

Echo LEADER

Serving Springfield and Mountainside

SPRINGFIELD N.J. VOL. 75 NO. 22

THURSDAY, JANUARY 22, 2004

TWO SECTION

Building a bright future

By Rick Klitchik
Staff Writer



Jonathan Gonzalez, 9, of James Caldwell School in Springfield, works on the design for his team's entry of the future.

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Borough face recycle fee raise

By Brian Polakson
Managing Editor

New superintendent search nears its end

By Rick Klitchik
Staff Writer

Police chief sees merit in speed monitors

By Rick Klitchik
Staff Writer

Delaware has continued to address the issue of speeding on its roads. Police Chief Robert Vignati, who has been in charge of the Delaware Township Police Department since 1998, says that the use of speed monitors is a necessary tool to reduce the number of accidents and fatalities caused by speeding. He notes that the township has seen a significant increase in speeding-related incidents in recent years, and that the use of speed monitors is a cost-effective way to address this problem.

According to Vignati, the use of speed monitors is a proven method for reducing speeding. He says that the township has installed several speed monitors in high-traffic areas, and that this has resulted in a decrease in the number of speeding tickets issued. He also notes that the use of speed monitors has helped to reduce the number of accidents and fatalities caused by speeding.

While some people may be concerned about the cost of speed monitors, Vignati says that the long-term benefits far outweigh the initial investment. He says that the use of speed monitors has helped to reduce the number of accidents and fatalities caused by speeding, which has resulted in a significant reduction in the cost of healthcare and property damage. He also notes that the use of speed monitors has helped to reduce the number of tickets issued, which has resulted in a decrease in the number of people who are fined for speeding.

According to Vignati, the use of speed monitors is a necessary tool to reduce the number of accidents and fatalities caused by speeding. He says that the township has installed several speed monitors in high-traffic areas, and that this has resulted in a decrease in the number of speeding tickets issued. He also notes that the use of speed monitors has helped to reduce the number of accidents and fatalities caused by speeding.

School board files appeal after DEP denies construction permit

By Rick Klitchik
Staff Writer

A stream-impairment permit for construction in the area of the land and stream located between Edward N. Wallon and Thelma E. Sandreier schools in Springfield was denied by the Department of Environmental Protection earlier this month, leaving the township's Board of Education to look into the process as an appeal.

The board approved for the permit at the end of August 2003, assuming a timely response would come back from the DEP.

According to School Business Administrator Matthew Clarke, the application for a permit calls for a 30-day time period for the DEP to look into the site. In this case, however, there was a 30-day extension given without a reason that Clarke knew of, and the permit was then rejected on Jan. 14.

Clarke said he didn't expect the process to take that long. He said the board was surprised that the permit did not get through.

He said that after speaking to the architect about the site, the board was

convinced that there would be no impact on the stream. He said that the DEP's decision was based on a technicality, and that the board would be appealing the decision.

Clarke said that through right the appeal or a reapplication, the school board will get the permit, as it has already been determined what was missing on the first application.

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Fun times for any age



Jonathan Gonzalez, 9, of James Caldwell School in Springfield, works with senior citizen Ann Werner on their New Year's resolutions. On Jan. 14, second-graders from the school visited seniors at the Sarah Bailey Civic Center for lunch, dessert and fun activities.

Chiropractor rewards SAGE with donation for fund-raiser



Old Guard speaker discusses working poor

SENIOR NEWS

Van serves senior needs

Learn how to balance personal finances

Women's issues seminar offers lifelong learning

Clinics keep an eye on senior blood pressure

Summit seniors offer painting workshop, poetry

M.A.R.s meets Tuesdays

Cancel support programs focus on fertility issues

Group offers support in coping with dementia, Alzheimer's



Springfield students brighten seniors' spirits with SAGE visit

Springfield students brighten seniors' spirits with SAGE visit

SAGE rewards local resident for service



RECREATION

Get in the swing with adult softball

Senior Fitness Room promotes healthy lifestyle

Hit the slopes for fun

Kick boxing gets a leg up on physical fitness

Group offers support in coping with dementia, Alzheimer's

Ice rink open for skating this winter

PAL calendar set

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Editor: JR Parachini
Can be reached in
Maplewood at 973-763-0700

Summit
Football 2004

The Summit High School football team will open its 2004 season at home against Morris Hills on Sept. 11. The Hilltoppers will play the other eight Iron Hills Conference-Hills Division schools and also face non-conference rival Catham.

Dayton
Ice Hockey

Jan. 26 at Livingston, 6 p.m.
at South Mountain Arena
Feb. 2 West Orange, 6 p.m.
at South Mountain Arena
Feb. 4 Watchung Hills, 5 p.m.
at Pro Skate USA
Feb. 9 West Orange, 8:30 p.m.
at Warnanco

Summit
Boys' Basketball

Jan. 22 at Parsippany Hills, 7 p.m.
Jan. 27 Dover
Jan. 29 Morris Hills
Feb. 3 at Mount Olive
Feb. 5 at Mendham
Feb. 10 Parsippany
Feb. 12 at West Essex
Feb. 13 Weequahic
Feb. 19 at Hanover Park
Feb. 24 Parsippany Hills
Feb. 26 at Dover

Summit
Girls' Basketball

Jan. 23 Parsippany Hills, 7 p.m.
Jan. 27 at Dover
Jan. 29 at Morris Hills
Jan. 31 Cranford, 7 p.m.
Feb. 3 Mount Olive
Feb. 5 Mendham
Feb. 10 at Parsippany
Feb. 12 West Essex
Feb. 17 at Weequahic
Feb. 19 Hanover Park
Feb. 24 at Parsippany Hills
Feb. 26 Dover

Summit
Ice Hockey

Jan. 23 at Mt. Olive, 8:30 p.m.
Jan. 26 Cranford, 6 p.m.
Jan. 28 Johnson
Feb. 3 Cranford, 8:30 p.m.
Feb. 6 at Nutley, 9 p.m.
Feb. 10 Johnson, 8:30
Feb. 13 at Catham, 5:45 p.m.
Feb. 14 at Randolph, 8 p.m.
Feb. 17 Paramus, 8:30

Summit
Swimming

Jan. 25 Randolph, 1:30 p.m.
Jan. 29 at Oak Knoll, 4:30 p.m.
Jan. 31 H.C. Meet, 9:30 a.m.
Feb. 1 Morris Knolls, 1:30
Feb. 6 at Columbia, 4 p.m.
Feb. 10 Morris Hills, 1:30

Summit
Winter Track

Jan. 24 New Balance Games, 9 a.m.
Jan. 26 UCT Girls, 6 p.m.
Jan. 28 UCT Boys, 6 p.m.
Feb. 4 N.J. Met Champs
at Armore, 4:30 p.m.
Feb. 9 Redglened Classic
at Armore, 4:30
Feb. 14 Last Chance Invitational
at Jersey City, TBA
Feb. 14 AAU Meet of Champions
8:30 a.m. at Princeton

Men's fastpitch clinic will have Summit players

There will be a free men's fastpitch softball pitching clinic at Rahway High School Saturday at 4 p.m. All men 18 and older, including novices and experienced pitchers, are invited to attend.

SPORTS

Sports Numbers
Phone: 973-763-0700
Fax: 973-763-2557

Battling to the end



The Governor Livingston High School girls' basketball team, sparked by the play of Sam Erck (No. 21 with ball), was defeated at Rahway 51-27 Jan. 13 in Mountain Valley Conference play.



Jen Masters of GL (No. 13 at right) tries to steal the ball away from Rahway's Charel Taylor (No. 25) during last week's game in Rahway. GL's first two wins this year came against New Providence 41-30 and vs. Mount St. Mary's 46-49 in overtime.

Summit girls' basketball is beginning to hit its stride

Hilltoppers began week with 2-game win streak

Labak and Turner each chipped in with 10 points while Scott and Jaki Sanchez contributed six points apiece. White Obando had two points and Bess Compton one. Summit started its season on Dec. 19 with a 55-20 loss to visiting Morris Hills.

Summit boys' were out to rebound

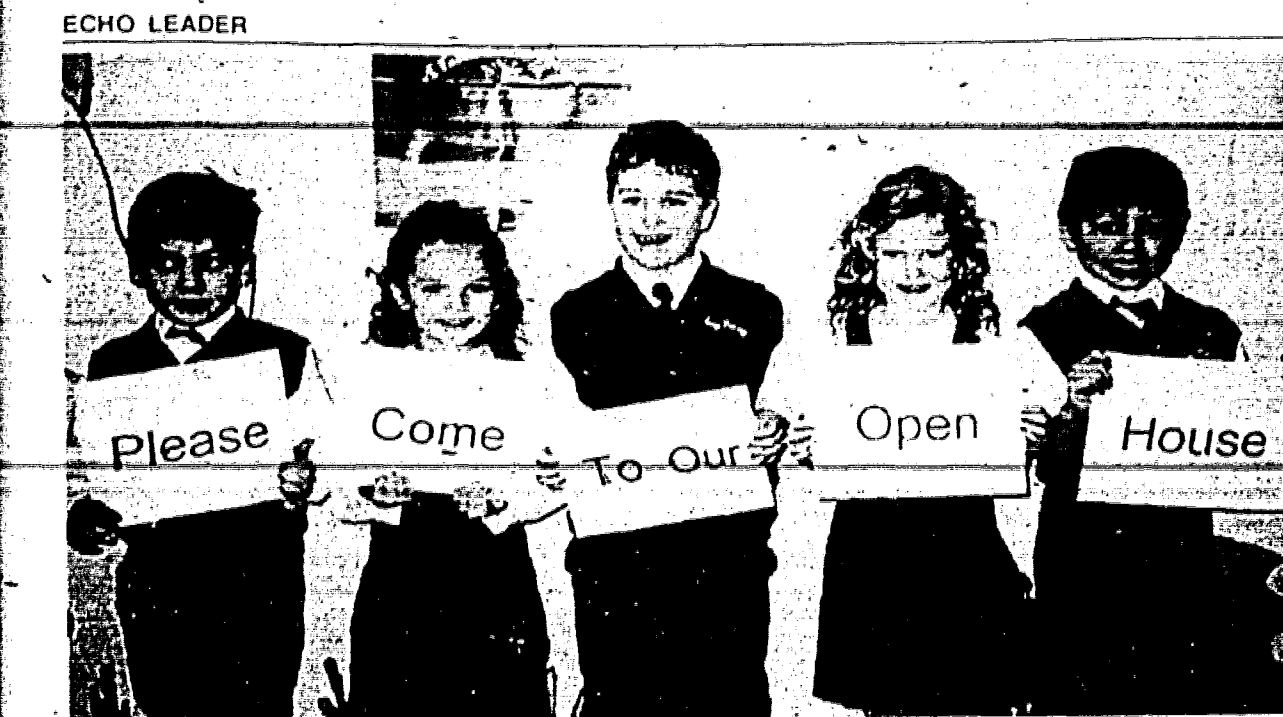
The Summit High School boys' basketball team sought to get back on the winning track Tuesday night at home against Iron Hills Conference-Hills Division rival Hanover Park.

County's top athletes will be honored at Stove event

The Union County Baseball Association will host a number of student athletes during an award ceremony on Tuesday.

St. James 6th graders unbeaten

The undefeated Springfield St. James C.Y.O. 6th grade basketball team defeated St. Mary's and Elizabeth Academy of Livingston on Saturday and Sunday.



Holy Trinity Interparochial School's Mountainside campus at 300 Central Ave. will host an open house for parents interested in enrolling pre-K, 3- and 4-year-olds and kindergarten students.

Holy Trinity open house set for Mountainside campus this week

Holy Trinity Interparochial School is celebrating Catholic Schools Week with activities at the Westfield campus for grades one through eight.

Works of Art, Old and New await visitors

'Works of Art, Old and New' is an exhibit of sculpture by George Larr and paintings by Margaret C. Hansom.

WORSHIP CALENDAR

Table with columns for BAPTIST, METHODIST, JEWISH-REFORM, JEWISH-ORTHODOX, LUTHERAN, and other religious groups, listing their respective services and locations.

EVENTS

'Disney On Ice' trip offered Jan. 30
The Springfield Recreation Department presents 'Disney On Ice' at the Continental Airlines Arena in East Rutherford, New Jersey.

Foothill Club enjoys 'Victorian Times' talk

The Foothill Club luncheon will be held Feb. 5, noon, at 6 G. Fields Restaurant on Mountain Avenue.

47th annual Klondike Derby sled race set

At 8:30 a.m. Jan. 31, Boy Scouts of the Patriot District of the Patriots' Path Council will host their 47th Klondike Derby sled race and scout-ski contest.

Winter evening of wine tasting is on tap

On Jan. 31 at 8 p.m. Our Lady of Lourdes Parish will sponsor a wine and cheese party featuring a professional wine tasting.

Garden Club gathers

The Springfield Garden Club will meet Feb. 11 at 7:15 p.m. in the Presbyterian Parish House at 37 Church Mall in Springfield.

Struggling artists make an 'impression' in series

The Springfield Free Public Library continues its Lunchtime Video Series, 'Biographies,' on Tuesdays at noon with 'The Impressionists, Part III & IV.'

Children's programming continues this month

The Springfield Free Public Library, 66 Mountain Ave. continues their children's programming this month.

20th Annual ORT Summer Camp Fair

Advertisement for the 20th Annual ORT Summer Camp Fair, including dates (Sunday, January 25, 2004), location (Sheraton Parsippany), and contact information.

Professional Directory

Advertisement for a Professional Directory listing various services such as Optometrist, Piano Tuning & Repair, Space Available, and Send Us Your Professional Business Card.

County budget calls for tax hike

(Continued from Page B1)

The program is part of a series of savings for the county, although "we cannot determine what that savings will be until employees begin to take advantage of the program."

The unions that were affected by the cuts have shown a lot of interest in the program, said Caroselli.

During the past year the county's variable base increased by more than \$6 billion. County officials attribute the increase to the booming real estate market and economic development projects in Elizabeth, Linden, Plainfield and Union.

The county's surplus also increased by 15 percent in 2003.

