medical research that indicates a high risk of serious injury or death from the direct effects of CED exposure." The final report is anticipated to be released early next year.

Whether you are looking at scientific studies or anecdotal evidence from the thousands of communities which currently deploy TASER devices, the results

**Peter Holran** is the Vice President of Government and Public Affairs at TASER International, the market leader in electronic control devices and a leading provider of technology solutions. More information can be found at [www.TASER.com](http://www.TASER.com).



While no use of force option is completely risk free, TASER devices have been shown to be generally safe and effective and the safest intermediate use of force tool available to law enforcement. More than 280 major medical and scientific studies have been conducted on the TASER device, and more than 70 percent of these studies have been funded completely independent of TASER International<sup>1</sup>.

One of the most exhaustive studies has been conducted by the National Institute of Justice. For the past three years, the NIJ has been conducting an independent review and study on the issue of in-custody deaths involving a TASER brand device or conducted energy devices

are the same. Electronic control devices are generally safe and effective, and are saving lives, reducing injuries and saving precious taxpayer dollars across the United States.

Now, law enforcement officers throughout New Jersey and your community will benefit from the use of TASER ECDs as well. 🚔

<sup>1</sup>For an index of the medical and scientific studies pertaining to TASER devices, please visit <http://taser.com/research/Science/Pages/CurrentElectronicControlDeviceResearch.aspx>



**Team allRisk** IS PROUD TO BE A  
**Silver**  
**Business Council Member**



New Jersey Business Council of Mayors

**24/7 Disaster Recovery**  
**877-247-5252 • [www.teamallrisk.com](http://www.teamallrisk.com)**

Dean A. Ragone  
Principal

Frank N. Messina  
Principal



**ENERGY & UTILITIES • ENVIRONMENTAL • PUBLIC WORKS • REAL ESTATE DEVELOPMENT**  
**SOLID WASTE • TRANSPORTATION • WATER/WASTEWATER**

**You Have Goals - We Have Solutions**



ENGINEERING, PLANNING &  
ENVIRONMENTAL CONSULTING

CORPORATE HEADQUARTERS:  
Eleven Tindall Road, Middletown, NJ 07748  
732.671.6400 f: 732.671.7365

[www.tandmassociates.com](http://www.tandmassociates.com)

REGIONAL OFFICES:  
Moorestown, Toms River and Clifton

# Long Hill Township is Open for Business!

By: Mayor George Vitureira, Long Hill Township

In the last three years as Mayor of Long Hill, I have taken an active role and made it a top priority to develop a healthy business climate in our Township. With the help of dedicated volunteers and a cooperative governing body, the Township's reputation has slowly changed from a challenging place to do business, to one where commerce could accomplish rousing projects. We have created new partnerships with businesses that are improving the quality of life for our residents. I strongly encourage business owners and developers to consider Long Hill Township for their ventures.

Long Hill has impressive resources that make people crave to live here and business owners aspire to work there. We are easily accessible. The Township has three train stations -- one of only five such municipalities in all of New Jersey. We are straddled by two exits of Interstate 78 and only a stone's throw from Rt. 287. New York City is only 40 minutes away, yet Long Hill is one of the most pristine natural settings in Morris County. The Great Swamp National Wildlife Refuge is our northern bulwark and we are surrounded by 12.7 miles of the Passaic River on the other three sides. In fact, nearly half of our twelve square miles are dedicated public parks and open spaces. It makes for great ecotourism -- the fishing, boating, hiking, and bicycling are out of this world!

We are a bona fide "home town" community surrounded by other affluent areas. Generations of families live here and we even have a Grange. We are large enough that demographics favor engaging a successful business, yet small enough that residents know each other and connect in community activities. We have the largest Community Emergency Response Team in all of Morris County, for example, even though we are only 21st in population out of 39 municipalities. Many residents from surrounding towns shop in our downtown business district, which includes a regional

shopping mall with 29 stores (11 national chain outlets) and plenty of parking.

Understanding that we could get more accomplished if we toiled together, I have encouraged partnering with local businesses. With the help of our Chamber of Commerce, we purchased new "Welcome" signs by selling sponsorship rights to local businesses. The funds raised were used to create an off-budget account to beautify and enhance our business districts. Last year, we started the annual Long Hill Community Day, a town-wide picnic sponsored by our local businesses. Because of the business contributions, we raised generous sums for our local emergency services volunteers. In 2009, more than one hundred of our local businesses donated monies, goods and services to this and other such local events.

