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Issue 1 2011

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Lieutenant Governor Kim Guadagno

DEP: Providing a Direct Link for Mayors
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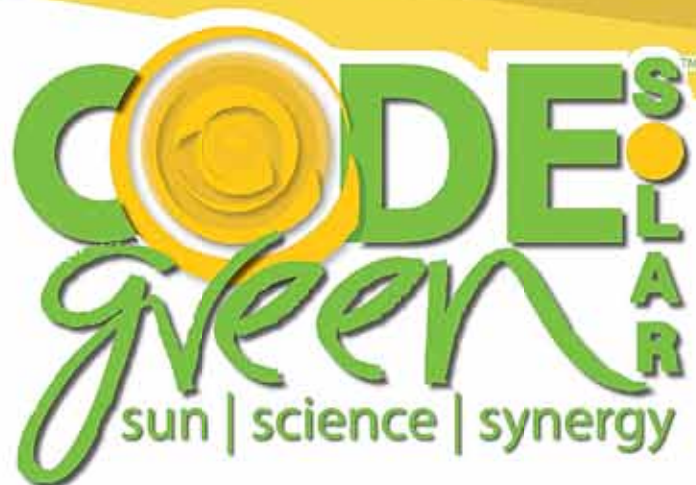
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President's Message

By: Mayor David M. DelVecchio, City of Lambertville,, NJCM President

Fellow Mayors,

This spring has brought a new sense of activism and a heightened level of participation at the New Jersey Conference of Mayors. We are working with the Governor and his administration and with the State Legislature to communicate our priorities and bring forth ideas to shape policies that will help our communities. In these challenging times, governing must be a collaborative effort, so that we can deliver the essential services our citizens rely on. We are the guardians of the public's need and trust, and working together we can deliver a brighter tomorrow.

Our conference in Atlantic City on April 27 through 29 was a the success it was, thanks to the hard work of the following: our staff - Jack Morrissey, Peter Oesterwinter and Mary Zajack; the members of the Mayor's Emeritus Advisory Council - Tony and Theresa Beatrice, Bea Cerkez, Skip Danielson, Ted and Betty Dorn, Elwood and Elena Hampton, Mike and TC Kay, Barry Lefkowitz, Augie Longo, Jack and Janet Morrissey, Charley Pritchard, Jack Tarditi, Ted Wardell and Joe and Cathy Wolk. Thanks also to our executive board - Mayor John Bencivengo, Mayor Gary Giberson, Steven S. Glickman, Esq., Mayor Colleen Mahr, Tim McDonough, Hon. John F. Morrissey, Richard S. Mroz, Esq., Mayor Christine Schaumburg and Mayor Brian C. Wahler.

Prior to the Conference, we listened to our members' suggestions and provided seminars that were interesting and relevant to

those in municipal government. Members of the Governor's staff and officials from the various State Departments were on hand for a dialogue and to answer questions about programs as well as problems

We also want to thank our event sponsors and Business Council members. Their sup-

David M. DelVecchio,
NJCM President is also the Mayor of the City of
Lambertville

port of the conference makes it possible for our members to meet and exchange ideas for innovation and advocacy.

And...last but not least, we want to express our appreciation to the Mayors who attended the conference and made it a success. Our organization is there to serve our members... isn't great to go to conference, meet other Mayors and exchange ideas about governing in New Jersey?

We plan to have our Mayors Annual Fall Summit again this year at the Governor's Mansion, Drumthwacket in Princeton directly outside of Trenton. Last year was the first time the event took place at Drumthwacket, and we hope to make it a new tradition. Moving the Fall Summit to the Governor's Mansion grew out of our desire to have a networking event in a convenient location that was close to the heart

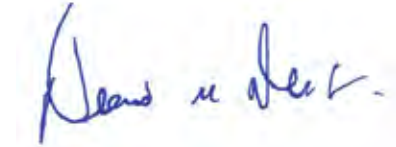
of State Government with a more central location in NJ, making it more accessible to the Mayors. What better place than Drumthwacket? Discussion of the date of the event is still open, so once we confirm a date, we will make that information available to you. Last year, we were joined



by Governor Chris Christie, Lieutenant Governor Kim Guadagno and several cabinet members and representatives, and hope the same for this year's Summit. We look forward to seeing you there. 🍷

Have a happy and safe summer!

Sincerely,



Mayor David M. DelVecchio
President - NJCM

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NJ Business Action Center is Just What Businesses Need

By: Kim Guadagno, Lieutenant Governor

The telephones at New Jersey's Business Action Center are just about always ringing. Many times the calls are routine - someone trying to start a business, a question about licensing, a problem with obtaining a permit. But amid the hundreds of calls every day, some stand out. Like when Bayer Health Care contacted us last year and said they were thinking about leaving New Jersey.

That got our attention and we immediately took action. We put together an incentive package to keep Bayer and its 2,500 jobs in New Jersey. You now know the results. Not only did Bayer agree to stay, they decided to make New Jersey their East Coast headquarters. That decision will bring an additional 500, high-paying jobs into the state.

None of that was by accident. When Gov. Chris Christie and I took office in January, 2010, we knew that something had to be done to improve the state's business environment. Business officials - and many others - had told us during the campaign that the Garden State was a frustrating place in which to run a business. They said that taxes were too high, there were too many rules and that there was too much red tape. Most of all, they said that when they sought help from Trenton, they never got it.

We knew that apathetic - and sometimes hostile - attitude to the needs of those who create jobs in New Jersey had to change. The attitude change was easy. At every opportunity, the governor and I reiterated our support for business and economic development in New Jersey. Concrete steps were also needed.

To that end, we created the New Jersey Partnership for Action, which includes three parts. One is Choose New Jersey, a privately-funded non-profit that seeks to attract businesses from out of state to New Jersey. Another component is the Economic Development Authority, which is the "state's bank" for a variety of business development and expansion projects. The third arm of the partnership is the Business Action Center or BAC. It opened

last August and we held an open house in October.

If you want to start a business, you should call BAC. If you want to expand a business, you should call BAC. And most especially, if you are thinking of moving out of New Jersey, you should call BAC.

When we hear a business is thinking about leaving, we swing into action. The first thing our professionals at BAC do is to meet with the business and make an assessment.

Do they need a bigger building? We may be able to finance that expansion. Are they frustrated with some of our regulations? Well, we have a red tape commission (I am the chair) that continually reviews state regulations with the intent of reducing them. Is their overhead too high? That's when our multi-faceted financing and incentive programs can come into play. We have literally dozens of programs aimed at keeping business in New Jersey and helping it expand. Do they need workforce training

matters, and assisted 32,764 clients - mainly small businesses - through its call-center. Over the same period, it has issued 163 proposal letters to businesses of all sizes. This will potentially lead to the creation of more than 28,759 new jobs and the retention of nearly 13,847 jobs. Of these, eight domestic "wins" have already come to fruition, creating 315 jobs and keeping almost 1,200 more in New Jersey. This includes such industry leaders as Coca-Cola Enterprises, Drugstore.com, Oticon, and Alice & Olivia.

Taken in its entirety, the New Jersey Partnership for Action has exceeded even the most ambitious expectations. Eight Fortune 500 companies have decided to remain and/or expand their operations here. Another 25 businesses either have already relocated or plan to relocate to New Jersey from competing states such as New York, Pennsylvania, Maryland, North Carolina and Tennessee. As Linda



Kim Guadagno serves as both New Jersey Lieutenant Governor and Secretary of State. To contact the state's Business Action Center, call 866-534-7789.

grants to better prepare their staff? BAC will connect them with the Department of Labor and Workforce Development. Do they need help reducing energy costs? We have some of the best solar energy incentive programs in the nation.

We also have grant programs that reward companies with tax credits for retaining or bringing jobs into New Jersey. This approach, which often times begins with a simple phone call, is paying dividends. New Jersey has created 17,000 private sector jobs this year alone. That compares to 5,000 in 2010 and a loss of more than 100,000 private sector jobs in 2009.

Since its inception, the staff of the Business Action Center has counseled 521 businesses on regulatory and other

Kellner, the Acting Executive Director of the Business Action Center, puts it, "The people who I talk to tell me that this is the type of thing they have been looking for." But don't take it from the state itself. Listen to Dennis Bone, the CEO of Verizon. At a recent state Chamber of Commerce event, he said of the Christie Administration, "They came to office saying they were going to change things and they did." I agree and through our new Partnership for Action, I am confident that New Jersey's business climate will continue to change for the better in the months ahead. ♡

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Congress Expands the Americans With Disabilities Act

By: Steven S. Glickman, Esq., NJCM General and Labor Counsel

Reacting to several Supreme Court decisions believed to have too narrowly defined “disability”, resulting in denial of protection for many individuals with impairments, Congress enacted the ADA Amendments Act of 2008 (ADAAA) to be effective January 1, 2009. The EEOC published its final ADA regulations on March 25, 2011 to reflect the changes incorporated in the ADAAA, making it easier for an individual seeking protection under the ADA to establish that he/she has a disability.

The ADAAA retains the basic definition of “disability” as an impairment that substantially limits one or more major life activities, having a record of such an impairment, or being regarded as having such an impairment, but changes how these statutory terms should be interpreted.

The ADAAA contains a “process” termed “rules of construction”. These rules instruct that an impairment does not need to prevent or significantly restrict a major life activity to be considered “substantially limiting” (i.e. a disability). The term “substantially limits” is now to be construed broadly in favor of expansive coverage to the maximum extent permitted by the terms of the ADA. An impairment that is episodic (such as epilepsy, diabetes, bipolar disorder) or in remission (such as cancer) is now considered a disability if it would substantially limit a major life activity when active.

The determination of whether an impairment substantially limits a major life activity must be made without regard to any mitigating measures, except for ordinary eyeglasses or contact lenses. Mitigating measures include medication, prosthetic limbs, and hearing aids. The regulations add psychotherapy, behavioral therapy, and physical therapy to the ADAAA’s list.