DeVanney said that throughout the last five years the county's surplus has declined but with this budget the county is finally "turned it back around."

In 2003, the surplus for the freholder board is five or six years "in the air," said Caroselli.

At the end of 2003, the county had approximately \$14 million in its surplus.

Candidates express interest

(Continued from Page B1)

Democratic Committee will conduct a caucus on Tuesday, Jan. 26, at the county post office. Crane could not be reached by press time Tuesday.

Scutari's seat on the nine-member board is the only one currently held by a Linden resident.

However, Weintraub does have the support of Linden Mayor John Gregorio.

Currently a resident of Hillside, Weintraub is a member of Linden and has chosen a home in Linden last week.

Once Scutari steps down from the treacherer board, the Union County

County News

Celebrity bartenders raise money for annual parade

The Union County St. Patrick's Day Parade Committee will sponsor celebrity bartender fundraiser featuring soap opera stars and local political and sports celebrities Saturday from 7 to 11 p.m. at the Knights of Columbus, 1034 Jeanette Avenue. Union parking will be available.

Admission is \$5 and proceeds will go toward expenses of the annual Union County St. Patrick's Day parade in Union.

Music will be provided by Celtic Cross Band, an Irish-American band, along with St. Columville Pipes and Union County Pipes and Drums.

For more information, call Helene Goworek at 908-527-4557 or Steve Mack at 973-849-2543.

Free tax assistance

RSP and NARP both offer free tax assistance to senior citizens and other lower income taxpayers at locations throughout Union County.

To request an appointment, taxpayers must call the site in their local community and bring with them their 2003 records of income, deductions, property tax bills and their 2002 income tax return. Last year volunteers aided more than 2,000 citizens with their tax returns.

Free tax assistance will be offered from early February until April 15 at the following locations:

- Berkeley Heights Free Public Library, 200 Plainfield Ave., 908-464-9333
- Clark Mills, 101 Woodland, 430 Westfield Ave., 973-888-3600
- Clarkston Community Center, 220 Walnut Ave., 908-709-1283
- Elizabeth Free Public Library, 11 Broad St., no appointment necessary. Tax help on Thursdays from Feb. 5 to April 15, 9 a.m. to noon
- Kennilworth Free Public Library, 418 Boulevard, 908-276-1451
- Mountainview Free Public Library, Constitution Plaza, 908-233-9333
- New Providence Senior Center, 401 Street, 908-765-0016
- Plainfield Senior Center, 305 E. Springfield Ave., Westfield

Following a social gathering at 6 p.m. and dinner at 6:30 p.m., the guest speaker will be Shari Nilsson of Level Personnel. Nilsson will provide a presentation on employment in the legal field. Cost is \$23 for dinner.

All legal professionals, secretaries and other support staff employed anywhere in the legal field — private practice, corporate practice, federal courts, state or municipal government, police departments, etc. — are welcome to attend. Prospective members and guests are also welcome; you do not have to be a member.

The association offers educational opportunities to legal professionals and members are eligible to receive nationwide discounts on products and services from NALS, the national affiliate.

For more information regarding reservations, call Reservations Chair, **William H. Reed at 908-555-1572.**

For more information on membership, networking opportunities and available scholarships, call Helene Goworek at 908-527-4557 or Steve Mack at 973-849-2543.

Counselors association selling '04 books

The Union County School Counselors Association is selling Entertainment '04 Books to fund "We Care" awards granted to chosen high school students in Union County.

Students who have made significant contributions to their communities and in helping others in need are eligible for the award. The award is presented throughout the county to recognize these monetary awards in recognition of their good deeds.

Entertainment Books offer discounts for fine dining, casual dining, special attractions, hotels, airlines, movies, dry cleaning and car washes to name a few. Books are available covering the northern, central, and southern sections of New Jersey at costs of \$20 and \$30.

ARTS & ENTERTAINMENT

Happy birthday, UCAC!



New Union County Arts Center Executive Director Donna Sandorse, left, and technical director Joseph McKie prepare the birthday cake for the UCAC's 75th Anniversary Gala last Saturday in Rahway.

'Ten best' shows diversity, style

Compiling "Ten Best" lists always makes the late stacks and this year's best movies tell me that the highest quality films as both entertainment and art continue to reflect the times in which we live.

The do indeed hold up Shakespeare's *Macbeth* to be a great film. They also tell us something about the future of the medium, but more of that later. In the order I saw them, except for the final three, the 10 Best are:

"American Splendor" is the independently produced recreation of comic-book-style of the art and life of Harvey Pekar. It is a splendidly realized and ultimately moving dramatization of what many would call the ordinary life of the famous cartoonist and his wife, experts played by Bart Garat and Hope Davis in a working-class Cleveland.

"Dry, Pretty Things" is Stephen Frears' newest melodrama about immigrants struggling to survive in the lower depths of working class England. This British movie relies on a brilliant performance by the African-Caribbean actor, the best actor of the year, as the doctored hotel worker who immigrated from Guyana. It is a masterpiece of the genre, a film that many of us never take time to see.

"The Magdalene Sisters" dramatizes the chilling effect of the Irish state church's treatment of wayward or just rambunctious girls in a type of notorious institutionalizing up to just a few years ago, which amounted to imprisonment. Peter Mullian's fine Irish film relies on strong characterization of three girls in the telling of this Dickensian story.

"Mystic River" is Clint Eastwood's take to the dark side of family life and struggle with great tragedy and some moral disappointment. A singularly American movie set in Boston, the film particularly shows off the moose of ensemble performances led by the unflinching development by Marcia Gay Harden of a woman led by her growing doubts and fears of betrayal in the best performance by an actress.

"Love Actually" is a thoughtfully

On the Arts

By Jon Plaut

way plays about sacrifice and social reform in 19th century England. Performed by the Royal Shakespeare Society with some wild-card additions such as Nathan Lane, this television version is pure dramatic richness.

"The Boys of Second Street" is a showstopping cinematic portrayal, through remarkably perceptive and honest interviews, the lives of a group of mainly poor World War II Jewish immigrants from Coles Island, the work of Dan Klores, who is a part of the group but never impinges himself on the viewer, thus chronicling of up and downs of those from a certain cultural and neighborhood community. It is both sobering and uplifting.

And finally, the best film of the year — and in fact, for many a year — is the Home Box Office production of "Angels in America." Remarkable performances abound, including those of a restrained yet loathsome Al Pacino and a fresh, almost comical, and

Four Parker and well as by the powerful and theatrical Emma Thompson as the descending angel and the great Meryl Streep in multiple roles she transcribes from the TV screen to us with her unique talents and distinction. Directed by Mike Nichols, this elaborate cinematic, dramatic, witty, entertaining, challenging and thought-provoking dramatization of Tony Kushner's remarkable play is about America and Americans in the face of contemporary public plagues, including AIDS. It is "Angels in America," a dissection of public and private disillusion as we seek life's joys and meanings. It is a wonder for which HBO should be lauded and honored.

Jon Plaut is a regular contributor to this newspaper.

Volunteers needed for Teen Arts

Do you like working with artists, teachers, and students? The Union County Teen Arts Festival provides an opportunity for volunteers to get involved.

The Union County Teen Arts Festival, sponsored by the Union County Board of Chosen Freeholders and the Division of Cultural and Heritage Affairs, Department of Economic Development, is a two-day celebration of the arts held annually at the Union County College campus in Cranford.

The event, scheduled for March 18 and 19, is open to all students in Union County.

"At the Teen Arts Festival, more than 3,000 students participate in performances, critiquing seminars, master classes and workshops with a staff of 50 professional artists in every discipline — visual art, music, writing, theater and dance," said Freeholder Chester Holmes, liaison to the Cultural and Heritage Programs Advisory Board.

Volunteers are needed to assist artists with workshops, manage performance sites and staff information stations. Holmes added, "We appreciate the invaluable assistance of Union County residents with this exciting program."

For information, contact the Union County Division of Cultural and Heritage Affairs at 908-558-2550. Relay users call 800-852-7899, or send e-mail to kleary@cnj.org.

"We appreciate the invaluable assistance of Union County residents."
— Freeholder Chester Holmes

Ori receives HEART Grant to capture county's gardens in photos

Nancy J. Ori of Berkeley Heights, well-known local photographer and educator, as recently received a 2003 HEART Grant — Historic Arts Education — Reaching Thousands — from the Union County Board of Chosen Freeholders to help in part to create photographs of local garden sites.

Ori's project is to create a body of photographs made within a small part of the Garden State, namely Union County, which will be exhibited in the county at the project's end. The project will provide a balance of images between the four seasons as well as the basic elements of turf, wood and water, reflecting the variety of local public and private garden designs and architecture. Some of the garden spaces shown can be found adjacent to historic sites and are open to the public, such as Faber's Hall Museum in Union, Reeves-Reed Arboretum in Summit, the Crainichall Museum Garden in Scotch Plains, and the Shakespeare Garden at Cedar Brook Park in Plainfield.

Simply defined, a garden is a plot of land for the cultivation of flowers, vegetables, herbs and fruit, when the creativity of man intervenes with Mother Nature, and creates orderliness. The space is laid out with flowers, trees and ornamental shrubs and used for recreation or display.

Ori said that there is certainly a lot of crossover between landscape and garden photography, but for her garden photography is more about smaller, controlled spaces and close-ups. Some are romantic in style and provide a strong contrast to the local towns, some are bold forms or use an empty space as an aesthetic organizing element, must be planned or contain artistically composed patterns, while some provide a very formal element.

She has spent the last few months doing some research on the area and has begun photographing the numerous locations. Her artistic selection of subject matter for the exhibit will be determined by the best quality of images to depict "the places where flowers bloom, shrubs and herbs are arranged in artful patterns, where humans have been created for peace and quiet, places where the plantings help to reduce stress, where one can watch wildlife and relax, while inhaling the fragrance of the flowers."

Since 1970, I have traveled throughout the world working on various photographic and video projects which has given me the opportunity to explore many popular and cherished places. I have discovered that right here in my own back yard, there are wonderful sites to photograph and images to share. I proposed this and four other HEART Grant projects over the last six years in order to best utilize my skills to benefit my own

community and have since been inspired not only by the inspiring subject matter and history of New Jersey, but also by the beauty of its land.

Nancy Ori is recognized internationally as an industrial photographer and video producer for New Jersey. She is also teaching photography classes and workshops each year throughout the United States, and Europe. She is on the faculty of the New Jersey Center for Visual Arts in Summit, Peters Valley Craft Education Center in Layton, the Somerset Art Association in Bedminster, the Morris Museum in Morristown, and the Watchung Adult School in Watchung. She has also exhibited the New Jersey Heritage Photography Workshops, which she holds each spring in Cape May. And in 1995, she co-founded the New Jersey Photography Forum, a group of professional and very serious amateur photographers who get together regularly to critique each other's work and exhibit together locally.

Call 908-708-8820 for information on other classes and workshops. Suggestions from those with access to public or private gardens are also encouraged to call.

Editorial deadlines
Following are deadlines for news: Church, club and social - Thursday noon.
Entertainment - Friday noon.
Sports - Monday noon.

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Bill VanSant, Editor

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ACROSS FOR YOUR THOUGHTS

Crossword puzzle grid with clues for Across and Down sections.

Answers to the crossword puzzle: 1 Foray, 5 Neck, 10 Manhorse-monster of myth, 14 Twinge, 15 Wear away, 16 River of northern Spain, 17 Film that brought Pacino his Oscar, 19 Lavanian city, 20 Cleopatra's under, 21 Expressway way out, 22 More downy, 24 Pop singer, 25 Suzanne, 26 To Kanawa, of opera, 28 Glimmer, 28 Words of a musical, 32 Journalist Alexander, 33 Poker's advice, 34 Songbird, 35 Beginning to form, 36 '40s and '50s movie gangster Richard, 37 Osolete phone, 38 Norwegian royal name, 39 MacGraw, of al, 40 Night group, 41 Electron accelerator, 42 Music superstar, 43 Brocks, 44 Wee bites, 45 Proverbial equal to a mile, 46 Droopy-eared hound, 49 Hardly cabbage, 50 Prefix for natal or classical, 53 River of central Italy, 54 Agents, informal, 57 Pugnistic location, 58 Gay, 59 Spoken, 60 Form, Entertainment Tonight host, 61 Was Oyster fond, 62 Medicore.

What's Going On?

Event listings for Flea Market, Open Book, and Concert Series. Includes dates, times, and locations for various community events.

REUNIONS

Reunion information for various high school classes including Union High School, Springfield High School, and Westfield High School.

New submission info for A&E

Submission guidelines for the A&E section, including contact information for Bill VanSant, Editor.

Editorial deadlines

Deadlines for news, church, club and social, Thursday noon, Entertainment - Friday noon, Sports - Monday noon, Letters to the Editor - Monday 9 a.m., General - Monday 5 p.m.

LOSING A LOVED ONE TO DRUGS?

Advertisement for Narconon Stone Hawk, offering help for those who have lost loved ones to drug addiction.

ELENA

Advertisement for Elena, a spiritual readings service by Palm Tarot and Card readings.

celtic theatre company

Advertisement for Celtic Theatre Company, featuring the play 'Big Maggie' at Seton Hall University.

Concert series announce gigs



Two of the county's most popular coffeehouse series have announced events scheduled for the month of February. The 14 second Saturdays Coffee House in Summit will present its Open Mic night at the Summit location...

Tickets available for UCAG's winter lineup

The Union County Arts Center in Rahway has announced its Winter Spring 2004-04 5th Anniversary season. For information call 732-999-8226 or visit the Web site at www.ucas.org.

THE BIG GAME Sunday, February 1st 2004

Advertisement for The Big Game event at Cafe Z, featuring a Backstreet Lounge with a free buffet and Italian restaurant & cocktail lounge.

Advertisement for Domanis Restaurant & Lounge, offering a free half time buffet and entertainment Thursday nites.

Advertisement for Antonio Mozzarella Factory, located at 71 Springfield Avenue, Springfield, offering catering services.

Advertisement for Di Cosmo's Restaurant and Italian Deli, featuring an all you can eat buffet for \$8.95.