**Mayor George Vitureira** is a lawyer and has a real estate investment business. He is a former member of the Board of Education. Please contact Mayor Vitureira at [mayor@longhillnj.us](mailto:mayor@longhillnj.us) or 908-647-8000, x-232, and visit [www.longhillnj.us](http://www.longhillnj.us) for more information.

ness district into smart growth, pedestrian-friendly, mixed-use transit village projects.

We have also worked diligently to control our taxes. Notwithstanding losses in State aid and other declining revenues, our municipal tax increases have averaged just over 2% in the last three years. We achieved this through sound business principles rather than reductions in services. We analyzed our operations and reduced our costs and salaries. We treat our taxpayers as our "customers" and as such, have adjusted to these challenging times by working smarter and encouraging more volunteer efforts.



Long Hill has made substantial improvements to the infrastructure designed to foster business development. Only two years ago, we invested nearly one million dollars to revitalize the heritage business district in Stirling. On Main Avenue -- home of the Stirling Hotel, a renowned bar-restaurant that attracts patrons from miles around -- we added new trees, old-fashioned sidewalks and benches, and period street lights. New businesses are starting to repopulate the area.

The Township has also worked closely with the business community to modify the Master Plan and is in the process of adopting new land use ordinances specifically tailored to enhance our downtown business district. We intend to make it easier to develop (yes, we still have some vacant land) or redevelop areas of our busi-

ness owners and developers have been knocking on my door. In 2009, nineteen new businesses will have opened in Long Hill. The Township Committee and Planning Board have been working on a few substantial projects that will convert aging industrial areas into mixed-use transit villages that will support a walking-community atmosphere and meet our affordable housing requirements.

Long Hill has been a hidden gem. We are looking for business owners and developers to help us give it a final polish so that we can again be acknowledged as one of the best places to live in New Jersey. 🍷

# Relationships are our strength.

## Government banking is our specialty.

Banking with Valley's Government Services Group means working with dedicated professionals, who will work with you to build a trusted relationship.

**Government Accounts**

**Public Debt Issues**

**Cash Management Services**

**Developer Escrow Accounts**

**ARTI CHATARGUN**  
(973) 686-5037

**JIM FITZGERALD**  
(973) 686-5025

**RON FRASER**  
(973) 686-5034

**JOHN GRESH**  
(973) 686-5026

**SHAWN ROBERTSON**  
(973) 686-5023

**Say hello to Valley National Bank.**

[www.valleynationalbank.com](http://www.valleynationalbank.com)

©2009 Valley National Bank. Member FDIC. Equal Opportunity Lender. VCS-3219



## Expert Assistance

"PROVIDING ACCURATE PROPERTY VALUES TO ENSURE A FAIR AND EQUITABLE DISTRIBUTION OF THE TAX BURDEN AMONG YOUR PROPERTY OWNERS"

### Expert Services

- Municipal Revaluations
- Assessor Assistance Programs
- Tax Appeal Assistance
- Condemnation and R.O.W.
- Green Acres
- Agricultural Preservation
- Special Assessments
- Transcontinental Pipelines
- Special Purpose Properties

### Expert Assistance

- State Certified
- General Real Estate Appraisers
- Certified Tax Assessors
- Appraisal Instructors
- Municipal Appraisers

### CERTIFIED VALUATIONS, INC.

MUNICIPAL REVALUATIONS AND CONSULTING  
STATE CERTIFIED GENERAL REAL ESTATE APPRAISALS

Plaza 447, Route 10, Suite 8, Randolph, NJ 07869 Phone: (973) 361- 2700 Fax: (973) 361- 6854

# CMX Strategic Energy Master Plan Helps Municipalities Go Green to Earn Green

By: James M. Oris, P.E., C.M.E., C.P.W.M.

The state of New Jersey has set the bar high for finding innovative approaches to energy generation and conservation. Municipal leaders are eager to meet the challenge to reduce energy costs, improve the environment and, ideally, uncover a new revenue stream for their municipalities. Communities statewide, from rural hamlets to seaside resorts to the state's largest cities benefit from green initiatives, but planning for and executing such initiatives requires the time and resources that most municipalities simply don't have.

CMX, a New-Jersey-based engineering and consulting firm, recently established a Strategic Municipal Energy (SME) Master Plan program that gives savvy community leaders the tools they need to get the most for their energy investment. Recognizing a need for fiscal responsibility with limited or sometimes diminishing resources, the SME Master Plan program helps municipalities address their energy conservation, usage and generation needs.

A successful approach to a municipal energy program is often two-fold, providing energy and cost savings through conservation as well as by generating new energy through clean, renewable sources such as solar or wind.