The positive or negative effects of mitigating measures can be considered when

assessing whether someone is entitled to reasonable accommodations or poses a direct threat to themselves or others. By applying the regulations “rules of construction”, there will be some impairments that virtually always constitute a disability including blindness, mobility impairments requiring wheelchair, autism, HIV infection, and schizophrenia.

The new regulations not only add new activities to the non-exhaustive list of “major life activities” covered by the ADA, but also expand the term to include “major bodily functions,” such as functions of the immune system, circulatory, endocrine, and operation of an individual organ within a body system.

As a result of the ADAAA’s recognition of major bodily functions as major life activities, it will be easier to find that individu-

Steven S. Glickman, Esq., serves as General and Labor Relations Counsel for the NJCM, a position that he has held since 1992. He is also a partner in the firm Ruderman & Glickman.

als with certain types of impairments have a disability. While the ability of most people to perform an activity is relevant when evaluating whether an individual is substantially limited, it is not relevant to whether the activity is a major life activity. Consequently, the rule, like the statute, provides examples of activities that qualify as “major life activities” because of their relative importance.

The ADAAA also make it easier for individuals to establish coverage under the “regarded as” prong of the definition of “disability.” The focus for establishing coverage is on how a person has been treated because of an impairment or believed impairment. The question of whether an individual is “substantially limited” in a “major life activity” is

not relevant to coverage under the “regarded as” prong. An employer may show that an impairment is “transitory and minor” as a defense to “regarded as” coverage. The ADAAA has defined “transitory” as “an impairment with an actual or expected duration of 6 months or less”, but that limitation is not included with respect to the first or second prong in the statute.

However, a covered entity is not required to provide a reasonable accommodation to an individual who meets the definition of disability solely under the “regarded as” prong. An individual must be covered under the first (“actual disability”) or second (“record of disability”) prong in order to qualify for a reasonable accommodation.



The ADAAA does not apply to discriminatory acts that occurred prior to January 1, 2009. Any alleged discriminatory acts that took place prior to January 1, 2009 would apply the original ADA definition of disability, even if a charge wasn’t filed with the EEOC until after January 1, 2009.

In most cases, employers defending ADA cases will no longer be able to argue the individual was not disabled and will have to defend, instead, based on the lack of discrimination, including their good faith participation in the accommodation process. ❧



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Employer Support of the Guard and Reserve Focuses on Service Members Gaining Meaningful Employment Opportunities

By Colonel Alan Smith, USMC (Retired)

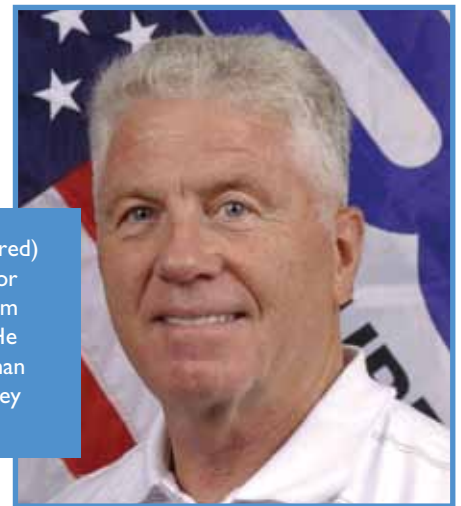
Today, approximately 4,500 volunteers, ranging from business executives, senior government representatives, educators and military personnel, serve on local ESGR Field Committees. With help and resources from the National ESGR Headquarters in Arlington, Virginia, the 56 ESGR Field Committees conduct employer support programs, including informational briefings, mediation and recognition of employers whose policies support or encourage participation in the National Guard and Reserve. By explaining the missions of the National Guard and Reserve and by increasing public awareness of the role of the employer, ESGR works to develop a dialogue among employers, the ESGR Committees, and local National Guard and Reserve unit commanders and service members. ESGR is the lead advocate within the Department of Defense for Reserve Component employers.

Since the events of 9-11, our service members (Active, Guard and Reserve), their families, supportive employers, along with a host of volunteers have played a tremendous role in fighting terrorism, and keeping our country secure. The readiness of the Guard and Reserve components is at an all-time high; all Americans take great pride in that achievement, but there

is still much work to be accomplished. At the same time, we are now seeing unprecedented levels of service member unemployment and underemployment among members of the Guard and Reserve forces, as well as those service members leaving Active Duty. Eventually, this trend in unemployment could have a negative impact on force readiness. The promise of a secure job provides peace of mind to service members and their families which is increasingly important as our Guard and Reserve members face unemployment after mobilization.


Colonel Alan Smith, USMC (retired) served on both the Active and Reserve duty for 37 years. He had tours as a corporal in Vietnam and a colonel in Iraq before retiring in 2005. He presently serves as the Ocean County Chairman and Employer Initiative Director for New Jersey Employer Support of the Guard and Reserve.

It is our goal to improve employment opportunities for transitioning service members. EIP will make a difference at the local level by using the 170 NJESGR volunteers to connect with employers and service members, and communicate the many employment resources available to them.



The Mission of the Employment Initiative Program (EIP) is to plan for and execute activities that enhance the employment opportunities for service members and their families, especially focusing on those completing active duty tours and our Wounded Warriors.

The NJESGR Employment Initiative takes into account a variety of conditions impacting the service member's employment decision by providing practical, professional, and opportune information with its employment partners.

NJESGR can assist service members and their families by providing key contact information. 

Add our website, www.njesgr.org to your favorites for Upcoming Employment Workshops in your area. Please contact our office, at (609)562-0156 for more information on how to get Involved. You can also visit the National website, at www.esgr.mil.

NJESGR Strategic Partners Include:

- The Department of Labor (Veterans Affairs)
- The New Jersey Conference of Mayors
- New Jersey One Stop Career Centers
- The Society for Human Resource Managers
- The New Jersey Chamber of Commerce
- The Department of Veterans Affairs
- The Small Business Administration
- The Office of Personnel Management



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DEP: Providing a Direct Link for Mayors

By Cindy W. Randazzo, Director, Office of Local Government Assistance, NJDEP

“Customer service” is a term that people usually apply to the private sector, rather than to a government agency. However, I am pleased to report that the New Jersey Department of Environmental Protection (DEP) is working hard to change that perception and has taken steps to become a resource for our “customers” in local government and the general public.

The DEP Office of Local Government Assistance operates out of the Office of the Commissioner. The office was originally established to administer the Environmental Services Matching Grants for Local Environmental Agencies, which provided grant monies to environmental commissions to document environmental resources, prepare resource protection strategies and disseminate environmental education materials. The office also maintained the DEP grant and loan catalogue. The responsibility of reaching out to Mayors on environmental matters was added to the duties of the office, which maintained the names and addresses of all the State’s Mayors, and the office assisted with mass mailings emanating from the Department.

Over the ensuing years, the DEP Commissioner began to direct inquiries from local government officials to the Director for research. The Director of the Office of Local Government Assistance would contact the various program units within the DEP to obtain answers to these inquiries and report back to the Commissioner.

Building upon these efforts and to enhance customer service, the Office of Local Government Assistance has expanded its role again to serve as a direct link to the DEP for local government. The office provides assistance to all municipal and county officials and to other local governmental

entities within the State in Departmental matters. We will deal directly with inter-governmental affairs between the local governments and the various divisions of the DEP to assist with regulatory issues that impact local government.

Since the spring, the office has achieved some notable successes on behalf of municipal and county governments, including:

- Rumson Borough—coordination of the dredging of a pond on River Road prior to the expiration of a permit.
- Rockaway Township / Split Rock Reservoir—coordination of a settlement between the Township and Jersey City

Cindy Randazzo, the Director, Office of Local Government Assistance has visited 124 New Jersey municipalities in the past year and she looks forward to visiting all 566.

(owner of the reservoir) regarding the proper policing of the area against trespassing.

- Cumberland County / 9-1-1 Coverage in the Pinelands—County officials were concerned about the lack of coverage for emergencies within a certain part of the Pinelands in Maurice River. The office acted as a liaison between the county and the appropriate officials in the Federal Department of Homeland Security, and the final details are being addressed to ensure proper coverage.

The office also works with groups such as the New Jersey Conference of Mayors, New Jersey State League of Municipalities, the Association of Counties, and Sustainable Jersey that coordinate workshops, conferences and conventions concerning environmental issues

such as redevelopment, site remediation, pollution prevention, and enforcement issues, to ensure participation by appropriate DEP personnel.

The dissemination of important DEP information to local government officials will continue, and the office looks forward to notifying you of any pertinent information regarding your municipality, county or region. This may include invitations to upcoming DEP-sponsored events such as the Brownfield-Site Remediation Roundtables, as well as meetings and work-



shops that deal with regional issues like the Mayor’s Highlands Forums held last August. Alerts and other notifications from the DEP will be sent to the email address that we have on file. If you haven’t received an email from us recently, please contact us so that we can update our database.

On behalf of Commissioner Bob Martin, I hope that you will take advantage of the new and expanded role being played by the Office of Local Government Assistance. Please feel free to contact me by phone at (609) 633-7700 or via email at cindy.randazzo@dep.state.nj.us if you have any questions.



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Hot Topics, Cool Mayors

By: Amy Osborn

Name: Frederick J. Rast III
Town: Atlantic Highlands, Monmouth County
Years in office: 4 Years as Mayor
Profession: Private Investigator & Former Police Officer, Retired Military Police, LTC, USAR



Political Party: Republican
Political Role Model: President George Bush, Sr.
Most Admired Mayor on the other side of the aisle and why: Mayor Corey Booker of Newark. He's dynamic, and in my opinion, he's an honest Mayor. He realized that Newark was dying because of the high crime rate, and as Mayor, he's supporting the police force and trying to make the streets safe.

Name: Dave Patriarca
Town: Pemberton Township, Burlington County
Years in office: 4 1/2
Profession: Full-time Mayor & Retired Police Officer



Political Party: Democrat
Political Role Model: Barack Obama
Most Admired Mayor on the other side of the aisle and why: Mayor Thomas Harper (Wrightstown). Mayor Harper cares so much about his taxpayers and residents that he goes door-to-door to collect delinquent property taxes so that he doesn't have to raise taxes on those persons who pay their property taxes on time.