Advertisement for The Big Game Special Menu, featuring AFC Special, Superbowl Special, and NFC Special packages.

Advertisement for www.localsource.com Internet Directory, listing various local businesses and services.

Advertisement for Celtic Theatre Company, featuring the play 'Big Maggie' at Seton Hall University.

Advertisement for Disney On Ice, featuring 3 Jungle Adventures, Tarzan, and The Lion King.

UCC unveils Johnson exhibit this Friday in The Commons on Cranford campus

The Tommaso Art Gallery on the Cranford campus of Union County College will debut a new art show Friday...

'I have chosen to deal with those elements of that urban/industrial environment, which have surrounded me for many years...'

- Matt Johnson, artist

Johnson received his bachelor's degree from the University of Houston and his master's from Pratt Institute...

The exhibit will debut Friday, with an opening reception from 7 to 9 p.m. The exhibit is located in the Commons on the campus of Union County College...

Johnson received his bachelor's degree from the University of Houston and his master's from Pratt Institute...

National Eye Care Month

Anatomy of the Eye The Cornea is the transparent outer covering on the front surface of the eye...

Caring For Children's Eyes Begins At Early Age Common Questions Parents Ask Most parents often have questions about the best way to take care of their baby's eyes...

Question: My baby's eyes are blue. Will his eyes stay that color or change? The color of eyes is dependent on the amount of melanin pigment in the iris...

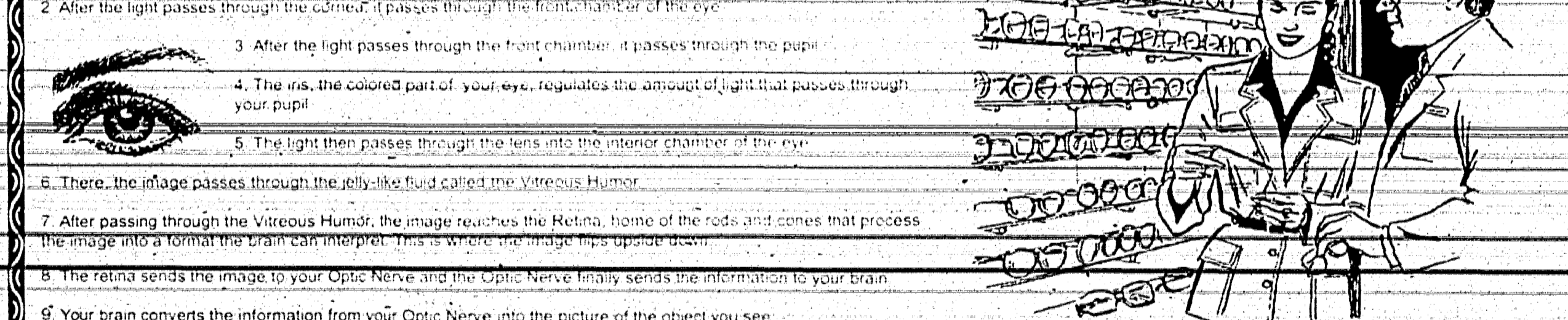
Question: My baby is six months old. How far can she see? She can see everything in her visual environment that is not within 20 to 30 inches...

Question: At what age should my child have his first eye exam? No child is too young for an eye exam. Children should be checked by age 4...

Question: Can children have an eye exam if they don't know their letters? Yes. There are different kinds of eye charts especially designed for children...

Question: I have heard of 'lazy eye.' What is it? The so-called 'lazy eye' is called amblyopia. It is the result of the lack of development of the visual pathway for one eye...

Question: What causes amblyopia? I could be that one eye either turns in or out, one eye is either very nearsighted or farsighted, or something obstructs the light to the back of the eye...



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G A T E W A Y R E G I O N

Inside BUSINESS

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Hospital consolidations bring improved services and better financing

For the past decade, hospitals throughout the country have been subject to "merger mania" and health care facilities in Union County were no exception. Now that the former Rahway Hospital has joined the Robert Wood Johnson network, the local hospitals in the Gateway region are all part of broader organizations.

For the most part the results have been favorable, according to those interviewed by *Inside Business*. According to one source, predicted now before any additional large scale changes might take place.

"There was a mad scramble of merger mania after hospital rates were deregulated in 1992, but we are in a period now where things are settling out," said Ron Czajkowski, vice president of communications for the New Jersey Hospital Association. "Of the 86 full service hospitals in the state, 51 are affiliated, aligned or merged in some fashion with each other. The affiliations have, for the most part, been successful."

The affiliations can take a number of forms from a loose network where doctors consult each other to a complete merger where one board of directors centralizes operations for a number of branches. But, in each case, the consolidations increase the resources available to the individual institutions. The most recent change in the Gateway region was the incorporation of Rahway Hospital into the Robert Wood Johnson family.

"We share the same parent, but our board has retained local control," said Kirk Tice, president of Robert Wood Johnson University Hospital at Rahway. "The new affiliation means we work more closely with the other three hospitals in the network, and it gives us the ability to share more information."

"We were a small organization finding it increasingly difficult to access capital markets and to have the clinical resources at our fingertips that were necessary to be a competitive force in the marketplace," he added. "All health care is local, and our day-to-day operations are still managed locally, but we can now take advantage of the other hospitals' expertise."

With the new affiliation the hospital has been able to raise \$1.3 million to build a new emergency room that should be completed in a year.

Czajkowski said, "The consolidations have improved services and allowed hospitals to avoid duplication and focus on services they do well. It also has allowed hospitals to redistribute money to the facilities that need it most."

Hospitals in New Jersey, most of which are not-for-profit, have faced financial difficulties in recent years. Less than half of the cost of caring for indigent patients, which was \$781 million last year, was reimbursed by the state, and another \$200 million was spent by the hospitals caring for illegal aliens. And Medicare reimbursements have been reduced by the federal government.

"It is true there are some efficiencies to be gained by consolidating," said Joel Cantor, a Rutgers University professor and director of the university's Center for State Health Policy. "If you can consolidate services across multiple facilities and assure a volume of business, it helps financially. Hospitals are operating on thin margins and it is money that is driving the consolidations."

Breaking ground or actually snowed for Robert Wood Johnson University Hospital at Rahway's (RWJUH) new Emergency Center are (left to right) Robert Wood Johnson Health System President & CEO Harvey Holzberg, RWJUH Board of Governors Chair G. Allen Geyer, and RWJUH President & CEO Kirk Tice...

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Special Expanded Issue

Gateway Regional Chamber of Commerce

This is a publication of The Gateway Regional Chamber of Commerce

Gateway to Growth

Architecting the Sale: Business's Big Date

By John F. Picard

"I'm late, I'm late for a very important date!"

Alice's Adventures in Wonderland, Lewis Carroll

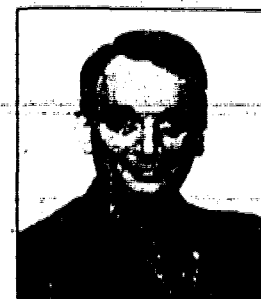
Do you remember the intense passion and focus of that Friday night date of your youth? Your whole world was filled with anticipation. One question defined the whole meaning of your life (at least the next several hours): *What would make this date a success?* To answer that, you had to become the other person and create an experience that fulfilled their needs.

In these challenging times, selling passions have to be just as intense. Everyone from president to receptionist, needs to share a sense of overriding purpose — to be given the chance to sell and create experiences of mutual profit and even dreams. The passions of the Friday night date *can* come to your sales process.

Setting. Like finding a great restaurant, you need "to place" your communications in ways that will set the ambience for your prospect. Step back and analyze your sales channels, your people and even the physical places in which you meet prospects. Make these settings comfortable places in which a prospect feels good about sharing and solving problems.

Voice. There is nothing worse for a young guy than having his voice crack as he tries to impress his date. For sales, the parallel is the risk of using the wrong tone, content or voice. Are you talking about what interests *your prospect?* Do your words sound like *their words?* Do you express interest and really listen — or is the conversation more like "Enough about me, let's talk about my hair?" Review your sales opportunities and the amount of time your prospect speaks versus the amount you talk. If their needs are discussed 50% to 70% of the time, congratulations; you win. If you are the dominant topic, change that sales script!

"What Do You Do?" Like being prepared for the point at dinner when your date asks what you do for a living, being able to answer "what you do" on a sales call can be critical. Prepare an "elevator speech" (a 60-second summary that answers "why you" and "why now"). Make it clear, concise and focused on your particular audience.



Touch Points. Regarding dating — enough said! But on the topic of sales, consider examining all the places where you touch a prospect. Each of these points must be consistent with the others and deliver a single prospect-centered message.

Individualize that message based on your knowledge of the prospect, and create opportunities for next steps that involve and excite. The more involved you make the prospect with your company, the more likely the sale and the greater the return on your sales investment.

Be Prepared. Having everything you needed in your wallet or purse insured you were prepared for any contingency on your date. Building strategy into your sales materials can offer you the same kind of comfort and success. Customize your sales tools to anticipate prospects' needs and questions — before they ask. Be prepared with backup, expertise or simple case studies examples that show success and results.

Follow-up. After the date, did you call the next day or did you wait a while so you didn't appear over-anxious? The sales process needs the same sensitivity and timing. Each sale has a different pace, but all form their own "urgency and flow" — time your responses and offers to this unique pace.

After the date, people often start thinking of the next date with the same abandon as the last. Driving business is like this as well, moving each step of the sales process forward and adding new first dates continuously to the sales cycle. Business is not a fairy tale, but you have got to keep kissing frogs to find your princess!

JOHN PICARD is principal at Picard & Company, a strategic marketing firm specializing in business growth and customer retention. Functioning as relationship architects, the firm strengthens prospect/customer relationships to optimize long-term returns and profitability. Mr. Picard can be reached at 908.771.0512 or visit www.picardmarketing.com.

Dental groups offer inexpensive rates to members

Dental insurance coverage is becoming more of a luxury as the cost of benefits increases and more employers are forced to cut back on employees' medical insurance coverage. But some alternatives, such as dental discount programs, can fill the void.

DentalMatrix USA Inc., based in Lawrenceville, is one such group that offers discounted rates for dental work to employees of members of the Gateway Regional Chamber of Commerce and others.

"We organized a large group of dentists who would offer services at a set rate and some services for free to those who buy membership," said Dr. Arthur Yeager of DentalMatrix. "We have 600 dentists in New Jersey and 500 in New York and Pennsylvania."

Employees of Chamber companies can pay for a membership in the discount program, or an employer can buy membership for the employees. Membership costs \$48 per person or \$84 for a family, no matter how many children are in the family.

Each member receives one exam with x-rays and a cleaning a year and children receive a fluoride treatment for free. Other services are provided at a one third or more discount from standard prices, Yeager said. For instance, a two-surface filling, which normally costs \$114, is \$60 and a molar root canal, which is normally \$780, is \$448.

"About 60 percent of the visits to a dentist involve x-rays and cleaning," said Yeager, who founded DentalMatrix five years ago. "Of the people who have health insurance, only about 50 percent have dental coverage. This is particularly good for smaller employers because it helps them compete with large companies that can provide dental insurance for employees."

DentalMatrix has dentists throughout New Jersey, in New York City, Long Island and Rockland, Orange and Westchester counties in New York and the five counties in and around Philadelphia. Dentists within the network also provide service for self-insured companies and organizations, and for Preferred Provider Organizations, as well as the discount program.

"This fills a void for those who do not have dental insurance, and I am pleased the Chamber is supporting it," Yeager said.

"This is a great program for employees of Chamber businesses," explained Jim Coyle, Gateway Regional Chamber of Commerce president. "It allows businesses to offer a substantial dental program that can work in conjunction with dental insurance or it can stand alone. It is especially applicable for families who have young children because it allows children's teeth to be checked and treated with fluoride at no cost."

Coyle said he would like to see the program used by more boards of education that are Chamber members because many children receive no dental treatments at all, or only receive treatment when there is a problem.

"For the cost of one cleaning of one family member, the whole family could receive x-rays and fluoride for free and other services at substantially reduced rates. Boards of education could make the program available to the families of their students. It more than pays for itself in preventative treatment."

"There is a wide variation in pricing in the marketplace for dental services and it is wise to shop around, but that is sometimes difficult to do," Coyle added. "This gives you immediate access to the best of deals."

Discount programs such as DentalMatrix and others offered by insurance agents who specialize in employee benefits are a response to the high cost of medical insurance, noted Edward J. Gunther Jr., senior vice president of sales for Grinspec of New Jersey Inc. in New Providence. Grinspec is a full service insurance agency specializing in employee benefits programs and business insurance.

"Employers are faced with high medical insurance costs for their employees, and this is one way they can try to cut costs and still provide a benefit," Gunther said. "The dentists who agree to be members are assured of a certain amount of business and the members receive the discounted rates."

The dental program is only one of many discount programs offered through the Chamber to its members that are designed to save them money, make their business run more efficiently or increase their customer base.

"The Gateway Chamber specializes in providing benefits for our members. We work with a telecommunications company to offer members discounted telephone and telecommunications services. We have a credit card processing discount program, and we provide assistance with employee benefits such as health insurance," Coyle explained.

"One of our latest projects has been the Gateway Shippers Association, which allows chemical companies to ship worldwide at discounted prices. We will expand that to other companies in the future," he said. "It is these types of services that have helped make the Gateway Chamber the largest business organization, by far, in northern New Jersey."

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Hospital consolidations bring improved services

(Continued from page 1)

The emergence of managed care and the consolidation of insurance companies also are driving hospital mergers, Canten said. Hospitals join forces to create better bargaining tools for themselves, dealing with large insurance companies and managed care organizations.

There are plenty of hospitals that are very healthy — those with specialized services and ones in less competitive areas, Canten added. The inner city hospitals are the worst off financially.

One urban area hospital that has emerged from this trend is Trinitas, which was created from three Elizabeth hospitals that were in close proximity to each other.

"The merger was a courageous move for the hospitals. Not many hospitals have done what we did," said Gary Horan, CEO of Trinitas. "We did a true merger of three hospitals and closed one of them. It has not hurt access for patients because the three were close to each other, and it has allowed us to increase services and purchase equipment that we would not have been able to do otherwise."