The CMX SME Master Plan begins with a thorough study and analysis of a municipality's facilities and current and future energy needs including structures, vehicles, land and public spaces. A municipal-wide land area evaluation of viable energy facilities will identify the municipal owned land or available land that may be suitable to host an energy generation site; a potential source of revenue for the community.

Based on the results of the study, the CMX team will make recommendations for improvements to upgrade and enhance energy efficiency and potentially reduce costs. Recommendations may be as simple as installing programmable thermostats to reduce heating and cooling costs or motion sensor switches for lighting. Other energy conservation recommendations, such as

boiler replacements, require a greater investment but have a relatively rapid return on investment in terms of energy savings.

Little Egg Harbor Township in Ocean County has benefited from the SME Master Plan program. CMX is an owner's representative for the township, assisting with the writing of an RFP to install solar fields at four municipally-owned locations. The solar array will be owned and financed through a third party energy provider. When the RFP is released, CMX will continue to work with the municipality to guide the process and make recommendations on the selection of a solar contractor.

## Shared Services – A Strategic Component of “The Plan”

Integral to the success of the CMX SME Master Plan is the involvement of key

**James M. Oris**, a principal of CMX and the NJ Public Works Division Director, has over 23 years of experience. He is responsible for the supervision, coordination and completion of project design for municipal projects, including planning, surveying, engineering, grants administration, public bidding, contract award, full contract and construction administration, municipal project review and interaction with state, county and local review agencies. He can be reached at 732-451-0100 or [joris@cmxengineering.com](mailto:joris@cmxengineering.com).



stakeholders within the community. The stakeholders may include the mayor, town council, township administrator, engineer, superintendent of schools, business administrator, building and grounds officials, school board president and MUA executive director. Stakeholders form a Municipal Energy Advisory Committee to help guide the master plan process; exchange information about existing energy needs and develop a shared services approach to energy conservation and generation for the community.

Most municipalities are familiar with the financial benefits of shared services agreements. The SME Plan uncovers additional shared services programs that

save energy, reduce green house gases, reduce a community's carbon footprint and ultimately save costs. Such programs may include sharing garbage collection services, snowplowing equipment or neighboring school districts sharing bus routes.

## A Community-Wide Return on Investment

The CMX- SME Plan's success is built upon the premise that by “networking and sharing” information and “assessing” opportunities, third party energy providers will be attracted to and invest in a community's energy initiatives, which will result in reduced energy costs today and in the future. By enlisting the resources of a third party energy provider a municipality will create surplus energy capacity to improve

the region's energy grid, make the Municipal Energy Master Plan attractive to a third party provider and ultimately generate revenue for the municipality.

A Strategic Energy Generation Plan within the overall SME, provides a comprehensive community-wide solution which encompass all facilities and energy needs throughout the municipality. A third party energy provider's investment in upgrades to local facilities translates into reduced energy costs, construction of new energy facilities and the potential for a community to create new revenue streams—often at no cost to the municipality. It's a classic “win-win” for municipal leaders, the community they serve and the environment. ♣

KNOW WHAT'S BELOW  
CALL BEFORE YOU DIG!

**811**

OR

**1-800-272-1000**



EXCAVATION - DEMOLITION  
BLASTING

IF YOU DIG - YOU CALL!

**IT'S THE LAW!**

FOR FREE TRAINING CALL 732-394-3000

MANAGING DOCUMENT ACCESS

*Put your finger  
on the answer.*

*Codification Services*

*Document Management Solutions*

*Agenda Automation Software*

*Electronic Codes*

*Document Scanning Services*

**GENERAL  
CODE**

800-836-8834

[www.generalcode.com](http://www.generalcode.com)



Rooted in the Community

**AQUA**

[www.aquanewjersey.com](http://www.aquanewjersey.com) - 877.WTR.AQUA

# Economic Success in a Tough Economy

By: Mayor John F. Bencivengo, Hamilton Township

Before being elected Mayor, I spent 30 years in business. I owned and managed several companies and served as the Executive Director of the Hamilton Partnership, a non-profit entity that assists local businesses. But even if I possess more business experience than others, I believe these lessons can help other towns achieve economic success.

## The right mind-set for businesses

Many local governments promote their towns to attract economic growth, but the most effective way is to allow your reputation of service to do it for you.

When I entered office, I immediately sought to change the culture of the department that local businesses, contractors and other stakeholders depend on for permits, inspections and land use guidance. Past directors had more engineering experience, which did not benefit economic growth, nor customer service. I selected a Department Director with business experience, who understood customer service and stressed its importance.