Osborn: You're both former police officers, now serving as Mayors. What are the similarities between the two jobs?

Rast: Dealing fairly with the public and remaining non political when dealing with people. Not being afraid of confrontation and standing up for my view points. Using leadership skills, without micro managing people.

Patriarca: The focus in both positions is to serve the community and, hopefully, leave the community in a better a place by always protecting the interest of those you serve.

Osborn: What are your thoughts on local law enforcement negotiations and do you think police officers are getting a bad rap during this process?

Rast: Police officers who have served for years on the job, started out with very low pay. We took the job because we wanted to make a difference in our communities. Most of us, as I started in 1966, had just come out of the military. We took police jobs because of the benefits. Now the job pays well and the benefit packages have become better than most private packages. Some politicians want to take the benefit packages away, which is very unfair for the officers who suffered for so many years at sub standard salaries. Modifications should be made for new hires, but I feel the older officers should get all they were promised. I hope that the police unions agree to very

small raises over the next few years so that local governments can avoid layoffs of police officers.

Patriarca: I don't believe it's a "bad rap" issue. We simply live in a different era today. Local government just can't give anymore. We're struggling to maintain what's already been given. Some law enforcement unions understand the new reality and I hope others start to get it, too. The key for unions today is to hold on to your core value of a contract and choose your battles wisely.

Osborn: Governor Christie recently signed a bill into law (A-3587) which clarifies a New Jersey municipality's ability to study consolidation. What is your opinion of municipal merges and what are the implications of a potential merger on both municipalities?

Rast: As a lifelong resident of my town, Atlantic Highlands, I am not in favor of us merging with another community and no longer having our identity. I am very much in favor of shared services and do so every chance we get. Perhaps other communities in New Jersey would be well served by

merging with surrounding towns. Mergers will save money because of the lack of duplication of services and administrative costs. However, if the State of New Jersey had less mandates, municipalities could manage themselves much more efficiently. A great example of mandates from the State is the requirement for lawyers on every Board, engineers on almost every Board and a whole host of requirements for mandatory paid positions, all with the apparent purpose of making government larger.

Patriarca: I agree that mergers could make sense under the right scenario. Pemberton Township is a community that is 62.5 square miles and encircles Pemberton Borough, which is only about 0.6 square miles. Both communities are duplicating services, which makes no sense to me.

Osborn: Strong arguments have been made in favor of and against shared services. Which side are you on why?

Rast: Very much in favor. We provide mechanic, street cleaning, snow plowing and a whole host of shared manpower services to our neighboring town of Highlands. This

continued on Page 45



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



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Managing Health Care Costs Without Compromising Quality

By Michael Munoz, Vice President of Sales and Marketing, AmeriHealth New Jersey

In today's economy, everyone wants to get more for their money, and municipalities are no exception.

One thing municipalities can't afford to cut back on is health insurance. It is one of the most valuable benefits – perhaps the most valuable benefit, besides a salary – that you provide to your employees. The key is to get more from your health insurance investment, but first you need to know what questions to ask.

Get the most value from a network

The first step is to realize that health plans aren't one-size-fits-all. Working with your carrier to tailor your plan to the specific requirements of your municipality will help employees gain more value from the plan, and can contribute to cost savings.

One thing to consider is asking carriers about what kinds of specialized networks they offer, especially to groups such as municipalities who are looking for lower-cost alternatives to their health care.

AmeriHealth New Jersey recently introduced a new Value Network for New Jersey-based employer groups. This unique network is a subset of the AmeriHealth Preferred Network, providing access to a select number of New Jersey-based physicians, hospitals, and ancillary providers, rather than a broader network. For the right municipalities, this represents a significant opportunity to reduce premiums without compromising quality, service, or access. In fact, the Value Network still gives members access to nearly three-quarters of the AmeriHealth Preferred Network of New Jersey-based providers.

Evaluate your employees' needs

Something else to consider is whether all of the benefits included in your current health plan are relevant to the needs of your workforce.

One way to help make this determination is to have your employees complete Health Risk Assessments, which go a long way toward helping carriers design the right plan. Health Risk Assessments can vary, but typically they are questionnaires designed to provide individual employees with an

evaluation of their health risks – and advice on lowering those risks.

Maximize your resources

When evaluating your plan options, be sure to see what types of resources are available to you and your employees. One fairly standard, and nice-to-have, feature offered by most carriers are online portals and tools to help employees personally assess their benefits, review and make changes, and have access to the carrier's promotional materials. This is just one small way to help employees feel more engaged in their healthcare plans.

In addition, it is also beneficial to investigate what kinds of wellness programs carriers offer. These programs are designed to help employees stay active and healthy at an affordable cost.

AmeriHealth New Jersey, for instance, helps its members offset the cost of gym memberships and weight-management programs. It also works with employer

Mike Munoz is Vice President of Sales and Marketing for AmeriHealth HMO, Inc., and AmeriHealth Insurance Company, collectively AmeriHealth New Jersey.

employees become smarter consumers of health care. Smaller municipalities can work with their carriers to identify other nearby, small municipalities working with the same carrier, to assess opportunities for hosting joint health fairs.

Foster relationships with brokers and carriers

Municipalities should make it standard policy to meet regularly with their broker and carrier – as often as quarterly. These meetings help ensure your plan continues to meet your municipality's evolving needs, and are especially crucial in the age of health care reform. The nuances and interpretations of reform are changing constantly; only by meeting with your carrier can you fully understand how reform affects your municipality, and how your requirements may change.




groups to implement on-site wellness programming such as body composition/body mass index (BMI) testing, blood pressure screenings, smoking cessation programs and health coaching, including consultation on nutrition, exercise, and chronic disease management.

The value of wellness programming goes well beyond the immediate opportunity for discounts. A Centers for Disease Control study shows potential savings of \$3–\$6 for every dollar invested in wellness programs. Viewed from a different perspective, the Journal of Environmental and Occupational Medicine reports that for every dollar employers spend on worker medical or pharmacy costs, they absorb \$2–\$4 of health-related productivity costs.

If your municipality is large enough, most carriers are available to conduct regular on-site health fairs – representing another opportunity to lower costs by helping your

For example, there are certain elements of your existing coverage that you may choose to maintain through 2014 – but other mandates requiring compliance immediately upon your first group policy renewal date. And simply having the option to maintain components of existing coverage doesn't necessarily mean it's in your municipality's best interest to do so. Carriers and brokers are the best positioned to help you navigate what can be a confusing maze of regulation.

The bottom line is that when you are determining the best plan that will offer the most value for your employees – at an affordable cost – you need to know what questions to ask. A little research can help lead to increased savings, better plan design and usage, improved employee wellness and – ultimately – enhanced value. 



Mayors Emeritus Actively Support 48th Annual NJCM Conference



By: Jack Morrissey, Acting Executive Director, NJCM, Chairman NJCM Mayor Emeritus Advisory Council

The Mayors Emeritus Advisory Council (MEAC), were again very active in supporting the recent and very successful 48th Annual NJCM Spring Conference, held April 27-29, 2011 at the Borgata Hotel, Casino & Spa in Atlantic City.

The Mayors Emeritus started planning sessions in April of 2010 to organize their involvement with the Annual Conference and to implement the goals of the NJCM with regards to themes, topics and panel sessions. Weekly meetings were held during January, February and March and during these meetings, flyers and agendas also were created and mailed to all Mayors and former Mayors keeping them advised of the upcoming Annual Conference.

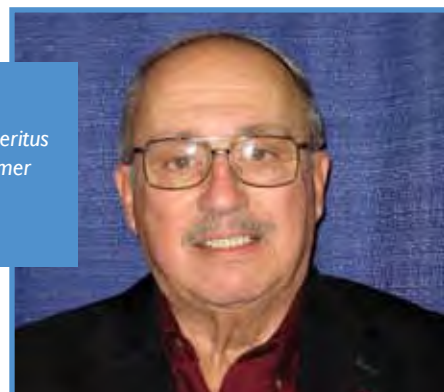
The Mayors Emeritus coordinated, sponsored and secured panelists for three of the panel sessions conducted during the Annual Conference, and expanded and diversified the makeup of the panels to provide various inputs and views of vital subject matter for each session. The panelists consisted of the New Jersey Senate President, other Legislators, Mayors, former Mayors, Consultants, and Business Council members. The sessions were extremely well attended and the Mayors attending were very pleased with the information provided by the panelists. The panel sessions were titled "State Budget and Revenue Solutions", "Continuing to Provide Adequate Public Safety Service" and "Shared Services – County and Regional Proposals, Successes, Failures".

All were very timely and addressed some of the current hot issues impacting municipalities.

The Mayors Emeritus monitored all of the panel sessions, greeted the panelists, assisted in passing out handouts, monitored attendance to the receptions and luncheons, directed attendees to the proper locations, assisted at the registration booth. They also assisted with the door prize drawing, provided all Mayors and former Mayors with the Conference gift, and staffed the Mayors Emeritus booth providing information to Mayors and former Mayors.

Jack Morrissey, Chairman, Mayor Emeritus Advisory Council, Executive Officer, NJCM, and Former Mayor, 18 years, Merchantville.

A big thank you and lots of appreciation are extended to the following Mayors Emeritus and their spouses for their interest and involvement in the preparation, and participation in all aspects of the 48th NJCM Annual Spring Conference: Mike and Mary Mevoli, Tony and Theresa Beatrice, Ted and Betty Dorn, Mike and T C Kay, Elwood and Elena Hampton, Bea Cerkez, Augie Longo, Joe and Cathy Wolk, Charley Pritchard, Jack Tarditi, Ted Wardell, Skip Danielson, Barry Lefkowitz, and Jack and Janet Morrissey. Their efforts were greatly noticed and very much appreciated.



The Annual Conference was "kicked off" by the Second Annual NJCM Business Council sponsored Golf Tournament at the Atlantic City Country Club. The tournament was staffed by the Mayors Emeritus who conducted registration for the players. The night prior to the tournament, the Mayors Emeritus organized gift bags to be distributed to the players at the tournament and transported them to the Country Club for distribution at registration. They were also present to manage events during the tournament and direct the players to where they needed to be.