The merger has allowed Trinitas to concentrate on recruiting nurses, developing a strong behavioral health program, and developing its specialized sleep center and wound care center, among other things.

"Some staff lost jobs in the change, but that was an unfortunate outcome of the financial burdens the three separate hospitals had been facing, including increased malpractice insurance costs," Horan said.

The state's largest health care network is Saint Barnabas, which has included Union Hospital since the early stages of the merger phenomena in 1993. The system has nine hospitals and 22,000 employees.

As a result of this affiliation, Union Hospital has been able to streamline operations, improve facilities and implement new medical technologies. Most recently, the hospital opened a \$17 million Center for Surgery and has added new cutting-edge equipment to the radiology department.

"Being part of a system allows us to offer patients a full continuum of health care services," says Kathryn Coyne, executive director of Union Hospital. "This means that

my patient will connect. Union Hospital has access to the resources of the largest health care system in New Jersey."

Union Hospital's affiliation with the Saint Barnabas Health Care System also has produced significant growth in the number of managed care contracts it maintains and provides a stronger voice with legislators.

Hospitals must band together in order to survive dramatic changes in today's healthcare environment, Coyne said. These include reductions in reimbursement from Medicare, managed care companies and charity care; the nursing shortage and aging population and increased technology costs.

In addition to the former Rahway Hospital, the Robert Wood Johnson network also includes the Children's Specialized Hospital, based in Mountainside.

A true merger would have required a merger of the boards and the financials. Instead, our affiliation preserves our own board of directors and our own financials," said Amy Mansue, president of Children's. "The benefits have been that we are affiliated directly with an academic medical center where we can formally be part of the research and residency programs."

"We have a close working relationship with Robert Wood Johnson University Hospital and our patients benefit from the expertise of one of the region's most respected academic medical centers," she added. "In a very direct way, children patients benefit from the affiliation because they can easily access the expertise and services available at the RWJ pediatric and neonatal intensive care units."

Now that most consolidations have been completed there is likely to be an era of smaller shifts, said Czajkowski of the hospital association.

"There is going to be a shakedown. For instance, the Atlantic Health System in Morristown is selling one of its hospitals in Passaic to another hospital in Passaic," he said. "There have been true mergers that resulted in 16 systems with one board and one executive team. Others have not been merged to that extent."

"Hospitals in New Jersey are not-for-profit community assets with local control and local identity," Czajkowski said. "For most of the consolidated facilities, the local voice is still there."

Trinitas Hospital

Health Care facility expands imaging services

During the past year, Trinitas Hospital has made a \$3.5 million investment in top quality radiologic imaging for residents of Union County. Enhancements include a state-of-the-art breast imaging system, a new MRI and CT Scanner that offer maximum patient comfort and shorter exam times, a bone densitometry system for diagnosing osteoporosis, as well as an ultrasound system that offers the best penetration and imaging currently available.

"With our new equipment and services, we feel confident that we can provide the latest in preventive and diagnostic imaging," says Gary S. Horan, president and chief executive officer of Trinitas Hospital. "In one convenient location, patients can receive the peace of mind that comes

from knowing that the finest state-of-the-art imaging equipment and an experienced, compassionate staff have been brought together to aid in the most accurate diagnosis possible.

A major component of the radiology program is the new Women's Imaging Center, slated to open in early 2004. This accredited, full-service screening and diagnostic imaging facility will provide state-of-the-art mammography and ultrasound, minimally invasive stereotactic breast imaging, ultrasound-guided aspiration or biopsy, and osteoporosis testing. Through the program's extensive services, Trinitas will be able to provide more comprehensive, convenient and comfortable health care for women.

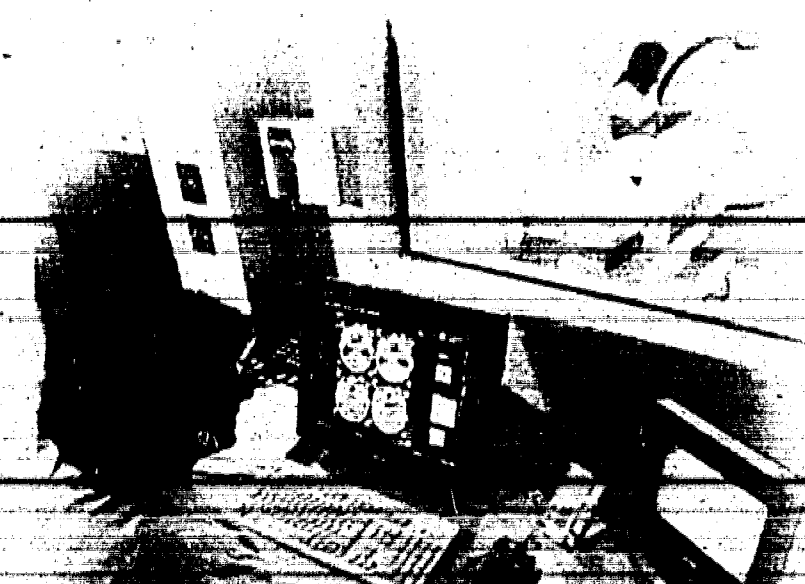
For patients battling cancer, Trinitas recently installed a state-of-the-art CT simulator in the hospital's Oncology Center at the Jersey Street Campus. The simulator is used to plan radiation therapy treatments, and allows physicians to "mock-up" or simulate treatment prior to the actual use of radiation. It is the latest addition to the services and renovations Trinitas is undertaking to provide its patients and physicians with the latest technology available.


The new CT simulator uses a sophisticated computer software system known as the Pinnacle Treatment Planning System. Through online computer connections, physicians are able to view this information in their own offices and create individual cancer treatment programs. This program enables radiation oncologists to model, predict and optimize the total dose of radiation to the target or tumor, thereby minimizing the radiation delivered to normal surrounding tissues.

Another major upgrade at Trinitas Hospital is the installation of a cutting-edge MRI. Magnetic Resonance Imaging enables the medical community to analyze the body like it never has before. Creating clear, concise images of almost any part of the body, MRI images are able to provide physicians with as much information as they would obtain from looking directly at the tissue.

The new MRI at Trinitas Hospital offers the latest in diagnostic efficiency and accuracy, maximum patient comfort and shorter exam times. It also features great improvement in speed, clarity and imaging capabilities.

Additional information on these and other services can be obtained by calling 908-994-5984.






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Bargains are available for some types of insurance

While most of the insurance news the past few years has been focused on the skyrocketing costs of health insurance and medical expenses, the costs of some types of insurance are holding steady or even decreasing.

Life insurance and disability coverage have actually decreased in the past few years, according to some agents, although agents are reluctant to quantify the drop because the market varies so much and not all agents are reporting drops in both life and disability.

"For the time being, life and disability insurance are a bargain and anyone who has not shopped around for coverage in the past 10 years is missing an opportunity to save money," said Edward J. Gunther Jr., senior vice president of sales for Grinspec of New Jersey Inc. in New Providence. Grinspec is a full service insurance agency specializing in employee benefits programs and business insurance.

"Carriers are trying to gain market share in these areas so they are lowering their prices. It has been a buyers market for several years," Gunther said. "For every group we handle insurance for, there are 10 or more companies that want to write the policy."

However, if insurance companies continue to merge it could mean less competition and increasing rates for consumers in the future, he said.

Competition is a key in all types of insurance costs, agreed Bill Mealia, president of B.B. Miller & Company in Elizabeth, which specializes in commercial and personal property and casualty insurance. "and competition varies widely from one line to another."

For instance, automobile insurance in New Jersey has been a perennial problem and a lack of competition is a main factor.

"There are a number of companies writing personal homeowners insurance, so the competition holds premiums in check," Mealia said. "But commercial liability and casualty is coming off of three or four years of double digit increases."

In the times when rates are being retested, the downturn in the stock market is another part of the cause, Mealia added.

"When insurance companies were not making money on investments, they had to make profits on premiums alone instead," he said.

Herb Millman, financial consultant for Summit Financial Resources in Parsippany,

said he has seen decreases in life insurance rates over the last several years, but not necessarily in other lines.

"Life insurance costs are decreasing because people are living longer and the underwriting guidelines have become more stringent. As a result, there has been a reasonable drop in rates, and in some cases it could even be considered a dramatic drop. Term insurance rates have become highly competitive. In some instances you might say this has become commoditized, meaning everyone is bidding the price down," Millman said.

"Stricter underwriting guidelines, such as more blood screening, are providing more information on potential insurance customers, allowing companies to reject the individual completely or charge higher rates because of a health condition. Mortality is continuing to improve and this is a major factor that will help rates remain under control," he said.

Disability income insurance, on the other hand, seems to be suffering a rate increase amongst the quality carriers and insurance contracts offered, and much stricter underwriting is being applied today than in the past," said Millman.

"The quality of the contract on the market today is more restrictive than what was available a few years ago. Today, benefits will go to age 65 where in the past it was easily possible to get lifetime benefits," he explained.

Another growing area of insurance where rates are holding steady is supplement insurance such as that sold by AFLAC, explained Ron Silver of Springfield, an independent agent for the company.

Rates are steady because the coverage pays a specified amount rather than covering medical costs. Coverage is available for accident and disability, cancer, short-term disability, hospital intensive care, hospital confinement indemnity, long-term care, specified health event, life and dental.

AFLAC sells insurance to employees of a company through payroll deductions.

"The employee is able to get group rates for coverage and the employer is able to offer another benefit to employees," Silver said. "It is considered a voluntary benefit and enables an employee to buy coverage for his family for things the employer does not cover, and the employee feels good that the employer trusts the company. In that way it is good for both sides."

U.S. Commerce Secretary honors Merck for excellence in corporate stewardship

Merck recently received top honors for its corporate stewardship from U.S. Commerce Secretary Donald Evans and the U.S. Chamber of Commerce Center for Corporate Citizenship, which awarded the newly established Corporate Stewardship Award to the Company.

The award recognizes one small, one medium and one large company that exemplifies the highest ideals of corporate stewardship, and rewards companies for their total performance and contribution to economic, community and social progress. Merck, a worldwide pharmaceutical company based in Rahway, received the award in the large company category.

Corporate stewardship "reflects a philosophy that emphasizes the proper use and allocation of a company's resources, and unites its ethical values and economic mission," according to the U.S. Chamber of Commerce.

Evans presented the award to Merck Chairman Ray Gilmartin at a ceremony in Washington, D.C., attended by congressional leaders and senior United States government officials, foreign diplomats and corporate and non-profit leaders.

"Responsible corporate stewardship is practiced every day by millions of businesses across the United States. Yet, much of the good work by American businesses takes place without notice," Evans said. "The stories of America's best corporate stewards deserve to be told."

"At Merck, we have a long tradition of corporate stewardship - of using the resources with which we have been entrusted in a socially responsible and ethical manner. This is part of who we are at Merck, and this is part of our day-to-day culture at every level of the organization," Gilmartin said.

The Chamber of Commerce selected Merck for the award based on the Company's overall stewardship values, its application of those values in achieving business goals and its stewardship actions, which include several programs that have helped improve access to medicines around the world.

"At Merck, our mission is to improve health. While our first priority in achieving this is to discover novel medicines and vaccines that represent true advances in patient

care, our work does not end there," Gilmartin said. "Another critical priority is to pursue programs, partnerships and policies reflecting the highest degree of ethics that can help bring medicines to people everywhere. In serving the public's interests, we help achieve Merck's business goals."

Merck devotes significant resources to fostering the health, safety and well-being of people who take the Company's medicines as well as employees, neighbors and others in the global communities where the Company operates.

The company supports initiatives that improve access to healthcare, build capacity in the sciences and promote environments enabling innovation, economic growth and social development in an ethical and fair context. In addition, Merck contributes to communities by responsibly managing environmental issues, supporting employee giving and volunteerism and through philanthropy. Merck provides funding, and when appropriate, lends its healthcare and business expertise to corporate stewardship initiatives.



Merck Chairman Ray Gilmartin (right) accepts the award for corporate stewardship from U.S. Secretary of Commerce Donald Evans.

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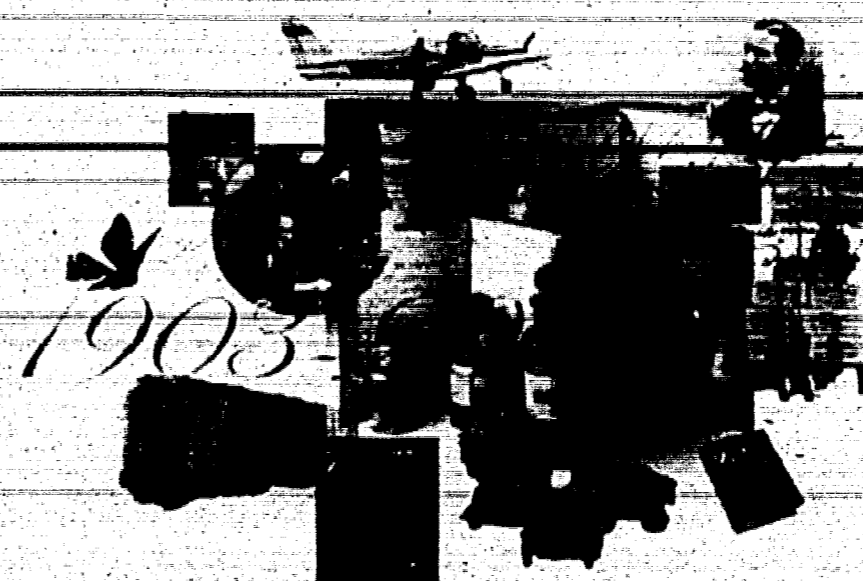
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President's Message

The Chairman of the Board of Chosen Freeholders in Union County this year will be Angel Estrada. I am very pleased with this choice and think that it bodes well for Union County.



Estrada was elected to the Freeholder Board in 1999 after serving on the Elizabeth Board of Education. Born in Cuba, he came to Elizabeth as a 10 year old refugee, and has made the city his home ever since. He is a graduate of Kean University. His connection to the region is deep and long lasting.