Following a \$16 million budget deficit I inherited from the previous administration, layoffs eliminated positions in this department. But with fewer employees, we streamlined the inspections process to increase efficiencies. We rearranged hours of operations to allow employees time solely for processing applications, which allowed more time for serving customers and concentration on quality customer service. Happy customers have become more frequent, and the word is spreading.

## Engaging your local business community

As Mayor, I dedicate significant time towards meeting with and updating local business leaders on our economic development efforts. Every other week, I meet with the new Hamilton Partnership Executive Director and my Directors of Technology and Economic Development and Community Planning and Compliance. We discuss potential business projects and issues concerning the business community. I also attend the monthly meetings of the Hamilton Partnership to speak with all members.

In addition, I attend the monthly meetings of our Township's volunteer Economic Development Advisory Commission, consisting of local business leaders, to provide economic development updates. I requested their assistance with a township-wide business survey to learn how we can help and better serve our local businesses.

These steps opened the lines of communication with our local business community and are generating positive results.

## A clear vision for the future

If you desire a vibrant economy, you need to envision the future of your business districts. We are currently doing so in three areas of Hamilton Township. The first is our US Highway 130 business corridor, a growing retail area that includes shopping centers and our very successful one million square foot Marketplace.

Here, we envision a future "Entertainment and Recreation District." With a newly approved "overlay district" to encourage projects with entertainment and recreational components, we have attracted nearly a million more square feet of retail. We hope to create a destination that at-

tracts shoppers from near and far to return often and keeps this retail area vibrant.

The second area is an "Arts and Cultural District." The area encompasses the nationally-renowned sculpture park, the Grounds for Sculpture, which attracts 100,000 visitors each year, despite poor visibility and being surrounded by an industrial area that has witnessed high vacancy rates. With an "overlay district" we hope to provide incentives for new business and redevelopment projects that promote the arts. This might include art galleries, live theater, dance studios, dual live to work spaces for artists, displays of public art and murals.

Although the district has not yet completed the approval process, we are already receiving calls from interested parties.

The third area is our State Highway 33 corridor. Over the years, the area quickly developed with smaller-scale retail shopping centers and other highway commercial businesses. However, it has experienced some vacant storefronts and under-utilized shopping centers, along with a roadside that lacks any uniformity in design standards or landscaping.

While we are in the very early stages of our efforts, we hope to engage businesses along the corridor to turn the roadway into a true economic gateway for our community. Coined as "The 33 Gateway" it will connect our "Arts and Cultural District" with our "Entertainment and Recreation District."

## Positive Results

Along US Highway 130, we witnessed the opening of 3 major business projects this summer. They include the Shoppes at Hamilton, an upscale shopping center with stores such as Chico's, Ann Taylor, Jos. A Bank Menswear, New York & Company



**John F. Bencivengo** is the Mayor of Hamilton Township and serves on the NJCM Board of Directors.

and Banana Republic. That was followed by the opening of Hamilton Honda, a nearly 65,000 square foot automobile sales and service center. Finally, what I like to call our "Trifecta of Economic Development" was completed with the opening of the Hamilton Manor, a 30,000 square foot destination that includes a ballroom and catering hall, an upscale steakhouse, and a lounge and bar.

At the time of this article, our local unemployment rate is near 3 percent – much lower than the state and national rates. Ideas for new projects continue to develop all across our community. It shows that even in a tough economy, there are opportunities for economic growth. ♣

# benefits alert

**FACT**

State officials have announced an **+18% premium rate increase for the State Health Benefits Plan** and a **+23% rate increase for the State Educators Health Benefit Plan.**

There is an alternative....the PERMA Health JIF. Advantages include:

- > Ability to predict and control future healthcare costs
- > Local control over your insurance plan
- > Maintaining your current level of benefits on an "equal to or better than basis"
- > Influence over claim costs through improved program management
- > Reduced administrative expenses through increased negotiating clout
- > Access to your own claims data

It's not too late to start saving and protecting your future. Contact Joseph DiBella directly at 856-552-4618 or [jdibella@permainc.com](mailto:jdibella@permainc.com).

**PERMA** | RISK MANAGEMENT SERVICES



**Hatch Mott MacDonald consulting engineers**

municipal engineering  
highways & bridges  
life-safety & security  
water & water resources  
wastewater  
tunnels  
environment  
aviation  
ports & harbors  
operating services

**NJ Offices**

**Headquarters: Millburn**

Perryville | Freehold | Jersey City | Cape May Ct. House  
offices across North America

**800.832.3272**

**[www.hatchmott.com](http://www.hatchmott.com)**

*Your Professional Source for Affordable  
Housing Compliance Services*



Since its inception in 1994, Piazza & Associates, Inc. has been in the forefront in the administration, monitoring and compliance of affordable housing in New Jersey.