Congratulations to Mayor Emeritus Tony Beatrice for being honored as the recipient of the Lee Veale Spirit Award at the Annual Conference in recognition of his contributions to the NJCM.

Congratulations also, to Mayor Emeritus Tom Arnone and Mayor Emeritus T C Kay for being honored as Former Mayors of the Year for their continuing public service.



Mayors Emeritus with NJCM President David DelVecchio at the Board of Directors Dinner



Mayors Emeritus with NJCM Staff behind the scenes at the 48th Annual Conference

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Is Shared Services the Answer?

By: NJCM Board of Directors Member, Mayor Chuck Chiarello, Buena Vista Township

In an era of declining revenues, tight budgets, and pressure on government to do more with less, the question must be raised "Is Shared Services the Answer?" I have always been a believer that more could be done with shared services on the local and county levels, but it takes creative thinking and requires facilitators. Not every town is capable of sharing services with their neighboring town. Sometimes sharing services does not make economic sense. I have also found that each town wants to know - "What's in it for me?" Who's getting the best deal? Will my taxpayers benefit from this? These are all critical questions and there must be a willingness to discuss the pros and cons of making such arrangements.

In the past, the State of New Jersey has offered incentive grants (mostly used for consultants to be hired) to study the various options in sharing services or consolidating. The process was long and cumbersome and would sometimes lead to a separate grant to study implementation. Most Mayors know that if there is a good deal to be made they should not have to wait a year or two to make it happen. I also believe that there should be "incentives" (financial or otherwise) to help transition into shared services or consolidation agreements. There has been legislation proposed by Senate President Sweeney and others that would make this transition more viable. The biggest concern seems to be that state aid might be cut from towns that don't agree with the shared service or consolidation effort. This has been a big impediment to the legislation.

It is time that we put our minds together and work towards a serious approach that will benefit taxpayers in the long run. There is no overnight cure. Shared services,

consolidation, or other cost savings measures are long-term actions where benefits/savings may not be seen for a number of years down the road.

The county level of government should be seriously looked at on a statewide basis as an umbrella for shared services. There are excellent models in both Somerset and Gloucester Counties for leaders to look at. It is possible that County Government could be a "one-stop" clearing house in "facilitating" this process. County-wide Dispatching, shared EMS services, purchasing, and public works offer tremendous opportunities for mu-

Chuck Chiarello is Mayor of Buena Vista Township in Atlantic County for the past 17 years and has served in office for 20 years. Chuck is a member of the Board of Directors of the New Jersey Conference of Mayors since 1996 and is currently President of the New Jersey State League of Municipalities.



nicipal government. There are other areas that should be looked at including our local courts. Health and welfare issues have long been handled on the county level and have proven successful.

It takes cooperation, and as I mentioned earlier in this article "facilitators" to make all this happen. The New Jersey Department of Community Affairs and county level government are best suited for this facilitator role. There are many common sense issues of sharing services that have been long lost to "Home Rule" in New Jersey. I believe that almost every town can keep its own identity while thinking smart and showing their taxpayers that we are progressive leaders.

The LUARCC Commission (Local Unit Alignment, Reorganization and Consolidation Commission) was established to help facilitate the kind of shared services and/or consolidations efforts that I have spoken about. The powers and financial resources of LUARCC have been very limited. No mayor wants anyone telling them how to handle their business, but they should be at least open to solid suggestions. Legislative efforts are being proposed to head in this direction. Many mayors are willing to consider options, but do not

want to be punished if they do not follow decisions reached by LUARCC. Legislators should have trust in local officials to do the right thing when the situation warrants.

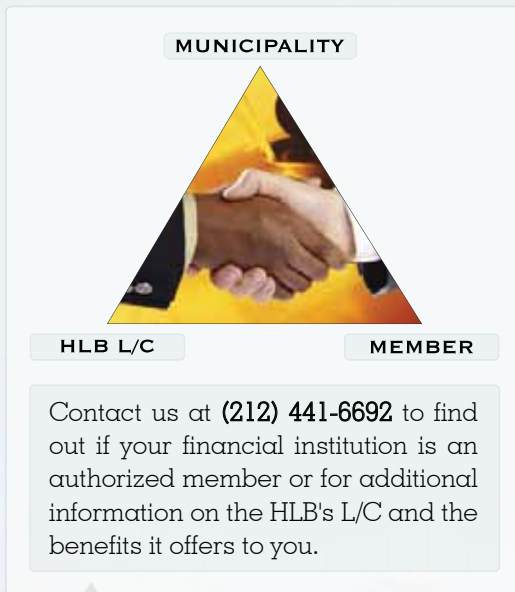
As a part-time small town Mayor with what seems like full-time responsibilities it is difficult to find enough hours in the day to both lead your community and explore all the shared services options that might be available. My suggestion is to keep an open mind and to remember that times will not likely get that much better in the future. We will need to think outside of the box! 📌



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- ▶ **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



NJ Transit—Continuing to Implement Initiatives to Better Serve Our Customers

By: John C. Leon, Senior Director, Office of Government and Community Relations, NJ TRANSIT

NJ TRANSIT is the nation's largest state-wide public transportation system providing nearly one million weekday passenger trips on 240 bus routes, three light rail lines and 12 commuter rail lines linking major points in New Jersey, New York and Philadelphia. NJ TRANSIT also has the distinction of being the third largest transit system in the country with 165 rail stations, 60 light rail stations and more than 19,000 bus stops located in municipalities throughout the state.

Under the direction of Executive Director Jim Weinstein, NJ TRANSIT is implementing various initiatives to better serve the needs of our customers. During the balance of this year, NJ TRANSIT will continue to position itself for rebounding ridership, particularly as more people turn to public transit in the face of rising gas prices. To that end, we will continue procurement of our popular multilevel rail cars, which provide 20 percent more seating capacity than the single-level cars they are replacing. We will also continue to take delivery of more than 1,400 new buses that will provide additional capacity and service flexibility.

As part of its effort to modernize the state's rail fleet, NJ TRANSIT has also ordered 26 dual-powered locomotives from the Bombardier Transit Corporation. The locomotives, which can operate in both electrified and non-electrified territory, will replace NJ TRANSIT's aging diesel fleet. The benefits of the dual-powered locomotives over the older diesel engines include better acceleration, more efficient operation than current diesel locomotives, cleaner operation in electric mode, and reduced reliance on diesel fuel.

Already considered a pioneer in non-farebox revenue generation, NJ TRANSIT will continue to pursue new and creative ways to generate even more revenue from its assets. Today, nearly five percent of NJ TRANSIT's operating budget comes from non-farebox revenue sources, as the agency continually looks for ways to maximize

revenue through advertising, real estate, strategic marketing partnerships and other commercial revenue opportunities. As part of our effort to make the most of our assets, we are currently pursuing a request for proposals (RFP) from qualified firms to create a public-private partnership that will rationalize, improve and unify parking for customers while addressing the growing cost of operating parking facilities and reducing taxpayer support for parking operations.

To be more responsive to customer needs, the agency will soon unveil its new "Scorecard" initiative to better gauge how the corporation is performing. The Scorecard will use metrics to set corporate-wide standards of accountability and create transparency for the public, helping NJ TRANSIT make strategic decisions to maximize its resources as well as illustrating how the agency is managing its commitment to excellence. In addition, the

message to get schedule information for the more than 19,000 bus stops all over New Jersey, using unique bus stop ID numbers.

Also this past fall, NJ TRANSIT launched a Quiet Commute pilot program on its busiest trains—select Northeast Corridor express trains—to test the feasibility of offering the amenity on our system. After receiving overwhelmingly positive feedback from customers, NJ TRANSIT recently expanded the program to include all peak-period, peak-direction trains that begin or end their trips at New York Penn Station, Newark Penn Station and Hoboken Terminal. This significantly expanded the program to include additional Northeast Corridor trains, The Midtown Direct, North Jersey Coast, Raritan Valley, Pascack Valley, Main, Bergen County and

John Leon is the Senior Director of Government and Community Relations at NJ TRANSIT. He holds a Bachelor of Engineering degree from Stevens Institute of Technology and an MBA from Fairleigh Dickinson University



Scorecard will show the agency's strengths and weaknesses, providing clear insight into where NJ TRANSIT needs to improve in order to provide a greater return to the taxpayer.

In recent years, NJ TRANSIT has launched a number of initiatives as part of an ongoing effort to put technology to work for our customers to improve their overall commute, from the way they access travel information to their experience on-board trains and at our facilities. Moving forward, NJ TRANSIT will look to expand on these initiatives and introduce additional amenities where possible. For example, in October 2010, NJ TRANSIT launched its "My Bus" system, which enables any customer who has the ability to send a text

Port Jervis lines, as well as additional trains on the Morris & Essex and Montclair-Boonton lines.

While there are many economic challenges, NJ TRANSIT continues to be dedicated to providing safe, reliable, convenient and cost-effective transit service for our customers and is committed to working cooperatively with the communities we serve. Local officials should feel free to contact us if they have any issues or concerns involving NJ TRANSIT. Additional information about NJ TRANSIT may also be found at njtransit.com.



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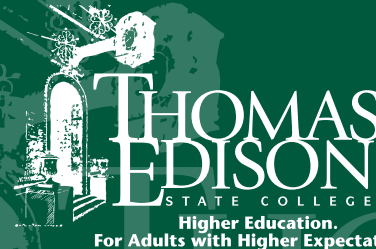
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48th Annual NJCM Spring Conference



The 48th Annual NJCM Spring Conference was held Wednesday, April 27th–April 29th at the Borgata Hotel, Casino & Spa in Atlantic City and once again, it was a tremendous success.

Beginning Wednesday morning, April 27, over 90 Golfers gathered to play a round of Golf at the 2nd Annual NJCM Business Council Golf Classic hosted at the Atlantic City Country Club. After a brisk day of golf, Mayors migrated to the Borgata Wednesday evening for the Board of Directors Reception and Dinner featuring the presentation of the Lee Veale Spirit Award, received this year to Anthony M. Beatrice. The swearing in of the NJCM Board of Directors and Business Council Award presentations followed. After these activities a reception for the Mayors was generously hosted South Jersey Black Caucus.