Estrada will be the first Hispanic Chairman of the Board of Chosen Freeholders. This is important in that it recognizes the growing importance of the Hispanic community in our region. It gives validation of the strength and future of this community as an important force in this region.

In the business sector, minority owned businesses are the fastest growing segment of the market. The formation and growth of Hispanic owned businesses dominates the minority classification. And, the variety is astounding. You find Hispanic owned businesses in every sector, from professional to manufacturing to construction. In fact, many of these businesses are hard to classify as "minority" as they are key parts of the business community and many are members of the Gateway Regional Chamber of Commerce.

The importance of Estrada's appointment is not as a symbol of the Hispanic community, however. Rather the importance is because of the experience and character that he brings to the Freeholder Board.

Estrada runs the Department of Motor Vehicles office in Elizabeth. Since it is right down the street from my office, it is the DMV office that I most commonly use. Having experience at many other DMV offices, I can say it is always a pleasure to do business there. The staff is courteous, the waits are short. The place operates efficiently. It operates like a business.

This is not surprising. Estrada has spent his career in business. He has worked in management, strategic planning, budgeting and human resources in both large and small business. He has brought this experience to running the DMV office, and I am sure he will bring it to running the county government as well.

What is most appealing about Estrada, however, is his decency. More and more it is hard to find political leaders with an ethical center. Society, however, is crying out for someone to bring ethical practices back to government, and I believe that Estrada is well suited to do this. I have known him for many years, and I know the caliber of his character.

I also look for Estrada to strengthen Union County's business outreach efforts. Union County needs a business friendly government which encourages business development. The Chamber and the Freeholder Board have concurred on the need for several projects to keep the county's economic engine running. Infrastructure continues to be a major problem, and the Chamber hopes that the Freeholder Board will encourage the Governor to fund the Transportation Trust Fund. Union County, more than anywhere else, stands to lose if the Fund is not funded.

The Gateway Regional Chamber of Commerce and the Union County Board of Freeholders do not always agree. We do agree, however, that Angel Estrada is a great choice as Freeholder chairman!

Angel Estrada

INSIDE BUSINESS

A publication of the Gateway Regional Chamber of Commerce

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MISSION STATEMENT

The Gateway Regional Chamber of Commerce is a business organization which represents and advances the business interests of its members.

Where the chamber stands...

Transportation Trust Fund must be renewed

New Jersey used to be a state to be emulated for its innovative funding for transportation projects. Now it has become a prime example of the road not to follow for its debt-ridden Transportation Trust Fund.

The Fund was supposed to be self-sustaining and was to be used only for capital transportation projects. Maybe that is why it was called a "trust" when it was created. Taxpayers trusted it would be used for the right purposes. Unfortunately, that has not happened.

The Transportation Trust Fund is about to run out of money and it is only a slight exaggeration to say that without good roads, bridges and mass transportation, New Jersey will be on a road to ruin. As we all know, New Jersey is the most densely populated state in the nation and, for good or bad, most residents have to rely on their automobiles to get them to and from work and the other activities in their lives. The state also has thousands of trucks that traverse our roads every day delivering goods from the ports to the entire nation.

All of this means, "New Jersey's roads get beaten to death every day," as Department of Transportation Commissioner Jack Lettiere has said. Roads are overcrowded, potholed and simply collapsing. Bridges are in disrepair and many are dangerous. And there is never enough money for mass transportation projects that are needed to get some of those people off the roads.

So the Transportation Trust Fund was created to provide a permanent fund to supply money for all of these necessary projects. The leaders at the time knew that if New Jerseyans can't get from one place to another easily, the economy of the state would come to a dead stop. New Jersey was hailed as an innovator for thinking ahead and providing the roadmap for money that would be needed far into the future.

Unfortunately, legislators and governors always hardpressed to make ends meet, started using the money to pay for operating expenses and siphoning off funds for other purposes. More and more money was borrowed by selling bonds. Within 18 months, every dollar the fund is expected to receive will have to go to paying off back debts, according to a commission created to study the problem and find a solution.

The solution the commission found was as clear as the white line in the middle of the highway: Raise the gas tax 42.5 cents and dedicate all of the money, approximately \$625 million a year, to the Transportation Trust Fund. This could then be used to pay for the \$1 billion a year needed for the next 10 years to repair roads, \$7 billion needed to eliminate unsafe bridges and \$4.9 billion needed to restore New Jersey Transit rails and stations. The Alliance for Action has estimated traffic congestion will cost each driver in New Jersey \$2.31 a year by 2015 unless drastic action is taken.

But apparently raising any tax is a roadblock to Gov. James E. McGreevey's re-election. New Jersey's gasoline tax of 14.5 cents per gallon is one of the lowest in the country. Only Wyoming, Alaska and Georgia have lower gas taxes. A 12.5 cent increase would make ours the seventh highest and still five cents lower than New York State's.

If the gas tax is not going to fly, then the Legislature and Gov. McGreevey have to come up with some alternate proposal. In addition to the continuing deterioration of the roads and bridges that we are going to face, New Jersey will lose millions in federal transportation money starting in 2006 because it will not be able to come up with the necessary matching funds. In addition, state aid to local governments for transportation projects will not be available and that money will have to be raised with additional local property taxes, if the work is to be done at all.

The governor has said priority projects will be done and the work will be paid for by finding savings and increasing efficiencies. Such optimism is nice, but hardly practical. The Transportation Trust Fund has been allowed to deteriorate, just like our roads, and now the governor and Legislature are going to have to step up and do something about it. And if they are wise, they will make sure the new money is not allowed to be siphoned off for anything other than capital transportation projects, so that we do not find ourselves in the same jam in a few more years.

Bad puns notwithstanding, the economic engine of New Jersey is going to run out of gas and we will all be caught in a traffic jam if the once-innovative Transportation Trust Fund is allowed to stall.

Capital Page...

Representative Frank LoBiondo

Helping hospitals improves health care in the Garden State

Accessing affordable quality health care is one topic that grabs the attention of many families in both New Jersey and across America and I and my colleagues in the U.S. Congress have been working to provide positive solutions on this topic. One such focus for me has been trying to help New Jersey's hospitals get additional resources to allow them to continue to deliver quality health care to their patients.

Statistics from the New Jersey Hospital Association show that Garden State medical facilities handle approximately 19 million patient visits each year covering everything from major surgeries to emergency room visits. Large portions of this workload consist of service to Medicare patients as well as charity care to lower income patients, which cost New Jersey's hospitals more than \$1 billion each year. Yet, our hospitals do not receive adequate reimbursements from Trenton or Washington for these services and find it hard to make fiscal ends meet. In 2003, I am proud to report that we won some major victories on this front.

Passing a prescription drug benefit under Medicare was a priority for me this year and I am pleased that we were able to craft a compromise bill that President Bush signed into law. More than 1.2 million New Jersey seniors will benefit from the passage of this bill. It helps seniors afford the drugs they need for quality of life, while preserving their ability to remain in traditional Medicare. It also sends additional financial resources that will help bolster New Jersey's Pharmaceutical Assistance to the Aged and Disadvantaged (PAAD) program.

Additionally, the bill will help New Jersey's hospitals better serve all their patients by providing more than \$100 million in increased federal funding over the next five years in the areas of operations, indirect medical education and relief to our hospitals located in so-called "small urban areas." The bill will also help charity care efforts as it contains more than \$80 million in additional reimbursement to New Jersey hospitals this year for their care of Medicaid-eligible patients.

Making quality prescription drugs more affordable for seniors while coordinating our

successful PAAD program's operations with Medicare is a prescription for success. New Jersey has been a national leader in the effort to help our seniors to afford prescription drugs and I believe this bill is good news for seniors. Helping our hospitals receive funds to continue their service to the poor is the right thing to do.

Health care in the Garden State will also benefit from a long awaited victory that Rep. Jim Saxton and I won late last year. While the cost of living and cost of health care in our state is similar to New York and Pennsylvania, hospitals treating Medicare beneficiaries living in New Jersey receive on average almost \$2,000 less per patient each year than hospitals in those neighboring states. This is because New Jersey was one of only two states in America that did not have a hospital classified as a "rural referral center" - a classification that allows for higher reimbursement payments to many hospitals.

After meeting for months with congressional leaders, up to and including House Speaker Dennis Hastert, in the last days of the 2003 legislative calendar, the leadership agreed to support the reclassification of Deborah Heart and Lung Center in Browns Mills as a Rural Referral Center. This designation creates a rural wage index floor that will allow for higher payments to many hospitals in New Jersey, similar to New York and Pennsylvania. What this means for New Jersey hospitals is that they will receive as much as \$84 million extra each year beginning in 2005. This money will provide needed support for our hospitals now struggling with financial burdens.

2003 has proved to be a good year for health care in New Jersey and for our local hospitals. New Jersey still faces daunting health care issues such as providing help for the uninsured, tackling the malpractice crisis and ensuring hospitals receive continued assistance from Trenton and Washington. However, I am proud of the work our Congressional delegation has done in the past year to help improve health care in New Jersey and I look forward to achieving future successes.



What's Coming Up!

Date	Event	Times	Location
February 5	Workforce Education Committee	8:45 AM	Chamber Office
February 10	Industrial Safety Council Breakfast Seminar "Recent Updates on Regulations for Healthcare Facilities (Nursing Homes) Are You in Compliance?" Presented by Michael Yarnell of the US Department of Labor OSHA	8:00 AM	Crowne Plaza Hotel, 36 Valley Road (GSP exit 123), Clark
February 11	HOT TOPIC Breakfast Seminar "Understanding How and When To Challenge Your Property Tax Assessment" presented by Frank E. Ferruggia, Partner - McCarter & English, LLP	8:00 AM	Crowne Plaza Hotel, 36 Valley Road (GSP exit 135), Clark
February 12	Kenilworth Chamber Meeting	8:30 AM	Call for Location
February 13	Local & County Affairs Committee	8:30 AM	Call for Location
February 17	Breakfast with Congressman Michael Ferguson	8:30 AM	L'Affaire, 1099 Route 22, Mountainside
February 24	Linden Chamber Meeting	8:30 AM	Call for Location
February 25	Clark Chamber Group	8:30 AM	Call for Location
February 26	Springfield Chamber Meeting	8:30 AM	Sarah Bailey Civic Center, Church Mall
February 27	Breakfast Seminar "Cliff Notes to Bringing Added Value to Your Business" an insightful look by Industry Veterans into Commercial Real Estate, Financial Planning & Security Practices"	7:45 AM	Crowne Plaza Hotel, 36 Valley Road (GSP exit 135), Clark

For additional event information call the Chamber at 908-352-0900.

Robert Wood Johnson University Hospital at Rahway

Robert Wood Johnson University Hospital at Rahway looks forward to an exciting year

In 2003, the former Rahway Hospital entered into an affiliation agreement with the Robert Wood Johnson Health Care Corp., becoming Robert Wood Johnson University Hospital at Rahway. In 2004, many changes and improvements are in store for patients and staff of the 267-bed community hospital.

Construction recently began on a new Emergency Center, with a targeted completion date of the end of the year. The major project will triple the size of the current Emergency Center in a new 15,000-square-foot building. The new building adds 12 patient areas for a total of 23.

RWJUH Rahway's Emergency Center staff treat close to 30,000 patients per year in a space that hospital President and CEO Kirk Tice has described as challenging.

Despite the space limitations, the emergency personnel do an exceptional job and we're extremely proud of them," said Tice. "However, the new facility will make it much easier for us to provide vital services to the community."

While the year-long construction of the new \$81 million facility is under way, the operations of the existing unit will not be affected.

"We are extremely excited about this new facility," said G. Allen Geyer, RWJUH Rahway's Board of Governors Chairman. "And we are grateful to our new parent company, the Robert Wood Johnson Health Care Corp., for supporting our need for an expanded Emergency Center and assisting in our identification of funding sources."

RWJUH Rahway raised approximately \$12 million from corporate and community sources, and borrowed the remaining funds for the construction project. Approximately \$6.9 million is earmarked for construction and related expenses, and \$1.2 million for equipment upgrades, such as new monitors, stretchers and furniture.

RWJUH Rahway signed an affiliation agreement in October with the Robert Wood Johnson Health Care Corp., making it the fourth member of the Robert Wood Johnson Health System, joining Robert Wood Johnson University Hospital in New Brunswick, Robert Wood Johnson University Hospital in Hamilton and Children's Specialized Hospital in Mountainside.

"The new Emergency Center demonstrates the hospital's commitment to its community, and its commitment to quality," said Harvey A. Holzberg, President of the Robert Wood Johnson Health System. "It also highlights how the hospital's new partnership with the Robert Wood Johnson Health System is already benefiting the

community."

The hospital's existing Emergency Center was completed in 1988 and designed to accommodate approximately 20,000 patient visits annually. The center has experienced more than a 10 percent increase in that number in subsequent years.

Serving a variety of needs, the new center will include cardiac, medical, surgical and pediatric emergency services. A dedicated "Fast Track" area will allow the staff to process and treat patients in a significantly expedited manner. The expanded space will be able to accommodate 45,000 patients per year.

RWJUH Rahway is also in the midst of renovating its Radiology Department. The \$4 million renovation project, expected to be completed by early summer 2004, will include replacement or upgrading of all equipment and a newly designed space to better serve patients.

With 10 board-certified radiologists on staff, the radiology department performs 70,000 tests per year and includes several specialty areas: x-ray, CAT scan, MRI, ultra-sound, nuclear medicine, mammography and special procedures.

"We re-evaluated the entire department," said Director of Clinical Services Bob White. "Both the services we provide and the way that we deliver them." We also looked at patient flow efficiencies to see where we can make improvements."

As a result of that study, the department decided to separate the outpatient population from the in-house patients. They found that outpatients were waiting longer for CAT scans because in-house patients typically from the emergency room were frequently prioritized ahead of them. The department plans to install five new x-ray rooms and purchase a second CAT scan unit dedicated for outpatient use. Outpatients and inpatients will have separate treatment areas within the unit, thus improving efficiency and decreasing the amount of time that patients spend waiting.