**Piazza & Associates**

Administrative Agents

Princeton Forrestal Village • 216 Rockingham Row • Princeton, NJ 08540

609-786-1100 Fax: 609-786-1105 [info@HousingQuest.com](mailto:info@HousingQuest.com)

**For more information  
about the  
NJCM Quarterly and  
advertising opportunities,**

**contact us at 609-989-9216, or  
send us an email at  
[njcm@njcm.org](mailto:njcm@njcm.org).**

Our staff will get you engaged with New Jersey's decision makers and the NJCM.



**New Jersey Conference of Mayors**

150 West State Street

Trenton, New Jersey 08608-1105

Telephone: 609.989.9216 | Fax: 609.989.9595

**[www.njcm.org](http://www.njcm.org)**

*Hank Mullany-continued from page 21*

additional funds raised through stores and clubs around the state, Walmart raised and contributed more than \$4.6 million as a result of its presence in New Jersey. In addition, Walmart and Sam's Club associates in the U.S. donated more than one million volunteer hours during the past fiscal year, further illustrating the company's ongoing efforts to encourage community service.

At Walmart Stores, we're proud to be serving the residents of New Jersey by saving them money, helping the social outreach organizations that matter to them, moving forward toward greater sustainability in our business practices, and helping everyone to simply live better.

**Tax-exempt 501(c) (3) organizations in your community may apply for the next round of grants at [www.walmartstores.com/communitygiving](http://www.walmartstores.com/communitygiving). The Walmart State Giving Advisory Council in New Jersey and Walmart Foundation have adopted four focus areas: education, job skills training, environmental sustainability and health. While these areas are of particular significance, other programs that do not specifically align are given full consideration.**



## New Jersey's Leading Public Entity Insurance Agency

Listening intently to our public entity clients, responding to real issues and creating programs that address their specialized needs. That is what makes BGIA an innovative and dependable agent for municipal and school board programs. We provide the broadest possible coverage at the most competitive rates in the industry. With BGIA, you get customized protection that keeps up with the concerns that face your community.

Property & Casualty Insurance, Risk Management Services and Employee Benefits for:

- State Agencies
- Counties
- Municipalities
- Not-for-profit Entities
- Special Districts
- Schools

**BGIA**  
Business & Governmental Insurance Agency

Explore new opportunities to find the best coverage for your Municipality or School Board

**Call Us Today: 1.800.272.6771**  
Steve Edwards / ext. 241  
Stuart Migdon / ext. 226  
Terry Dermody / ext. 214  
Visit us online at [www.bgiains.com](http://www.bgiains.com)

We are one of the leading public entity insurance agencies in New Jersey, providing comprehensive property & casualty insurance, risk management services and employee benefits programs.

## NJCM Hosts Technology Seminars For Mayors

This past October, in partnership with Richard Stockton College and Bergen County Community College, the NJCM hosted the 1st Annual NJCM Technology Seminars. Representatives from Cisco Systems, Verizon and Comcast were invited to attend and talk with Mayors about how technology is changing and ways towns can better utilize technology for cost savings and efficiencies for service delivery.

Mayors were afforded the opportunity of traveling to the nearest location for the program. Richard Stockton Atlantic City Campus hosted on the first day with a

light turnout and Bergen followed the next day receiving over eighteen guests. The evolution of broadband, wireless and video services were discussed, as well as the next generation of consumer trends and company plans. "Clouding" appeared to be a topic many Mayors wanted to learn more about. "Clouding" is the ability to utilize existing services on the internet to back up town information at little to no cost, and the assurance that this vital information remains protected caught the ears of the Mayors.

Both Dr. Izzy Posner of Richard Stockton College and Bergen County

Community College President Jerry Ryan, welcomed the new partnership with the NJCM and look forward to building upon this new beginning. "We would like to see a series of annual informational seminars at our location, along with the opportunity to work with the NJCM and Stockton on a Mayors Training Program," remarked BCCC President Jerry Ryan. "Working with Al LiCata of the NJCM has been an exciting experience. Working with the Mayors and providing programming of benefit via our facilities is something Richard Stockton College looks forward to developing," Dr. Izzy Posner, RSC, concluded.



*Left:* Ron Jones (Beachwood) is greeted by corporate hosts for the Technology Seminar at Richard Stockton Campus

*Center:* Paul Brigner E.D. Internet & Technology Policy, Verizon, discusses future consumer trends.