Thursday morning found a crowd of attendees ready to enter the exhibit hall promptly at 9:00am. NJCM President and Mayor of Lambertville, David DeVecchio, along with Conference Chair and Edison Mayor Antonia Ricigligiano were on hand to cut the ribbon for the official opening of the Conference. Mayors and attendees spent time meeting and networking with each other, and taking in all of the information that our exhibitors displayed at their booths. A Continental Breakfast for all attendees was made available in the exhibit area.

Prior to the Grand Luncheon Thursday afternoon, Lieutenant Governor Kim Guadagno presented the Keynote Address to the Mayors and recognized their value to their communities. The Lieutenant Governor also presented information about the New Jersey Business Action Center and invited Mayors to reach out

and use the services available for new and existing business in New Jersey (see article, page 5). All attendees enjoyed the Grand Luncheon which was followed by the Cabinet Roundtable Discussion with the Mayors and the Washington DC Delegate Session, and finally the first of three Panel Sessions.

The 48th Annual Conference hosted three Panel Sessions through the course of the Conference. All Panel Sessions were heavily attended, with standing room only attendance and lively discussion. Each of the three sessions delivered important information presented by the panelists regarding significant current issues and offered excellent opportunity for discussion by all. Thursday's Panel session was titled "State Budget and Revenue Solutions", and Friday's two sessions were titled: "Continuing to Provide Adequate Public Safety Service" and "Shared Services – County & Regional – Proposals, Successes, Failures". All Mayors left the sessions with valuable information, as Mt. Arlington Mayor Art Ondish quotes: "The panel I was on was very interesting. There was some good dialog between Mayors and Legislators about budgeting and how money is spent." East Windsor Mayor, Janice Mironov also stated: "It was good to hear diverse perspectives -- administration, legislative, municipal officials, staff -- discussing cost savings and budget cutting and service sharing. Since police are among if not the largest component in municipal budgets, this subject was especially relevant."

Thursday ended on a high note with the Legislative Reception and the swearing in of Mayor David DeVecchio



as NJCM President by Senate President Stephen Sweeney. The swearing in of the NJCM Officers and Awards presentation was followed by the eagerly anticipated NJCM Dessert Reception. Those who stayed were treated to an amazing assortment of dessert treats!

Friday all were up early to attend the 7:30am Mayors Breakfast & Door prizes. The door prizes were generously provided by many of our exhibitors, and included items from gift certificates, to baseball cards, to electronic items just to name a few. The remaining two Panel Sessions commenced Friday and were as aforementioned, very well received by all attendees. A presentation of the Seven Seals Award was made by the Employee Support of the Guard and Reserve (ESGR) to the NJCM by Colonel Carmen A. Venticinque, AUS Retired and State Chair, ESGR, in recognition the NJCM's support of the many fine efforts of the ESGR.

Many thanks to our Panelists, Mayors, exhibitors, attendees, sponsors, volunteers, staff of the Borgata and all who helped make the 48th Annual Conference the success it was. We also thank the many vendors who generously donated door prizes which were enjoyed by the Mayors. 🍷

2nd Annual Mayors Spring Golf Classic Bigger & Better Than Ever!



Our second annual golf outing sponsored by the NJCM Business Council and held in conjunction with our NJCM Annual Spring Conference was another great success!

With over 90 golfers and 120 attendees, the Atlantic City Country Club was bustling with elected officials and Business Council representatives from across the state. This turnout represents a 20% increase in attendance and sponsorship over last year's event.

For those who did not make this year's golf outing, you missed one great event. It all started with an escort of our golfers to a personalized locker after their initial check-in and receipt of a stuffed "Goody Bag". A full breakfast followed and the practice range, chipping and putting areas were opened in preparation for a 10:00am shotgun start to the scrambles tournament.

This year's first place team walked away with a free round of golf valued at over \$200 each while the second place team earned a \$100 gift certificate to the Pro Shop for each player. Closest to the Pin and Putting Contest winners received a legendary Cleveland wedge and a Odyssey putter. Door prizes rounded out the event and were distributed along with the prize winners "booty" at the hour cocktail and hot Hors D'Oeuvres period. This wrap up networking mixer was particularly well received giving participating Business Council members a great opportunity to network with Mayors in a fun and relaxing environment.

On behalf of the Conference leadership, I would like to thank our Platinum sponsors; Comcast, Edmunds and Associates, New Jersey American Water, CFG Health Systems, Investor Savings Bank, Conner Strong, Code Green Solar, PNC Bank, Remington & Vernick Engineers and Fiore Solar Products for their support in making this a tremendous success.

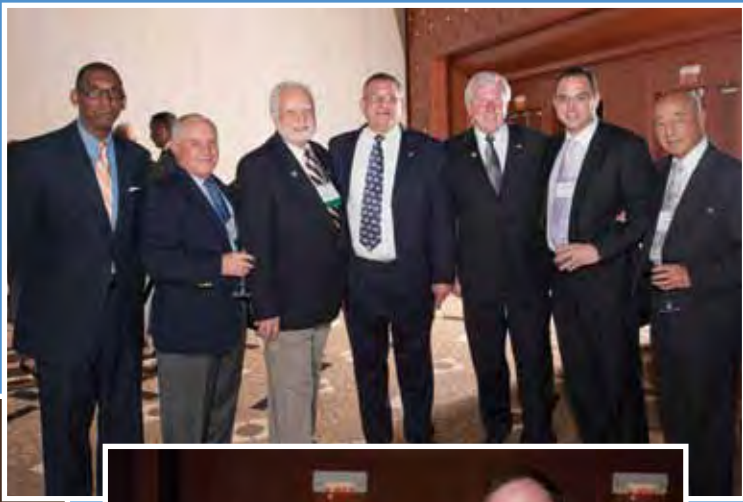
I would like to especially thank the Mayor Emeritus Advisory Council for their generous support before, during and after the event. We would not have been able to achieve this great success without their support.

Gary J. Passanante

Gary Passanante, Director
NJCM Business Council



48th Annual NJCM Conference



48th Annual NJCM Conference



NJCM



NJCM Business Council Members were on hand to meet with the Mayors



Mayor Gary Passanante, Somerdale, Mayor Tim McDonough, Hope Twp., Mayor Brian Wahler, Piscataway, Jennifer Hoehn, Walmart and Mayor, and NJCM President David DeVecchio



Verizon: Anna Lustenberg, and Mayor Brian Levine, Franklin Township



Joe Barton, PSE&G



GTBM: Kelly Hennessy and Allan Whitten



Vital Communications: Mike Hellekson, Debra Pirolo with Gary Passanante



New Jersey American Water: Kevin Watsey and Nick DeVecchis



Amerihealth: Steve Carr and Mike Zangrilli



Code Green Solar: Stephen Schmitz, Thomas Cleary, Gary Passanante and Rich Materio



Bruce Grossman, South Jersey Industries



CME Associates' Lisa Kelly Greets Port Republic Mayor Gary Giberson



Tammy Maciocha, Deb Spinella, and Ilene Lampitt, South Jersey Industries sharing information with Kim Schalek Downes, Salmon Ventures



CFG Health Systems: Elizabeth Ryan and Geoffrey Boyce



Investors Savings Bank: Kathryn Schulhafer, Brian Turano, Teri DeLorenzo, Biagio Madaio, NJCM Business Council Director Gary Passanante (center).



Les Paschall, CFG Health Systems



Investors Savings provided fresh tabletop bouquets for the Grand Luncheon



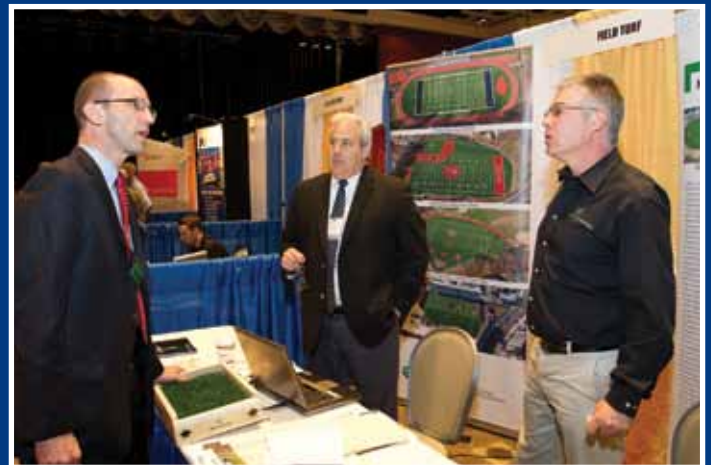
PNC Bank: Hon Jack Morrissey and Frank Fuzo meet with staff



United Water: Kevin O'Connor, Gary Passanante



Mayors were all well informed of all the products and services that are available to them from our exhibitors



Exhibitors were Key Players at the 48th NJCM Conference.

By: Peter C. Oesterwinter, NJCM Project Specialist

The NJCM Annual Spring Conference has been, and always will be an event designed around the Mayors of our state. Providing Mayors with vital information, to educate and give them the tools needed to make the most informed decisions for their communities is the ultimate goal of our Annual Conference.

But let's face it. Without many key players of our Conference, the event would not be possible. Our Exhibitors are an important part of the Conference as are our Mayors! The Exhibitors participation and contributions to our conference provide added value and diversity to the learning experience made available to the Mayors in attendance at the Annual Conference and brings them up to date regarding new products to help them with their job as Mayor.

For the 2011 Conference, we took a long look at the great success of past events and admittedly, the few "not so successes" – areas that needed improvement. We spoke at length with all participants: Mayors, exhibitors, guests and other attendees and listened to all feedback both positive and negative. As a result, we had information in our hands to make the 2011 Conference better than before, especially for exhibitors.

The NJCM team worked with the Borgata to design a floor plan that would insure the maximum dispersion of foot traffic throughout the event floor. We gave the Mayors cards to be stamped by multiple exhibitors in order to receive their Mayors gift. Did anyone notice the coffee station at the rear of the exhibit area, opposite the main entrance? Or the Continental Breakfast placed there Thursday morning? These were just some of the little details we worked on to ensure our Exhibitors had as much exposure to the Mayors as possible.