In addition to a new CAT scan, the hospital will be purchasing several other pieces of equipment, including a new mammography machine and nuclear medicine scanner, in addition to upgrading the MRI system.

"All of these changes, from the new Emergency Center to the renovated Radiology Department, are occurring because we continue to be committed to providing the communities we serve with state-of-the-art medical equipment and quality service in a facility that also provides compassionate care, close to home," said Tice.

Member Moments...

Harriet Diamond, founder and president of Diamond Associates, a Westfield-based training and consulting firm, announced her retirement. Diamond has been a Chamber member since the inception of her business in 1985 and served on the Board for several years.

Georgann Occhipinti, a consultant and trainer who has worked with Diamond for the past four years, is acquiring Diamond Associates. Linda Diamond, Harriet Diamond's daughter, who has been writing and designing company training programs for the past decade, is launching a sister company, Diamond Associates eLearning. Both companies can be reached at daed@aol.com or by calling 908-232-2075.



Pictured are members of the Linden High School's Youth for United Way. The organization donated clothing and toys for local families in need to the Madison House, a program of the YMCA of Eastern Union County in Elizabeth. Youth for United Way has been an extra-curricular student activity at Linden High School since 1991. The group works closely with United Way of Greater Union County to develop and implement community-impact projects throughout the year.

James McGlew II of Lindabury, McCormick & Estabrook has been named president of the Union County Bar Association to succeed Jay Lavroff, also of Lindabury, McCormick & Estabrook. It is the first time the association has had two succeeding presidents from the same firm.

The two have practiced together at Lindabury, McCormick & Estabrook for almost ten years. McGlew concentrates his practice in matrimonial and family law, and serves as a mediator for the Matrimonial Early Settlement Panel in Union County.

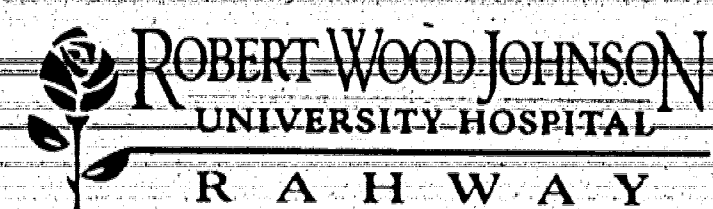


Erin Murphy and her mother, Catherine, visit with Santa at the Children's Specialized Hospital holiday party sponsored by the Union County National Bank's Barbara L. Gladysiewicz Memorial Fund. Ms. Gladysiewicz was a bank executive who died suddenly in August 1993. The fund was established by the Union-based bank to support community programs for children because of Ms. Gladysiewicz's love for children.

Children's Specialized Hospital in Mountainside will hold a seminar on Executive Skills in Children and Adolescents: Assessment and Interventions on Feb. 12. The workshop is designed for speech-language pathologists, occupational therapists, teachers, special educators, school psychologists and child psychologists.

Executive skills refer to the cognitive processes required to plan and organize activities. The workshop will present an explanation of executive skills with examples of how they are manifested in daily performance at home and at school.

The program will be presented by Peg Dawson, Ed.D., and Richard Guare, Ph.D. Dawson is a former school psychologist now on staff with the Center for Learning and Attention Disorders in Portsmouth, N.H., where she specializes in the assessment of children with learning and attention disorders. Guare is a neuropsychologist and currently serves as director of the Center for Learning and Attention Disorders. A \$225 registration fee is required by Jan. 29. For additional information call Education Resources, Inc. at 800-487-6530.



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The Sharing Network

An organization dedicated to saving lives through organ and tissue donation

Every 20 minutes a new name is added to the ever-expanding list of people in America waiting for life-saving transplants. Right now, there are 2,700 New Jersey residents and more than 83,000 people nationwide on transplant waiting lists.

Organ transplants save thousands of lives each year," says Joseph S. Roth, executive director of the New Jersey Organ and Tissue Sharing Network (The Sharing Network) located in Springfield. "Unfortunately, there remains a tremendous shortage of donor organs because many people do not properly declare they wish to donate."

The Sharing Network is a nonprofit, federally certified, state-approved procurement organization responsible for the recovery of organs and tissue for New Jersey residents in need of transplants, explained Roth. Since its inception in 1987, The Sharing Network has more than tripled the total number of organs recovered statewide.

"While we are proud of that number, it is estimated that 20,000 to 25,000 brain deaths occur in the U.S. each year, yet only 20 percent of those become donors," Roth said. "Clearly, there's more work to be done in educating the public about the importance of organ and tissue donation."

In an effort to increase donation, The Sharing Network has established an Organ and Tissue Donor Registry.

"By joining the Donor Registry and telling your family about your wishes to become a donor, you could save up to seven lives and enhance the lives of up to 10 others through tissue donation," said Roth.

People must have the facts in order to make informed decisions about donation. By separating fact from fiction, residents will be better prepared to make donation decisions for themselves and their loved ones.

Among the more common misconceptions are:

Myth: If I'm admitted to the hospital and they are aware that I have signed a donor card, I will not be treated as aggressively because of the need for organs.

Fact: The decision to sign a donor card will in no way affect the level of medical care for a sick or injured person. Doctors and nurses involved in treating the patient are not

involved with the transplant recovery team, which is called in only after death has occurred.

Myth: My religious beliefs prevent me from considering organ donation.
Fact: Major religions support organ donation. In fact, the Rabbinical Council of America has approved organ donation and Pope John Paul II referred to organ donation as an act of great love.

Myth: The donor's family has to pay for the recovery of organs.
Fact: There is never a charge to the family of the donor for organ recovery. All associated costs are paid by the organ procurement organization.

Myth: The body is often mutilated to obtain organs and tissue. A normal funeral service cannot be held.

Fact: There is no tearing of the body during organ recovery. The organs and tissue are removed with dignity, in a sterile surgical procedure like that performed on a living patient. Funeral arrangements should not be delayed and a traditional, even open casket service, may be possible.

Myth: Organs can be bought by the wealthy.

Fact: Organs are computer matched according to compatibility of donor and recipient tissue, determined by various tests, waiting time, and the medical need of the recipient. Social or financial data are not part of the computer database and therefore are not factors in the determination of who receives an organ.

The Sharing Network continues to reach New Jerseyans through educational tools and the media to inform them of the option to donate and of the benefits of transplantation. Additionally, they offer donor family support and enlist volunteers who help educate the public about organ donation by participating in community events, speaking at houses of worship and civic organizations, and encouraging local organizations and businesses to display donor cards and information.

To register to become an organ donor, for further information, or to participate in a donor awareness education program, call The Sharing Network at 1-800-SHARE-NJ, or visit their website at www.sharenj.org.

Chamber launches new program to save members money

Gateway Chamber joins with Oak Tree Office Supply to cut office supply costs

The Gateway Regional Chamber of Commerce, northern New Jersey's largest business association, has again brought its market clout to bear for the benefit of its members. Known nationally for its efforts to bring discounted products and services to its membership, the Chamber has launched a new program with Oak Tree Office Supply of East Hanover.

According to Jim Coyle, the Chamber's president, the Chamber will often aggregate the purchases of its membership to show suppliers the market potential of its members. This enables the Chamber to negotiate special pricing on a variety of products.

"Our Chamber specializes in providing benefits for our members. Often these take the form of special discounts. We have programs that give discounts on tele-

communication services, on credit processing, on employee benefits like health insurance, and on document and package shipments. In total we have over a dozen of these programs," Coyle said.

The program with Oak Tree Office Supply is something that every member of the Chamber can benefit from according to Coyle.

"Businesses, both large and small, use office supplies. With the pricing we have established with Oak Tree, everyone of our members can expect savings. In fact, the Chamber office started purchasing our supplies from Oak Tree, and the savings have been dramatic. As important to us, however, has been the service, fast and friendly," said Coyle.

Oak Tree Office Supply is owned by Jerry and Paul Bedrin, brothers who are well known in the office supply world. Prior to owning Oak Tree, the Bedrins owned Allied Office Supplies. Started by their father, the brothers built Allied into a \$65 million company before selling it in 1998. Admitting that they didn't know what to do with themselves, the Bedrin brothers bought Oak Tree in 2003 to get back into the business.

"Oak Tree specializes in service in addition to providing low prices. Their tag line is 'Don't Pay a Penny More for Office Products.'"

According to Jerry Bedrin, "We work great with small and medium-sized family-owned businesses, the kind that make up the majority of the Chamber's members. We put our arms around them and show them that we really care. The giant office supply companies don't do that."

"We will be assigning two people just to work with Chamber companies. This can be a real win-win for the Chamber, its members and for Oak Tree," he said.

Coyle agreed with this assessment. "Our members can greatly benefit from these programs. I estimate that in a small office like ours, the savings will be in the thousands of dollars."

For additional information about Chamber membership and its benefit programs, including the Oak Tree program, can be obtained by calling the Chamber office at 908-352-0900.



Paul (left) and Jerry Bedrin, owners of Oak Tree Office Supply, inspect their warehouse.

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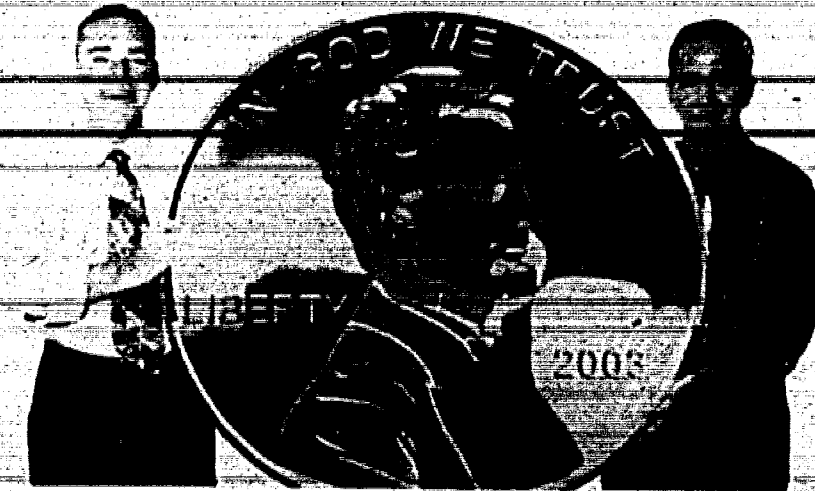
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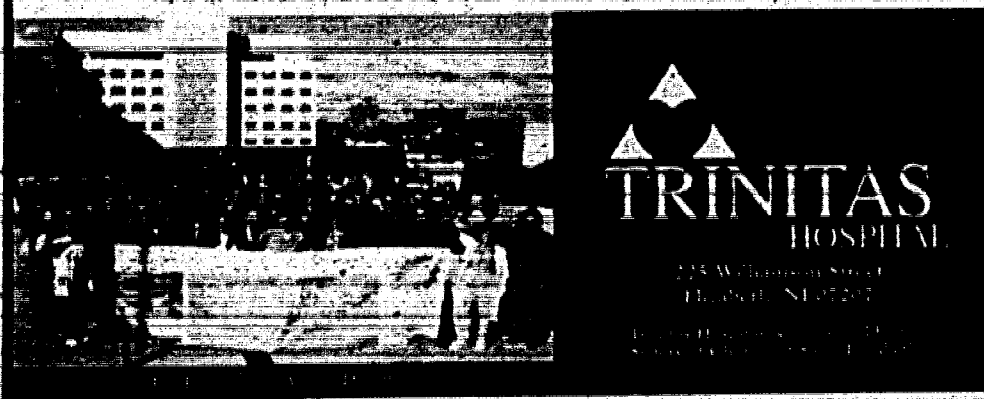
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Did you know...

You can build traffic to your website with search engine marketing

By Loraine Kasprzak, Certified Management Consultant and principal at Advantage Marketing Associates

You've spent thousands of dollars on a website, and it gets few hits. Surprised? Don't be. The Internet is now home to millions of websites, and search engines, which have evolved as a key way to direct traffic to your site, can take many months to find new sites. The good news is you can increase traffic — and visits from prospective customers — by proactively marketing your site to search engines like Google and Yahoo.

You can improve the odds of your site getting listed more quickly by registering your website address directly with each search engine. To list with Yahoo, for example, go to Yahoo.com and click on the "Suggest Your Site" link in the Web Site Directory section. Many engines charge a fee to review and list your site, but getting your site listed in days rather than months is usually worth the investment.

Alternatively, you can use a fee-based service such as Submitfire.com or SubmitXpress.com that, for a fee, submit your website to thousands of search engines. These services typically do not guarantee high rankings for your site or even if your site will get picked up.

You can also purchase paid listings, such as Google's Sponsored Links or Yahoo's Sponsor Listings, which give your site a prominent place on the first page of search results. Listings on the first page often have the highest click-through rates, so if your budget allows, this is an excellent way to build traffic. The cost of paid listings can vary depending on which search terms you want associated with your site.

To ensure that your message appears on the first page of search results, you can purchase banner ads. The cost of these ads varies by search engine and is also on a "pay per click" basis. Banner ads for most search engines typically are clearly separate from result listings. You may also want to investigate banner exchange networks. These services trade banners among a large number of sites. You will likely get fewer hits than your site provides to the network, however, these hits represent new visitors.

Whether you register the site yourself, use a fee-based service, or go with paid listings, there are some no-cost steps you should take before you begin. For starters, having the right description in the HTML code for your web pages allows you some control over how the search engines describe your website in their listings.

You should write a 25-word description of your entire website, using two or three key terms that you want the search engines to find on the site. This description should be straightforward, and not include sales hype. Also write a title for each site page, which is what users see in the top browser bar, and what search engines use to rank the site and link to it from the search. Then ask your website programmer to add the page descriptions and titles as "meta tags" to the site coding.

You can also develop keywords for each page of your website. Keywords can sometimes help boost your page's rankings in the search engines, so it doesn't hurt to add them. The keywords selected for a page should reflect the content of that page. Use keywords that contain at least two or more words because placement competition is typically lower for phrases compared to single words.