*Right:* David Mayer, Director of Legislative Affairs, Comcast, meets with Mayor Carey Pilato (Bound Brook) prior to the Bergen County College session



**EAI, Inc.**  
Environmental Management Services

Robert C. Carvalho, PG  
PRESIDENT/CEO

50 Prescott Street  
Jersey City, NJ 07304  
Tel: 201-395-0010 Ext. 229  
Fax: 201-395-0020

Cell: 201-686-7272  
Email: robc@eaienviro.com  
Web: www.eaienviro.com  
800-886-EA11 (3241)

Environmental Testing & Remediation • Survey/Design/Management



Laurence E. French, P.E.  
Chairman

1800 Route 34, Suite 101 • Wall, NJ • 07719  
T 732.312.9800 Dir 732.312.9650 F 732.312.9801  
Laurence.French@fpaengineers.com • www.fpaengineers.com

**Need Help With Your Business Writing?**

Not enough time to do it? Get some reliable relief and improve your marketplace results with a professional business writer.

Business reports • White papers • Marketing plans  
Business plans • Web copy • Brochures • Case histories

**Keep your customers coming!**

Broad experience in marketing, sales, and operations. Persuasive writing that is focused on customer needs and better business results.



James Salter II • 856.910.8220 • www.businesswriter.us

RUDERMAN & GLICKMAN, P.C.

STEVEN S. GLICKMAN  
COUNSELLOR AT LAW

675 MORRIS AVENUE, SUITE 100  
SPRINGFIELD, NJ 07081

973-467-5111  
FAX 973-467-8891

Customer Loyalty  
through Client Satisfaction



**Corporate Headquarters**  
331 Newman Springs Road  
Suite 203  
Red Bank, NJ 07701  
P: 732.383.1950

Engineers ■ Planners ■ Surveyors  
Landscape Architects  
Environmental Scientists



**NEGLIA**  
ENGINEERING ASSOCIATES

Civil Engineering  
Municipal Engineering  
Traffic Engineering  
Planning  
Land Surveying  
Construction Management

Michael J. Neglia, P.E., P.L.S., P.P.  
President

34 Park Avenue  
P.O. Box 426  
Lyndhurst, NJ 07071

Tel: 201.939.8805  
Fax: 201.939.3935

mneglia@negliaengineering.com  
www.negliaengineering.com



**van note - harvey**  
associates, pc

ENGINEERS • ENVIRONMENTAL CONSULTANTS • SURVEYORS

*"Engineering for a Better Environment"*

777 ALEXANDER ROAD • PRINCETON, NJ 08540 • 609-987-2323  
211 NORTH MAIN STREET • CAPE MAY COURT HOUSE, NJ 08210 • 609-465-2600  
www.vannoteharvey.com

**DAVE STREET**



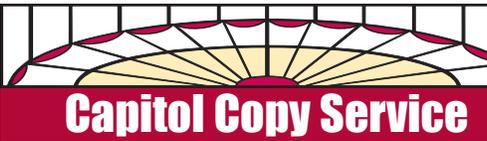
*"Educating, Inspiring & Entertaining the World"*

Website: www.davestreet.net

Email: EcoDave908@aol.com

908-757-8939

P.O. Box 202, South Plainfield, NJ 07080-0202



RAY SZIBER  
PRESIDENT

116 WEST STATE STREET, TRENTON, NEW JERSEY 08608  
VOICE: 609.989.8776 • FAX: 609.989.9570  
CAPITOL-COPY.COM • RAY@CAPITOL-COPY.COM



**Ferraioli, Wielkotz, Cerullo & Cuva**  
A Professional Association  
Certified Public Accountants

401 Wanaque Avenue  
Pompton Lakes, NJ 07442

Phone: (973) 835-7900  
Fax: (973) 835-6631

fwcc@optionline.net

# Mayors Emeritus Advisory Council (MEAC) Continues Support of New NJCM Activities, Programs and Events



By: Jack Morrissey, Chairman NJCM Mayors Emeritus Advisory Council

The Mayors Emeritus Advisory Council (MEAC) Members have recently continued to be very involved in providing support to the New Jersey Conference of Mayors (NJCM) at both the NJCM Executive Summit meeting at Barnegat Light this past September and at the recent League of Municipalities Convention in Atlantic City in November.

### Executive Summit

The Mayors Emeritus provided support to the Executive Summit by sending out numerous mailings to Mayors, former Mayors and others, from both the NJCM Trenton office and the MEAC Chairman's home. The MEAC's also attended to the registration booth at the Executive Summit, dis-



tributed informational material and promotional items to the attendees and manned a Mayors Emeritus booth to provide information regarding MEAC membership. (see group photo of MEAC's at the Summit).