And it worked. We received accolades from many of our Exhibitors, who had opportunities to meet one on one with the Mayors, to discuss and present their offerings and set up future appointments.

"This was our first year participating and I am already looking forward to the next conference. The networking opportunities were tremendous and the panels were exceptional. Kudos to the NJCM staff for their attention to detail, it showed!"

- Paul Nelson, President, MuniLogic Municipal Management Software/Carroll Engineering Corporation

"The conference affords us the opportunity to meet with our current clients and meet elected officials from all areas of the State in a relaxed atmosphere. It is one of the most well attended informative conferences that allows Mayors to receive training while being able to meet with vendors that can help them with their budgetary needs."

- Frank J. Fuzo, Senior Vice President, Government Banking Unit, PNC Bank

From Mayors, to businesses to government officials alike - the sharing of information. Isn't this what the conference all about?

The NJCM thanks our exhibitors for participating the 48th Annual Spring Conference. Your contributions and efforts are noticed and appreciated. We look forward to having you back next year.



NJCM Conference Panel Sessions



Panel Session 1- State Budget and Revenue Solutions

Thursday, April 28, 2011

Introduction, John Morrissey, NJCM Acting Executive Director, Moderator: Barry Lefkowitz, Assemblyman John Burzichelli, Assemblyman John DiMaio, Senator Anthony Bucco, Congressman Bill Pascrell, Mayor Emeritus Jack Tarditti, Mayor Art Ondish, Paul Nelson, MuniLogic, George Bateman, Library Services, Charles Kartsaklis, Code Green and Richard Picolli, GTBM



Panel Session 2 - Continuing to Provide Adequate Public Safety

Friday, April 29, 2011

Introduction, John Morrissey, Moderator: Mayor Gary Passanante. DCA Commissioner, Lori Grifa, Freeholder Louis Cappelli Jr., Police Chief Raymond Hayduka, Steven S. Glickman, Esq., Freeholder Jack M. Ciattarelli, Mayor Chuck Chiarello, President, NJ League of Municipalities, Mayor Emeritus Tim Smith, Government Efficiency Movement Chair



Panel Session 3 - Shared Services, County & Regional Proposals Successes and Failures

Friday, April 29, 2011

Introduction, John Morrissey, Moderator: Richard Deane, Senior Manager, Jersey Professional Management, Senate President Stephen M. Sweeney, Mayor Gerald Tarantolo, Freeholder Thomas Arnone, Mayor Jerry Fuentes, Jack Fisher, LUARCC, Freeholder William Chegwidan, Assemblyman 30th District and Mayor Ron Dancer

2011 Award Recipients

LEE VEALE AWARD



Honorable Anthony M. Beatrice

MAYOR OF THE YEAR AWARD



John J. Burzichelli

FORMER MAYOR OF THE YEAR AWARD



Freeholder Thomas A. Arnone

FREEHOLDER OF THE YEAR AWARD



Freeholder Leonard Desiderio



Honorable Thalia C. Kay



Freeholder Louis Cappelli, Jr.



Senate President Stephen M. Sweeney

LEGISLATOR OF THE YEAR AWARDS



Assemblyman Declan J. O'Scanlon



Assemblyman Joseph Cryan



Assemblyman John DiMaio

Cabinet Roundtable and Washington Delegate Sessions



The Washington Delegate Panelists consisted of:

Stephen P. Grady, US EDA
Sean Water, FEMA
George Pavlou, EPA
Carelton K. Lewis US HUD
Leslie A. Anderson NJ Redevelopment Authority
Wayne Meyer, NJ Community Capital

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Pipeline Safety

It's Important to Know What's Below

By: Jeffrey E. DuBois, Senior Vice President and Chief Operating Officer of South Jersey Gas

Pipeline Safety Overview

As South Jersey's leading natural gas provider, South Jersey Gas (SJG) is responsible for keeping our communities and customers informed about the importance of natural gas pipeline safety.

In 2010 and early 2011, national pipeline incidents, including those in California and Pennsylvania, thrust pipeline safety awareness into a very public light. As a result, many people are concerned about pipelines in their areas. It's important to remember that, according to U.S. Department of Transportation statistics, pipelines are among the safest methods of transporting energy, and that despite these serious incidents, accidents related to the transmission of natural gas are extremely rare.

I want to make clear that public safety and safe operation of our pipelines is SJG's number one priority. We operate under a strict set of requirements to ensure our pipelines are safe. This includes New Jersey's safety regulations as well as requirements imposed by the Federal government. And, by the way, New Jersey's pipeline safety regulations are much more stringent than federal regulations.

As part of these regulations, we are required to perform monthly inspections of our transmission pipelines to observe surface conditions on pipeline rights-of-way, check for leaks, construction activity, and other factors which may affect safety and operation. As an example of our dedication to safety, we are required by Federal regulations to inspect transmission lines in high consequence areas by the end of 2012, however, we plan to have those inspections completed one year ahead of time. Additionally, we survey all of our distribution mains each year, which goes beyond our regulatory requirements.

We believe our consistent safe operation can be attributed to two main objectives:

- Our frequent and thorough system surveys.
- And most recently, our work in conjunction with the NJBPU to accelerate infrastructure improvements.

Jeffrey E. DuBois is Senior Vice President and Chief Operating Officer of South Jersey Gas (SJG), subsidiary of energy services holding company South Jersey Industries. SJG provides natural gas service to 349,000 residential, commercial and industrial customers in Atlantic, Cape May, Cumberland, Salem, and significant portions of Gloucester, Burlington and Camden counties in New Jersey.

dig with care and hand dig within two feet of buried pipes or other facilities. Failure to use this system can result in fines and penalties, in addition to potential personal injury or property damage.

Since our transmission system lies underground, line markers designate the general



This focus on infrastructure enhancement will only increase as we continue to grow our service territory and customer base. Throughout all of our operations, safety is and will always be our top priority.

Preventing Damages; Ensuring Safety

According to American Gas Association statistics, the leading cause of pipeline damage is excavation. Other causes include corrosion, material defects, worker error and acts of nature. Therefore, it is critical to educate contractors and public works employees about how to dig safely. Damage to natural gas pipelines can result in fires, breathing hazards and environmental and property damage.

For that reason, SJG needs help in identifying potential problems before they occur. New Jersey law requires that anyone considering excavation call the NJ One-Call Center by dialing 811 at least three business days before digging, so underground facilities can be properly marked out at no cost to the excavator. Once the markout is complete, excavators are encouraged to

location of pipelines. Markers are yellow, stand approximately four feet high, and are labeled "Warning Gas Pipeline – South Jersey Gas Company" and include a telephone number to call for emergencies.

In many cases, our pipelines are installed along a dedicated right-of-way on private property. These rights-of-way must be free of structures or obstructions so that SJG can operate, test, inspect, maintain and protect the transmission lines. Changes to grade or other types of construction are not permitted as pipeline patrollers must have access to these areas.

In the event of any type of pipeline emergency response, public safety and environmental protection are top concerns. While leaks are rare, should an incident occur, some or all of the following signs will be evident near the pipeline:

- Smell – an odor of rotten eggs.

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Rowan Boulevard Revitalization Project Recreating Glassboro, NJ, as a Retail and Dining Destination

By: Greg Filipek and Tom Fore, Directors, Sora Holdings LLC

Glassboro, NJ, quickly is being transformed from a sleepy college town to a shopping and dining destination, as Rowan Boulevard, its new \$300 million downtown revitalization project, progresses with the construction of several mixed-use retail buildings and a hotel conference center.

Currently the largest municipal renewal project in NJ, Rowan Boulevard is being developed in public/private partnership between the Borough of Glassboro, Sora Holdings, LLC, of Sewell, NJ and Towson, MD, and Rowan University. Kinsley Construction is the project's construction manager and an investment partner with Sora Holdings. The boulevard is the heart of a downtown revitalization which is forming a new 26-acre, pedestrian-friendly corridor stretching a third of a mile from the foot of the Rowan University campus to the center of downtown. The new boulevard will feature broad tree-lined sidewalks, mixed-use buildings with dozens of stores, restaurants featuring café-style sidewalk dining, intergenerational residential condos and town homes, university student housing, a hotel-conference center, pedestrian plazas and a town square.

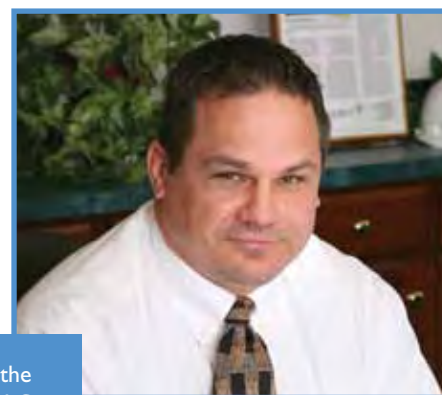
A new Rowan University student housing campus already has opened on the boulevard, along with the largest Barnes & Noble Collegiate Superstore in NJ. The Whitney Center, Rowan Boulevard's first mixed-use building containing retail and Rowan University honors student program housing, will open for the fall semester. A Courtyard Marriott Hotel begins construction in the spring, and a second mixed-use retail building containing the university's school of continuing studies and a large, multi-tier parking garage, will begin construction in early fall. Three additional mixed-use buildings offering retail, office space and residential housing also are planned next year. When complete in 2013, the boulevard will offer a total of 234,000 sq. ft. of retail space, 64,000 sq.

ft. of office space and 820,000 sq. ft. of residential space. As many as 60 new retail stores, including a dozen restaurants, are expected along the new boulevard, boosting the local economy by more than \$48 million annually and generating an estimated \$120 million in new property taxes between 2010 and 2038.