For example, an environmental engineering services firm should use "environmental services" as the keyword rather than just "environmental." Test your keywords in a search engine or two before you use them on your pages. You want to see if the results that are returned are relevant to your business. If not, then test other terms.

To rank your site, several search engines analyze the number of sites having links to your website. More links can mean a higher ranking. One easy way to build links is to get your site listed in online, industry-specific directories, which can also be a direct source of traffic to your site. IndustryWeek.com is a good starting place to investigate both free and paid online directories for many industries at www.industryweek.com/inprint/exchanges/exchanges.asp.

Advantage Marketing uses websites and other marketing tactics to help clients improve revenues. Additional information can be obtained by calling (908) 233-6265 or emailing AdvantageMktg@comcast.net

Vector Security

Gateway Chamber member receives national award

Vector Security, a national company with local offices in Livingston and a Gateway Chamber member, has been selected as *Security Distributing Magazine's* 2003 "Dealer Of The Year." The award, first established by SDM in 1980, is given to the electronic security company that displays the best overall performance in the seven business categories of mission and purpose, primary and secondary market strength, customer base growth and stability, product diversity, financial stability, employee educational programs, and contributions made to the electronic security industry itself by corporate managers.

Vector competed against nearly 40 industry contemporaries throughout the United States and Canada. According to SDM Magazine, the decision to select Vector was unanimous among the magazine's executive editorial staff, who judged the competition.

SDM Magazine's editor Laura A. Stepanek said, "The selection of Vector was based upon the company's genuine service commitment to both its customers and employees. Vector's application submission told the story of a body of professionals who work very purposefully to do the right thing for their customers and employees. Since 1992, Vector Security has grown from our industry's number 20 company to its current number seven rank. Most importantly, however, it has moved to a status that has earned respect from both its industry peers and its customers alike."

However, growth alone is not the primary emphasis of the company's mission. Dave Berger, who heads Vector's Livingston, NJ based operation, indicates that it's quality instead.

"The relationship between our customers and our company is predicated upon providing a highly personalized service. We are charged to protect the things our customers cherish the most, and that's a responsibility that we don't take lightly," Berger said.


Vector Security, SDM's 2003 Dealer Of The Year, also has one of the best customer retention records in the industry, along with one of the fastest central station monitoring response rates.

"The success of our company comes down to how well we maintain and retain our existing customers," says Jim Steining, district vice president of Vector's New Jersey operations. "It's that effort that sets us apart from others in our industry and contributes to our high customer satisfaction rates. The less than desirable experiences many customers have with a varied number of service businesses will not be replicated when someone becomes a Vector Security customer. That's the essence of the SDM message."

Vector Security Inc. has been serving their customers for the past 30 years, but in one sense, the company's roots go back to before the Revolutionary War. The company is a wholly owned subsidiary of The Philadelphia Contributionship, America's oldest fire insurance company, founded in 1752 by Benjamin Franklin. Among other prominent accounts that Vector Security protects is America's prestigious and most decorated battleship, the USS *New Jersey*, harbored in Camden.

Vector Security is a full-service security alarm company, providing residential and commercial Security and Fire Alarms, as well as closed circuit television and access control.

Additional information about Vector Security Inc. can be obtained at Vector's web site at www.vectorsecurity.com, by emailing news@VectorSecurity.com, or by calling 1-800-KEEP-OUT.

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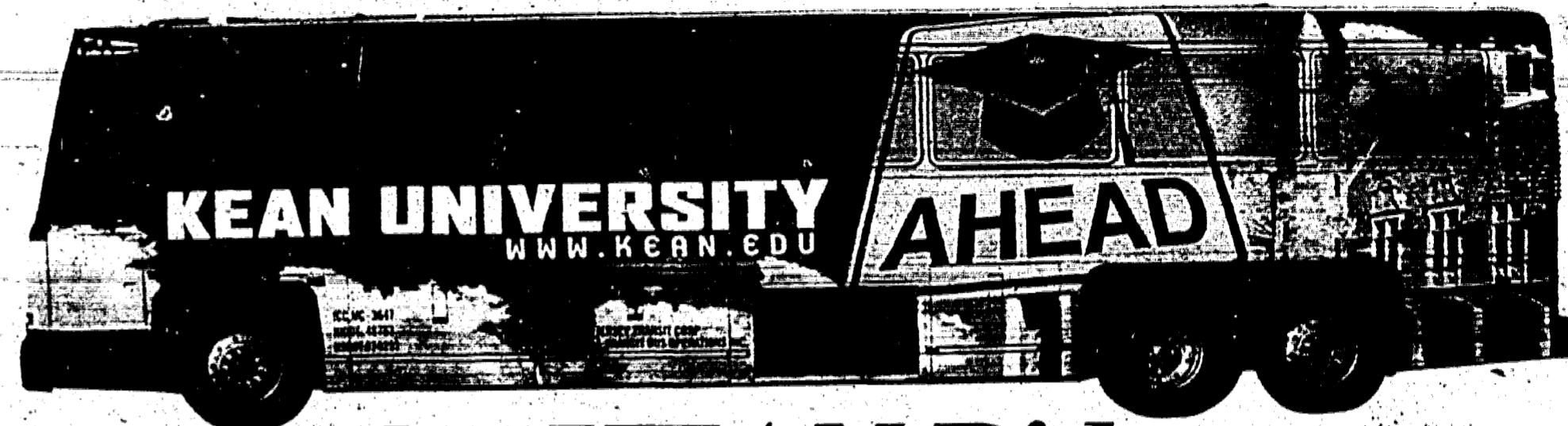
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KEAN

Kean University's Community News Source



Take the KEAN Ride

In December, Kean University embarked on a new, various routes throughout the North Jersey area. The idea to create this mobile advertisement was developed by Kean's Office of University Relations in order to increase the visibility of the University throughout the region. "The wrapped bus will help enhance Kean's overall public image, increase interest and enrollment, and promote the institution as a leader in higher education," said Daniel Higgins, executive director of University Relations.



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Wynona Moore Lipman Ethnic Studies Center Dedicated



From 1971 through 1999, the late Sen. Wynona Moore Lipman was an inextinguishable beacon of hope for an immeasurable number of New Jerseyans. As a Democrat representing the 29th Legislative District, which encompasses parts of Hillside and Newark, she was fearless and determined to fight for her entire constituency, blazing paths that continue to be traversed today. Her enduring legacy, which stretches well beyond the boundaries of her extraordinary public-service record and into the very lives of the people she benefited, was the driving force behind the dedication of Kean University's Ethnic Studies Center, located in the Nancy Thompson Library, as the Wynona Moore Lipman Ethnic Studies Center. In a special ceremony on November 25, among those who joined Kean faculty, staff and administrators to mark this historic occasion were Lipman's family members, friends and former colleagues, including her daughter, Karyne Lipman; her former senatorial aide and current president and CEO of the New Jersey public-affairs lobbying firm Davis and Partners, Christy E. Davis; Sen. Nia H. Gill, Esq., 34th Legislative District; Sen. Raymond J. Lesniak, 20th Legislative District; Assemblyman William D. Payne, 29th Legislative District; Assemblyman Neil M. Cohen, Esq., 20th Legislative District; Elizabeth, N.J., Mayor J. Christian Bollwage (a Kean University alumnus), and Elizabeth, N.J., First Ward Councilwoman Patricia Perkins-Auguste.

"We are extremely proud that the first academic facility at Kean named for an African-American was named in honor of this great woman," said Dr. Betty Barber, Kean University interim provost/vice president for academic affairs. The dedication was a fitting tribute for the late senator, whose career was marked by a series of precedent-setting achievements, beginning with the distinction of being the first African-American woman elected to the New Jersey Senate. During her early terms in office, she was the only African-American serving in the Senate, and for many years the only woman in the Legislature's upper house. Lipman's tenure, which continued until her death on May 9, 1999, was equally as groundbreaking for the wide range of causes she championed. During that time, she sponsored the Child Care Center Licensing Act of 1983 and legislation that imposed timelines on placing foster

continued on page 6

Cougar Teams Volunteer at FoodBank

In fall 2003, more than 50 members of the Kean University men's football and soccer teams and the women's soccer team volunteered their time at the Community FoodBank of New Jersey, Inc., the state's largest provider of donated groceries, clothes, and learning materials to charities. It ships 24 million pounds of food annually to 1,500 food pantries, soup kitchens, homeless shelters and other programs.

Upcoming EVENTS at KEAN

AFRICANA STUDIES

Martin Luther King Jr. Annual Luncheon - January 20, 12:30 p.m. to 3:30 p.m.
African-American Flag-Raising Ceremony - January 20, 3:30 p.m.
 To kick off Kean University's annual African History Month celebrations, former Georgia U.S. Rep. Cynthia McKinney will lecture on *The Plot to Kill Dr. King* at Kean's University Center, Room 228, Kean University Main Campus. The African American Flag Raising Ceremony will follow at the rear of the Center. Contact the Office of Africana Studies at (908) 737-3915.

Diaspora Day - February 4, 2 p.m. to 5 p.m.
 Three events will be held to celebrate the African Diaspora: *Black Muslims in America* at 2 p.m., *Self-Portrait of a Nigerian King* at 3:30 p.m., and an *Afro-Cuban Dance Workshop* at 5 p.m. All events at Downs Hall, Kean University Main Campus. Contact the Office of Africana Studies (908) 737-3915.

Middle Passage Simulation - February 5, 5 p.m. to 8 p.m.
 University Center Room 337-A and B, Kean University Main Campus. Contact the Office of Africana Studies (908) 737-3915.

Tribute to Black Men - February 9, 12:30 p.m. to 2 p.m.
 Larry Hansel, president of the Empire Organization for Progress will speak at University Center, Room 228, Kean University Main Campus. Contact the Office of Africana Studies (908) 737-3915.

Celebration of 1954 Supreme Court Decision - February 12, 12:30 p.m. to 2 p.m.
 Attorney William Ewing, Esq. will speak on the landmark *Brown vs. Topeka* Kansas, Board of Education and *Moses Scott* will share the related experience of his youth in a lecture titled *They Closed Our Schools*. University Center, Room 228, Kean University Main Campus. Contact the Office of Africana Studies (908) 737-3915.

Political Forum: State of Black America - February 17, 12:30 to 2 p.m.
 Join the New Jersey Legislative Black Caucus in University Center, Room 180, Kean University Main Campus. Contact the Office of Africana Studies (908) 737-3915.

Political Forum: State of Black America - February 19, 12:30 p.m. to 2 p.m.
 Join the NAACP State and local presidents in University Center, Room 180, Kean University Main Campus. Contact the Office of Africana Studies (908) 737-3915.

Black New Jerseyans Award Ceremony - February 19, 7 p.m. to 10 p.m.
 This celebration will honor African-Americans who have made significant contributions to their professions while maintaining a commitment to addressing issues that face the black community. Downs Hall, Kean University Main Campus. For more information and ticket prices, contact the Office of Africana Studies (908) 737-3915.

A Tribute to Black Women - February 24, 12:30 p.m. to 2 p.m.
 Hear motivational speaker Rose Mitchell in University Center, Room 228, Kean University Main Campus. Contact the Office of Africana Studies (908) 737-3915.

Celebration of the Underground Railroad - February 26, 2 p.m. to 3:30 p.m.
 Join Kean professors Dr. James Conyers, Dr. Sara Ducksworth, Dr. Melodie Toby and Dr. Barbara Wheeler to discuss and celebrate this historic movement. Held in the newly dedicated Wynona Moore Lipman Ethnic Studies Center, Nancy Thompson Library, Kean University Main Campus. Contact the Office of Africana Studies (908) 737-3915.

ON CAMPUS

Wellness Awareness Day - January 28, noon to 5 p.m.
 Learn about the Health Effects of Depleted Uranium and other wellness issues and procedures. University Center Atrium, Kean University Main Campus. Contact the Office of Africana Studies (908) 737-3915.

Voter Registration - February 3, noon to 4 p.m.
 University Center Atrium, Kean University Main Campus. Contact the Office of Africana Studies (908) 737-3915.

Celebration of 200th Anniversary of the Haitian Revolution - February 3, 2 p.m. to 3:30 p.m.
 Dr. Ron Daniels, founder of the Haiti Support Project, will speak on the Haitian Revolution. University Center, Room 228, Kean University Main Campus. Contact the Office of Africana Studies (908) 737-3915.

SEMINARS & WORKSHOPS

Start Right! Workshop - January 6, 13, 20, 27, 6 p.m. to 9 p.m.
 The Small Business Development Center of Kean University will offer a four-part workshop titled *Start Right* on each Tuesday evening in January. Conducted by representatives from the New Jersey Association of Women Business Owners (NJAWBO), this series will explain how to open a business in the format of preparing a formal written business plan. Legal, marketing, accounting and financing issues are all addressed in depth, as well as techniques to make the project happen. The Incubator One-Stop Service, 320 Park Avenue, Plainfield, N.J. Fee is \$96 for the four sessions. Contact Tyra Addison at (908) 737-5950.

Legal Aspects of Forming a Business Seminar - January 15, 9 a.m. to noon
 The Small Business Development Center of Kean University will present a seminar titled *Legal Aspects of Forming a Business*. Conducted by Richard Lambert, Esq., of Dunn Lambert, LLC, in Paramus, N.J., this workshop will address topics such as selecting the legal business structure, choosing a name for the business, licenses and permits, employment law matters and real estate, and environmental law concerns. Kean University's East Campus, Room 158-A, 215 North Avenue in Hillside, N.J. Fees are \$15 per person or \$29 for two and includes literature and refreshments. Contact Tyra Addison at (908) 737-5950.

Are You an Entrepreneur? Workshop - January 17, 9:30 a.m. to 12:30 p.m.
 The Small Business Development Center of Kean University will offer a free workshop in Spanish. Titled *¿Eres un Emprendedor?* This workshop, conducted by representatives from the New Jersey Association of Women Business Owners (NJAWBO) of Hamilton, N.J., will present an overview touching on issues of personality, business knowledge, experience and the proper time, place and financing. Elizabeth Public Library, 11 S. Broad Street, Elizabeth, N.J. Contact Tyra Addison at (908) 737-5950.