### League of Municipalities Convention

The Mayors Emeritus also manned the New Jersey Conference of Mayors booth at the three day League Convention providing for and collecting NJCM surveys from the Mayors stopping at the booth, providing membership vouchers to the Mayors and former Mayors, providing notices of next years NJCM Conference in April at the Borgata Hotel Casino, distributing notices of the NJCM office move and distributing and NJCM gift to dues paid Mayors. (see

group photo of MEAC's at League Convention)

### Annual NJCM Conference Year 2010

The Mayors Emeritus will again be extremely busy at next years 2010 NJCM Annual Conference in April at the Borgata Hotel/Casino/Spa in Atlantic City. The Mayors Emeritus will support a host of activities including program sessions and panelists, session and conference monitors, registration, mailings, manuals, and brochures, preparation and distribution and manning a Mayors Emeritus booth to name just some of the MEAC activities at the Annual Conference. (we will be starting our preconference planning sessions shortly).



Membership in the NJCM Mayors Emeritus Advisory Council requires membership dues of only \$40 a year. This will provide receipt of the NJCM Quarterly Magazine, an NJCM Certificate, NJCM

Mayor Emeritus car decal, Mayor Emeritus Membership Card and an NJCM Mayor Emeritus lapel pin. (MEAC Membership dues notices for year 2010 will be sent out shortly). Also available to former Mayors is the NJCM Mayor Emeritus license plate, obtainable through the NJ Dept of Motor Vehicles (forms available from the NJCM office at your request).

Former Mayors wishing to be active participants in MEAC activities in support of NJCM are always welcome and should contact the MEAC Chairman, Jack Morrissey through the NJCM Trenton office or directly at 856-662-1188.

NJCM President Brian Wahler and the other Executive Officers (and Board of Directors members) have on numerous occasions expressed their appreciation of the MEAC's support to the NJCM. The active MEAC's are an exceptional group of former Mayors (and spouses) who contribute so much of their experience, time and expense to support the NJCM. As the MEAC Chairman, I again thank you for great support of NJCM and your support of me as your Chairman. Your support is very significant and exceptional.

Happy Holidays to all!

**Jack Morrissey**, Chairman NJCM Mayors Emeritus Advisory Council, Executive Officer and Board of Directors Member, NJCM Former Mayor, 18 years, Merchantville, New Jersey





## **Building a community takes a firm financial foundation.**

We believe communities are built on the goodwill and energy of the people who belong to them. That's why we're proud to support New Jersey Conference of Mayors.

Frank J. Fuzo (908) 806-5748  
Mary Lou Unangst (908) 475-1487  
Danny Tommasino (973) 881-5971  
Government Banking Dept. (877) 861-6649



# NJCM Business Council

## Outstanding Membership Growth in Tough Economic Times!

*By: Gary Passanante, Director, NJCM Business Council*

The NJCM Business Council turns a year old! Since announcing the Business Council in late December 2008, nearly 35 businesses have joined the hundreds of NJCM Mayors in an all-new public/private partnership. We have launched a new Business Council website and have formed four sub-committees that are focusing on various industries such as Utilities, Economic Development, Environmental and Insurance. These sub-committees have just begun their meeting processes and will be recommending areas of interest that the Business Council membership should explore.

Despite the harsh economic environment this past year, our businesses recognize the value in membership to one of the oldest Mayor's organizations in the country, the New Jersey Conference of Mayors. With our new leadership, Executive Director Al LiCata, the NJCM is poised to be more active in Trenton, offering a voice and a new visibility for our Mayors and businesses throughout the state.

With a new Governor, Chris Christie, government and its effect on businesses and municipalities is sure to change. The New Jersey Conference of Mayors is there representing the interests of Mayors

and their constituents. And through the NJCM Business Council arm, we will provide a voice for businesses as they work side-by-side with Mayors across the state.

In tough times such as these, great opportunities await those with the willingness and fortitude to demand change. As local leaders of our communities, Mayors are expected to seek alternative methods of managing their assets and providing the much needed services to their residents. As businesses in our communities, you have

government. If you have not yet joined the Business Council, I urge you to contact me by email [Director@NJCMBC.org](mailto:Director@NJCMBC.org) or by phone (856) 207-9142. I would be happy to discuss our membership and the full set of benefits available.