The key to Rowan Boulevard's success is strategic development based upon facts that reflect the best, sustainable interests of prospective businesses and the host community, and the formation of a public-private partnership for its development. The planning process required conducting a comprehensive study analyzing

Greg Filipek and Tom Fore are the co-founders and Directors of Sora Holdings, LLC. Greg Filipek and Tom Fore have more than 50 years of combined development and construction experience.

real estate projects. Rowan Boulevard's original plan now has been refined into four complementing districts – Gateway; Boulevard; Victoria Street/Entertainment; and Town Square – with each featuring its own character and distinctive retail inter-



Glassboro's market to determine specific, viable strategies, with more than 100 types of retail operations analyzed, along with surveying residents, businesses, property owners, elected officials and a virtually ignored market of students and staff at Rowan University, bordering downtown. The study revealed that student discretionary spending was \$18.3 million annually, of which only 18 percent was being captured by downtown businesses, and that an estimated \$425 million in overall retail sales was leaking out of Glassboro due to the absence of specific stores and products desired — and needed — by the residential and workforce population in Glassboro and the surrounding region.

Today, the various facets of the Glassboro study are being directly implemented by the marketing staff at Sora Holdings and Live, Work, Learn, Play, LLC, a firm that specializes in the planning, developing and leasing of mixed-use large-scale

ests. As such, specific targeted retail stores and restaurants are now securing space along Rowan Boulevard, and because they mirror the findings of the study, the businesses will prosper.

To anchor consumer interest, a new Rowan University student housing complex for 884 students was created in the Gateway District at the top of Rowan Boulevard. In addition to these student apartments, Rowan honors students will have housing in the Whitney Center mixed-use retail building and additional university housing is planned adjacent to

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Mentoring New Jersey for 20 Years

By: Dr. Edward H. Salmon & Richard Mroz, Esq.

In 2010, New Jersey MENTOR celebrated its 20th year of delivering innovative, quality support, service and care to the citizens of our state. Since it was established in 1990, New Jersey MENTOR has become a leading provider of quality of life enhancing services to at-risk youth and individuals with intellectual and developmental disabilities. In addition, their sister organization, NeuroRestorative New Jersey, provides community-based services for individuals with brain injuries.

New Jersey MENTOR offers an array of specialized community-based services throughout the Garden State. Their programs include therapeutic foster-care, clinical treatment services and group home living for children with emotional and behavioral challenges, as well as host homes, community-based group homes, and structured day programs for adults and children with developmental disabilities.

Whether the need is for intensive, short-term treatment or an extended care program, New Jersey MENTOR provides personal, caring, goal-directed services, carefully designed to meet individual needs and preferences.

In January, New Jersey MENTOR presented Senate President Stephen M. Sweeney with the 2011 Community STAR Award and celebrated his commitment to people with developmental disabilities at the annual STARS award luncheon ceremony in Almonesson, NJ. New Jersey MENTOR's STAR Award recognizes employees, Mentor foster parents and community members who demonstrate an uncommon commitment to the mission of New Jersey MENTOR.

“Senator Sweeney is our Community STAR because he has been a tireless friend and passionate advocate for those we serve for many years,” said Valery Bailey, State Director of New Jersey MENTOR. “He is in an invaluable partner in the pursuit of quality, innovative services for at-risk youth and individuals with intellectual and developmental disabilities,

and he believes in every fiber of his being that those services are best delivered by the community in the community.”

This year's ceremony was held on Friday January 14th at Auletto Catering and honored individuals from across the Garden state. Senator Sweeney received his award along with seven MENTOR employees and foster parents. The other recipients included: Edwin Cortez, House Manager for the Columbia House; Ivy Kennedy, New Jersey MENTOR's Specialty Bed Program; Joanne Kirk, Program Manager the Second Chance Program; Alethia Ragland, a Host-Home Provider; Mentor Recruiter Karen Schuenemann; Mentor Larry Willis; and Elizabeth Young, a senior therapist.

Dr. Edward H. Salmon is Chairman of Salmon Ventures, cofounder of the NJ Energy Coalition and former President of the NJ Board of Public Utilities



the people and families they serve shape the direction of their own lives in community-based settings.

In serving at-risk children and adolescents with emotional and behavioral challenges, New Jersey MENTOR's philosophy is that “there is no single solution, only a commitment to find one.” In the last 15 years, New Jersey MENTOR has helped thousands of children – some with very serious conditions - while continuing to add more programs tailored to the unique and intense needs of children and adoles-



Richard S. Mroz is an Associate at Salmon Ventures, Ltd. Rick served as Chief Council to Governor Whitman and liaison to the State's largest authorities.

New Jersey MENTOR is a partner of The MENTOR Network, a national network of local human services providers offering an array of quality, community-based services to adults and children with intellectual and developmental disabilities, brain and spinal cord injuries and other catastrophic injuries and illnesses, and to youth with emotional, behavioral and medically complex challenges as well as their families.

The philosophy of The MENTOR Network emphasizes partnering with local municipalities in an effort for to help

cents within the social service system. The company has people and programs that can support children with a full range of needs – from those coming from intensive residential settings transitioning into the community, to children with complex emotional and behavioral problems who are disconnected from their biological families, to those who are ready to reunify with their families or become adopted by another family. With the welfare of the child as its central concern, New Jersey MENTOR strives to contribute to their clients' therapeutic growth while helping them achieve permanency and stability in their lives.

continued on Page 47

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InWorld-Virtual Reality

Innovative Ways to Initiate Anti-Bullying Campaigns in School Systems

By: Jeanine Miles

The most effective programs to reduce bullying start with training and take a comprehensive approach of collaboration between students, parents, the school (educators), and the community. The only way to make this positive change in culture and climate is for all parties to take personal responsibility for standing up, speaking out and eliminating bullying.

Bullying peaks in middle school but starts as early as preschool with children using relational aggression. Research states the devastating effects of bullying are long term and far reaching, not just for the child who has been a target of bullying but for the bystanders and person who bullies as well.

Most bullying occurs when adults are not present, making it even more difficult for the victims to defend themselves or to report the incidents. Since no child wants to be labeled as a snitch, children need be given confidence that reported incidents will be handled properly and confidentially so that students feel comfortable reporting a bullying incident. Everyone needs to be educated and trained to accomplish this. Training should include administrators, teachers, parents, students, bus drivers, and anyone else who is in contact with children.

Bullying is no longer about the big kid picking on the weak kid in the schoolyard. Physical assault has been replaced by 24/7 online bashing called "cyberbullying." Students are now using technology like

instant messages, emails, chat rooms, and websites to attack and humiliate their peers. With this new form of bullying, parents can no longer count on seeing the tell-tale signs of bullying like a black eye, bloody lip, or torn clothes. However, the damage done by cyberbullies is no less real and can be infinitely more painful. In this age of technology we must foster and maintain channels where students can directly communicate with counselors, parents, teachers, and community members.

In today's rapidly evolving environment of cyberbullying, some educators are taking a unique approach of meeting students where they are in today's technological world of computers, smart phones,

controlled online virtual world to teach and reinforce social skills and anti-bullying lessons. With InWorld users interact constructively through the computer using realistic avatars and virtual environments through group activities and lessons that are designed and controlled by a leader.

Using InWorld, students are given an opportunity to create their own Avatar (virtual representation of themselves) and participate in various activities in coordination with the anti-bullying lesson. InWorld enables leaders to facilitate positive role playing activities to illustrate and promote positive social interaction.



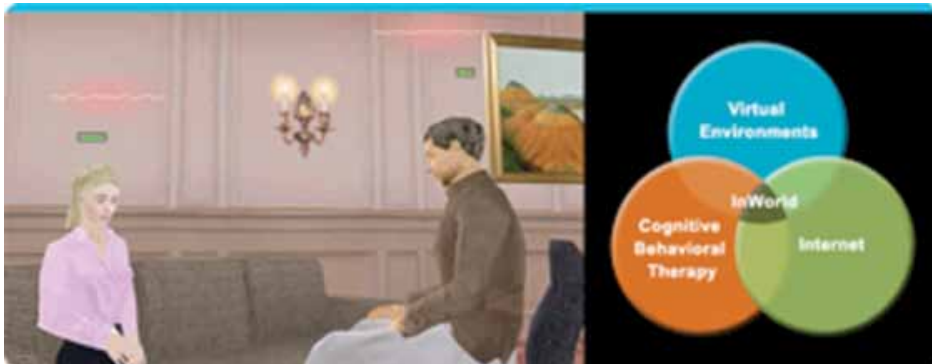
Jeanine Miles is a New Jersey Licensed Professional Counselor who previously worked in the NJDOC system for several years, and has over 20 years administrative and management experience in the healthcare/behavioral healthcare field. Ms. Miles not only has a professional interest in utilizing virtual reality to stop bullying but she has a personal mission. As a mother of two children ages 10 and 12, she has experienced bullying first hand with her own special needs child and is motivated to stop others from feeling the same pain.

tablets, and game consuls to educate and combat against bullying by utilizing virtual reality platforms to teach important anti-bullying messages. InWorld Solutions is one tool that allows educational leaders to engage students within a safe and

The environment can be manipulated by the instructor to obtain the desired outcome. Further, InWorld offers record and play-back capabilities, so sessions can be saved and reviewed later, which has proven very important for dealing with bullying bystanders. With private in-ear coaching a group leader can privately speak to one group member without the rest of the group hearing in order to offer suggestions on managing behavior.

Given that it is imperative for all individuals having contact with the students to be involved in the anti-bullying process of schools, using a technology tool like InWorld enables the online participation of

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Business & Governmental Insurance Agency

State Buildings & Capital City Host Benefits

By: Tony Mack, Mayor of Trenton

The State of New Jersey decision-makers, this past fiscal year, awarded the City of Trenton, \$27.1 million in transitional aid, after cutting the entirety of the previous year's Capital City Aid. In spite of the eventual granting of aid, the City faced a \$55 million shortfall – a gap which I painstakingly reviewed and closed without draconian cuts to basic services. However, the point here is not to glorify the surmounting of a budget deficit, but instead to point out the devastating structural flaw that leads to this game of cat and mouse year after year.

Currently, approximately 20% of Trenton's land is state-owned property and thus not subject to property tax levies. This is a reality shared by several capital cities around the country. Instead of receiving property taxes, the State simply forks over payment-in-lieu-of-taxes (PILOT), formerly denoted as Capital City Aid and this year known as transitional aid.