As always, my sincere thanks go to all of you, the business members, Mayors and especially our new Executive Director Al LiCata along with our President, Brian Wahler and the Executive

**Gary J. Passanante** is the Director of NJCM Business Council



an opportunity and an obligation to work with your local leaders to provide your goods and services in a fashion most beneficial to your customers and our residents. The Business Council is your opportunity to express your thoughts, ideas and issues with Mayors throughout the state. This is the ideal forum to insure that your needs are met while gaining knowledge and appreciation for the needs of your local

Board for your continued support and confidence in the Business Council. Together, we have started something very special, and together, we will reach new heights and achieve ever greater goals. 🇺🇸



**For up to date information and events concerning NJCM, visit our website at [www.njcm.org](http://www.njcm.org)**

# A Look Back at November, 2009



Rutgers  
Football Game



NJCM New Office  
Opening Reception





# Mayors and guests enjoy the “Best of Jersey Seafood” at the NJCM Annual Fall Summit

From the presentation of Colors by the US Coast Guard Barnegat Light Station, the introduction from Pres. Wahler, the Roundtable Discussions, delicious Jersey Fresh foods, vendor tables, networking and Board Meeting, the 2009 NJCM Fall Summit scored another success!

Despite rain falling on most of the Garden State that day, Mayors were greeted with a warm, sunny breeze at the NJCM 2009 Annual Fall Summit, held at Viking Village. Thanks go to Mayor Kirk Larson, of Barnegat Light for hosting us in his community. Capt. Loren Pence of the Long Beach Twp. Police did an outstanding job directing all to the event and ensuring our safety. In a first step towards working more closely with our business community, the Ocean County Tourism Board provided plenty of giveaways and information.

Corporate Sponsors included: Verizon and New Jersey Shares as our prime hosts. NJ American Water, South Jersey Industries, Allies, Inc., PSE&G, Brown & Brown and Garden State Seafood Association all helped make the day possible through their support.

Mayors met and discussed specific local related concerns and problems they had with State Cabinet Officials. Many needed information on where to turn for assistance or next steps. The positive comments continue to come into the NJCM by Mayors across the state about the true benefit of the event. One on One time with state leaders is key and the NJCM Fall Summit provides that relaxed, yet professional venue.

For 2010 look for the NJCM to expand on the event and provide family opportunities at the local beach, and information on affordable rentals to make it a great overnight experience for you and yours, complete with evening entertainment.

In closing the NJCM wishes to specially extend our heartfelt thanks and appreciation to Mr. Ernie Panacek, of Viking Village. Ernie donates the use of the property, much of the seafood we enjoy and so very much more. His tireless efforts truly make the NJCM Annual Fall Summit the growing success it has become and we look forward to saddling up again next year. Thank you Ernie!



Mayor McDonough of Hope (left), Mayor Giberson of Port Republic (center) and Mayor Brian Wahler of Piscataway (right) share an Executive Board moment at the Summit



NJCM Mayors from across the state stand and ready for the pledge prior to the start of the 2009 Fall Summit



The Annual Fall Summit brings Mayors and business leaders together to exchange information and provide education



Mayor Thomas Arnone, NJCM 1st VP, thanks PSE&G as a Summit Sponsor



NJCM COB & Fanwood Mayor Colleen Mahr thanks NJ Shares as a 2009 Fall Summit Prime Sponsor



Former Mayor & NJDOT Commissioner Stephen Dilts (center) with NJCM President Mayor Wahler (on right) meet with NJCM Mayors offering good news.



NJCM President & Piscataway Mayor, Brian Wahler present a gift to Ernie & Kris Panacek for all they do to make the Fall Summit run smoothly



Mayor Christine Schaumburg, NJCM VP, thanks Verizon as a 2009 Fall Summit Prime Sponsor



The Annual Fall Summit brings Mayors face to face with cabinet officials to discuss pressing issues and gain valuable information.



Possible Lame Duck issues dominated the Board of Directors meeting at the Summit



The Annual Fall Summit has become a tradition for state cabinet officials to attend and offer one on one time with NJCM Mayors

We hope to see you all next year at the 2010 NJCM Annual Fall Summit!

RESERVE THE DATES FOR THE  
**NEW JERSEY CONFERENCE OF MAYORS  
ANNUAL SPRING CONFERENCE**

**APRIL 27-30, 2010**

THE BORGATA HOTEL CASINO & SPA  
ATLANTIC CITY

Ask about **Business Sponsorship Opportunities and  
Booth Reservations**

**Mayors' Registration Packages** to go out  
early January, 2010

*Borgata*<sup>®</sup>  
HOTEL CASINO & SPA

**BE A PART OF THE NJCM EXPERIENCE!**