Now, if the State was providing PILOT payments for all of its property, the City would be receiving between \$33.9 million and \$45.5 million. The lower number reflects the total assessed value that is currently recorded for the State's properties. The larger number reflects the market value of the properties after adjusting for the fact that the assessed value is only approximately 65% of market value.

At this time, the State is paying the City a total of \$15.1 million in direct PILOT payments for the Trenton Office Complex, the Justice Complex and EDA and HMFA owned properties. In addition to these direct PILOT payments, a portion of the City's Consolidated Municipal

Property Tax Relief Aid (CMPTR) payment is based on PILOT payments the State was making in 1994 prior to the creation of the CMPTR program.

The easiest solution to this issue is to have the State reallocate an amount between \$11.4 million and \$23 million of the Transition Aid the City will receive in the next year as payments under a newly created Capital Host Community Benefits Aid (CHCBA). As precedent demonstrates, this is a sum that is subject to political winds and irrational policy making. In this light, PILOT is not appropriate for

Tony Mack is Mayor of Trenton

the City of Trenton if it is to ever become self-sustaining and economically sound.

Instead, I want to explore an idea that I has worked in other cities and may work in Trenton. We are researching, similar systems of which are either in place or beginning to move forward around the country, the State of New Jersey would sell its buildings to private entities and then lease them back. Much of Trenton's previously non-taxable land would become subject to city property taxes, just as is any house or business currently.

Not only would it create a new revenue stream, but it would begin the development of Trenton's independence from the often woes of state fiscal decisions. Trenton is a proud city and full of opportunity. To fully realize the opportunities

abound all around us, we must become fiscally independent and healthy.

We will explore this idea and see if it realistically can get Trenton back on its feet fiscally and fix the structural flaw that is cutting our City's state aid. This is not an original policy idea. It's a system with roots in the capital of our neighbor to the north – Albany, New York. Further,



Sacramento, capital of the country's most populous state, is in the process of making this plan a reality. We have an opportunity to thoroughly explore if this will work for the City of Trenton.

In the weeks and months ahead, I will fully engage state lawmakers and the Governor's Office to move Trenton forward. I look forward to the day when there is no talk of tax-exempt property, but only talk about Trenton's exemption from fiscal dependence. However we get to the finish line the State should be a "good neighbor" to the taxpayers of the City by paying its fair share for the burdens placed on city resources. ♡

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The Honorable Michael B. Lavery, Mayor of Hackettstown, New Jersey

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Amy Osborn, continued from Page 13

effort was started by Atlantic Highlands with the past Mayor, Anna Little, and is continuing with the current Mayor, Frank Nolan and myself. We are also offering dispatch services and are offering our new court room for continued sharing of services to Highlands and Sea Bright.

Patriarca: I am in favor of shared services if it benefits Pemberton Township. "Shared services" has become a buzz phrase that gets thrown around often without serious consideration of pros and cons. In my view,

each public service needs to be examined under the lens of costs and benefits to Pemberton Township.

Osborn: What has been the value of your membership with the New Jersey Conference of Mayors?

Rast: Being able to share ideas with other Mayors, attending the various training seminars provided by NJ Conference of Mayors. The support element that exists to us as Mayors is invaluable.

Patriarca: This organization is comprised of Mayors who all share many of the same types of problems. Our issues are common and, therefore, we can communicate with one another through the organization in order to discover ways to solve problems.

For information on these two fine communities, please visit their websites at www.ahnj.com and www.pemberton-twp.com

Jeffrey DuBois, continued from Page 35

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- Immediately evacuate the area.

- Call 911. Directly following that, report the incident to SJG's toll-free gas leak hotline at 1-800-582-7060.

- If the leak is burning, attempt to prevent the spread of the fire, but do not try to extinguish it. Burning natural gas will not explode, but extinguishing the flame may result in a gas or vapor collection that can explode if ignited by secondary flames.

- Do not attempt to operate pipeline valves.

Government officials can access additional information on specific pipeline locations by visiting www.npms.phmsa.dot.gov and requesting a user name and password.

For additional pipeline safety related information, please visit www.southjerseygas.com and click the 'Natural Gas Safety' tab.



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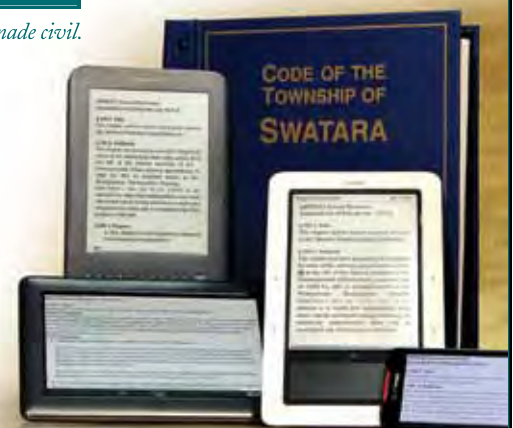
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FDCR is a New Jersey based service provider dedicated to assisting fire departments in recovering insurance proceeds when they are called to save or protect property.

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FDCR has developed a strategic business relationship with **New Jersey based Emergency Software Products (ESP)** to automate the transfer of your fire department's NFIRS reports, making collections fast and efficient. Whether you use another software provider or are considering ESP, FDCR can assist your municipality in recovering available funds. Unlike most billing companies FDCR does not bill the liable party. Contact your municipal council to determine if your municipality has the ordinance necessary to authorize such collections.

Visit FDCR at www.fdcostrecovery.com or call **732-933-9980** for more information.

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Filipek & Fore continued from Page 37

Rowan Boulevard. A myriad of shopping and dining establishments will line the boulevard, which then culminates at its large, new 1½-acre Town Square – the gathering place for community events, concerts and celebrations – which will serve as an engine generating foot traffic from top to bottom throughout the year.

Rowan Boulevard's mix of uses forms distinct, walkable areas, creating a live-work-play environment that will be mutually enjoyed by office workers, shoppers, residents, students and visitors, and is the

cornerstone of a much larger revitalization encompassing a total of 81-acres in several adjoining neighborhoods in Glassboro's downtown.

The fully revitalized downtown will offer abundant office space, new restaurants and a public promenade lined with outdoor dining, hundreds of new town home and condo residences, cultural attractions and a new performing arts center offering a year-round repertoire of theater, music, dance, film and comedy performances on stage.

Overall, Glassboro's entire revitalization, including Rowan Boulevard, is expected to feature more than 125 new retail stores with the potential of infusing the local economy with \$225 million in annual sales when fully completed. The result is a multifaceted, intergenerational walkable community bringing life and excitement back to downtown, and making Glassboro a must-visit destination.

For information on Rowan Boulevard, contact Sora Holdings, LLC, at (856) 589-8371 or www.soraholdings.com.

Salmon & Mroz continued from Page 39

Among its core values, New Jersey MENTOR believes that building partnerships yields the most effective and powerful outcomes for its clients. The company strives to offer creative, cost-effective solutions to the emerging needs of state, county and local governments. Responding to people in crises with expertise and efficiency is a priority and strength

for The Network. New Jersey MENTOR also believes in giving back to the communities in which its employees live and work. Strengthening the fabric of the local community through The MENTOR Network Charitable Foundation, the Network Angels employee assistance fund, and volunteerism contribute to their overall goal of building relationships, enhancing lives.

New Jersey MENTOR provides services in communities throughout the state. Their main office is located in Somerset, NJ with another office in Mt. Laurel, NJ. For more information on how your community can partner with New Jersey MENTOR, you can visit their website at www.nj-mentor.com.

Miles continued from Page 41

teachers and parents either from the school or home. For example, just as the kids use InWorld to engage with one another, parents can do the same thing by participating in a virtual parent meeting to discuss the lessons taught at school on a regular basis.

Parents and teachers will also have their own Avatars and can participate in large discussion groups in the virtual world.

Results have shown that students are more likely to feel secure in the virtual

environment enabling them to express the thoughts and feelings that are otherwise too difficult to discuss. Utilizing Virtual Reality Therapy to foster positive relationships as a trigger for a broader empowerment process gives the students perceived control, which includes beliefs about authority, decision-making skills, availability of resources, and autonomy. This sort of therapy also offers perceived competence, which reflects role-mastery, and successful coping with non-routine role-related situations.

InWorld Solutions is an innovative leader in the application of virtual environments to healthcare and behavioral medicine. The InWorld virtual environment incorporates a wide range of avatars, content, and features specifically designed to facilitate clinical and educational applications. The company is a member of the CFG Health Network, a comprehensive medical and behavioral health care provider dedicated to transforming access to cost-effective quality behavioral health care.

For more information please call Jeanine Miles at 856-797-4805 or email jmiles@cfGPC.com.



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NJCM Business Council

NJCM Sponsored Mayors Training Seminars Keep Mayors Up to Speed with Current Events

By: Gary Passanante, Director, NJCM Business Council

This year, the Business Council is sponsoring a series of very valuable "Mayor's Workshops" held in our Trenton offices. Our first workshop held earlier this year was a great success and focused on managing our municipalities in a 2% CAP environment. Our next workshop, scheduled for July 28th will provide an insightful look at new technologies that aid and assist our police departments. This session will be open to Mayors and their police chief's and/or public safety directors. Look for a detailed workshop announcement on our website and by email soon.

For those readers not familiar with the Business Council, we are a subsidiary of the New Jersey Conference of Mayors. Our mission is to bring Mayors and businesses from across New Jersey together in a unique public/private partnership. We are now in our third full year and continue to grow as both Mayors and businesses from across the state acknowledge our value. We are all

facing unprecedented times that challenge every Mayor and business leader to think outside the box in order to navigate their way through this mine field of economic obstructions. As we work together to solve our economic challenges, the NJCM



Gary J. Passanante is the Director of NJCM Business Council and the Mayor of Somerdale

economic stability in our communities. Now is the time to invest in our future by creating new jobs and expanding our tax base through the streamlining of regulations and laws.

As a member Mayor, you are automatically invited to participate in our Business Council and related activities. If you are business, or are affiliated with a business entity in the state of New Jersey

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

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