How to Buy a Business or Franchise Workshop - January 22, 6 p.m. to 8 p.m.
 The Small Business Development Center of Kean University will present a free workshop titled *How to Buy a Business or Franchise*. Conducted by Jack Armstrong, president of Franchise Network of New Jersey, Linden and Lawrenceville, N.J., this seminar will focus on how to get into business by starting from scratch or buying an existing business or franchise. Kean University's East Campus, Room 158-A, 215 North Avenue in Hillside, N.J. Contact Tyra Addison at (908) 737-5950.

Marketing Your Web Site Workshop - January 28, 9 a.m. to 11 a.m.
 The Small Business Development Center of Kean University will present a workshop titled *Marketing Your Web Site*. Conducted by Neil Bendig, director of E-Business Services for the New Jersey Small Business Development Centers, will explain how to make a Web site an effective marketing tool for business, including how to integrate Internet marketing with other business practices, examine how well retail customer service and fulfillment activities deliver on the promise of a Web site, and how to offer services and value-added features to customers, such as online newsletters or regular content updates. Kean University's East Campus, Room 158-A, 215 North Avenue, Hillside, N.J. Fees are \$15 per person or \$20 for two. Contact Tyra Addison at (908) 737-5950.

Weekend Substitute Teaching Seminar - February 21 and 22, 8:30 a.m. to 4 p.m.
 This two-day workshop provides the necessary skills that aspiring or experienced substitute teachers need to be effective in the classroom. Subjects to be covered include basic classroom procedures and instructional techniques, student-behavior management, and school practices and procedures. In addition, the seminar imparts guidance in completing the application and forms required to apply for county substitute certification. A notary public will be present to authorize the documents. Information about teaching as a career and the pathways to New Jersey teacher certification will also be presented. The fee for the seminar is \$160 and includes a handbook, materials and preparation of substitute-teaching paperwork. Seminars will take place on the Kean University Main Campus (exact location TBD). For more information or to register, contact the Kean University Teaching Performance Center at (908) 737-4185.

THEATRE

Joe Turner's Come and Gone - February 14, 15, 19, 20, 21, 22, at 8 p.m.
 February 15 and 22, at 2 p.m.
 Kean University students will perform in this riveting play by two-time Pulitzer Prize-winner August Wilson. *Joe Turner's Come and Gone* has improved historical understanding of our nation's legacy of slavery and the redemption of the African spirit. Tickets are \$15. Location: Wilkins Theatre, Kean University Main Campus. Contact Wilkins Theatre Box Office at 908-737-SHOW (7469).

The Mikado - February 27, 7:30 p.m.
 London's acclaimed Carl Rosa Opera Company presents a sparkling and lavish recreation of the original 1885 Savoy production of Gilbert and Sullivan's *The Mikado*, as directed by W.S. Gilbert himself, featuring sets and costumes from the Academy Award-winning Mike Leigh film *Topsy Turvy*. Wilkins Theatre, Kean University Main Campus. Tickets are \$25. Contact Wilkins Theatre Box Office at 908-737-SHOW (7469).

New Jersey Ballet: Evening of Premiers - February 28, 8 p.m.
 New Jersey Ballet, the state's leading ballet company, marks its 45th anniversary season with an exciting Saturday Night Series showcasing the talents of the company's principal and soloist dancers. Wilkins Theatre, Kean University Main Campus. Tickets are \$25. Contact Wilkins Theatre Box Office at 908-737-SHOW (7469).

New Jersey Ballet: Cinderella - February 29, 2 p.m.
 This production of *Cinderella* is part of New Jersey Ballet's Sunday Series for Young Audiences. All performances are accompanied by the company's own storyteller narration so that even the youngest theatergoers can keep up with *Cinderella*. Wilkins Theatre, Kean University Main Campus. Tickets are \$10. Contact Wilkins Theatre Box Office at 908-737-SHOW (7469).

Volume 1, Issue 1

The Kean Current

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Teacher of the Year Named

Pamela Schaefer wins \$5,000 award

As part of its initiative to enhance the education of science and technology professionals, this year, the New Jersey Center for Science and Technology Education (NJCSTE) at Kean University launched an annual awards program for science, mathematics and technology teachers who demonstrate excellence in their fields. The first ceremony was held on November 6, during the New Jersey Education Association's (NJEA) annual convention in Atlantic City. Before the five awards were bestowed, Kean President Dr. Dawood Farahi thanked all of the teachers for their devotion. "More than 10,000 science and technology teachers are needed in New Jersey over the next 10 years. The No. 1 reason students choose a

profession is that an exceptional teacher inspired them to do so," he said. "To meet New Jersey's demand for math, technology and science teachers and professionals, we must have master teachers who lead by example and encourage young people to pursue a career in those areas of need."

Pamela Schaefer, a Vernon Township (N.J.) High School science teacher who instructs grades 11 to 12, was the first-place winner of the Science, Mathematics and Technology Teacher of the Year award. She was awarded \$2,000, and her principal, Dennis Mudrick, was granted \$3,000 to use toward curriculum development in Schaefer's courses. Upon receiving the top honor, Schaefer said, "I'm so thankful to Kean University for making such a commitment to science with this new center and with this wonderful awards program."

Schaefer, a 20-year teaching veteran, earned the award because of her innovation in the classroom and her use of the latest instructional and research technology. She guides her students as they collect samples of their own mitochondrial DNA and prepare them for sequencing by Cold Spring Harbor Laboratories. Upon completion of the sequencing, students learn bioinformatics-analysis methods first hand, interpreting the data and using the Internet to access the Human Genome Database to discover the patterns that denote their own genetic ancestry.

Four other teachers were also recognized during the ceremony. Christine Girtain, a 9th-grade earth-science teacher at Toms River (N.J.) High School South, won \$1,000 as first runner-up. She was selected for introducing her students to activities that encourage discovery, invention and collaboration. Second runner-up was Margaret Anne Holzer, a 9th-grade earth-science teacher at Chatham (N.J.) High School, who received a \$500 award for helping young people increase their critical-thinking, observational and sequencing skills by offering

open-ended lessons and hands-on activities, as well as long-term individual projects. David Feimster, a technology teacher at Christa McAuliffe Middle School in Jackson, N.J., received a \$250 honorable-mention award for developing and integrating the technology curriculum at the school, where he guides students in hands-on activities that range from meteorology to video production. Also receiving an honorable-mention award of \$250 was Louise A. Pascale, an 8th-grade physical-science teacher at William Allen Middle School in Moorestown, N.J., who was selected for her many creative approaches to teaching basic scientific concepts.

Award applicants were either self-nominated or recommended by their supervisors and were required to present formal applications. Each submission was reviewed by a selection committee composed of representatives from Kean University's math, science and technology departments, as well as from the College of Education. The committee ranked each of the candidates and selected the top five teachers of the year, while the Kean University Foundation provided the generous monetary awards.

Each November, NJCSTE will continue to honor the most creative and inspirational science, math and technology teachers at a ceremony held during the NJEA convention. Award applications will be available at www.kean.edu in the spring of each year. For more information about the NJCSTE or the Science, Mathematics and Technology Teacher of the Year Award program, please contact Dr. Charles Murphy at (908) 737-3420, or send an e-mail to njste@kean.edu.



Pictured (l to r) are Richard J. Kinney, Kean University trustee; Dennis Mudrick, principal of Vernon Township (N.J.) High School; Pamela Schaefer, first-place winner of the NJCSTE Teacher of the Year Award and Vernon Township High School science teacher, and Dr. Dawood Farahi, president of Kean University.

Peter Romero Addresses Future U.S. Foreign Service Leaders



Former Ambassador Peter Romero (left) and Kean University Trustee Lowell Harwood

During his distinguished 23-year diplomatic career, Former Ambassador Peter Romero developed the kind of unbridged knowledge of foreign affairs that could never be gleaned from perusing even the most thoroughly detailed text. As the United States Ambassador to Ecuador and later as assistant secretary of state, he played a key role in the peaceful resolution of the border dispute between Peru and Ecuador. In El Salvador, his diplomatic negotiation skills were influential in establishing and implementing peace accords, as well as in managing a \$20-million assistance budget from 1991 to 1992. Furthermore, he was the principal State Department official to convince the United States Congress to appropriate \$1.2 billion in support of Plan Colombia. Romero's crowning achievement, however, came in 2000, when President Bill Clinton recognized his committed diplomacy and appointed him to serve as the assistant secretary of state for Western Hemisphere Affairs, making him the highest-ranking Hispanic American in the U.S. Foreign Service.

Two years after retiring from his illustrious career, Romero was on hand at Kean University to dispense his knowledge of Latin American issues in a presentation, titled *The Future of Latin America, With and Without You and Me*, on December 10. The lecture, which was hosted by the University's Institute for Foreign Service and Diplomacy, was attended by nearly 100 students interested in careers in the U.S. Foreign Service and international affairs, as well as several members of Kean faculty, staff and administration. Romero was invited to speak by Dr. Nazih Richani, faculty coordinator for the institute, and director of the Latin American Studies program at Kean.

After being introduced by Richani, Romero told the students that Kean is among the nation's institutions that are at the core of preparing the next generation of international affairs leaders. He then outlined the imminent social, political and economic consequences of Latin American countries, including those concerning their dependence on remittances. Immigrants, he noted, will continue to arrive in America and will continue the practice of sending money they earn back to their families in their places of origin. These remittances, estimated at \$35 billion a year, will continue to have a profound effect on the economy of these native countries, which rely on these funds as a substantial portion of their gross domestic product. To better serve these people, Romero maintained that efforts must be made to encourage the transfer of these earned wages to hometown associations, which are small philanthropic groups that support a wide range of infrastructure projects in these places of origin.

Furthermore, these Latin American countries one day will have the opportunity to benefit from an impending free-trade market that will stretch from Canada to Chile, encompassing 850 million people in the Western Hemisphere. Other possible solutions are the marketing of U.S. goods in these nations, or the marketing of their goods and services in the U.S.

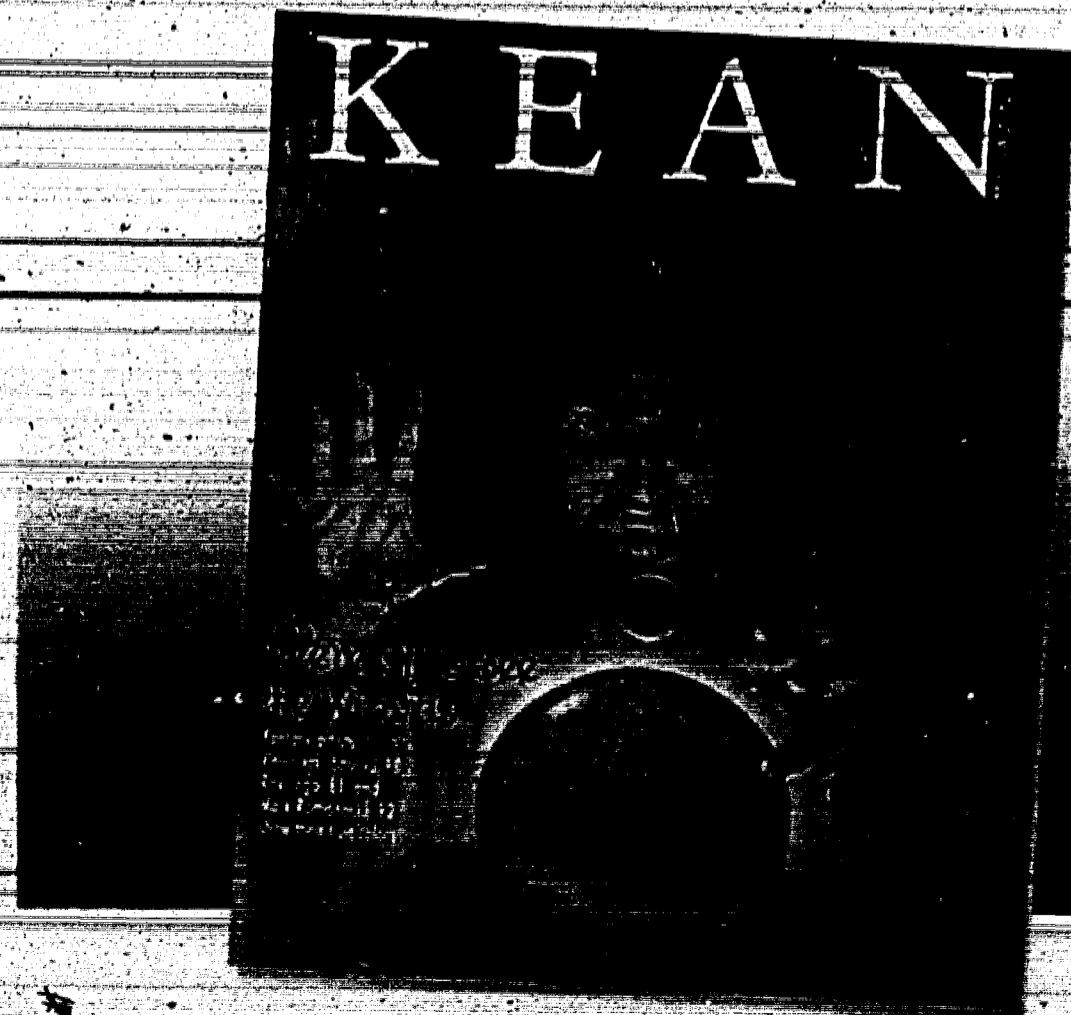
Office of University Relations Wins Prestigious ACE

When it comes to communications pre-eminence, Kean University's Office of University Relations joined the company of such leading organizations as ESPN, General Electric, Merrill Lynch, Bear Stearns and The Readers Digest Association when it was honored with an Award for Communications Excellence (ACE) from the New York Chapter of the International Association of Business Communicators (NY/IABC). Kean won the award for magazine design of the Spring/Summer 2003 issue of *Kean Magazine*. It was unusual for an educational institution to place in this high-profile competition, as Columbia University was the only other to receive an ACE Award in any of the 59 categories.

Robert Nollenmeier, president of NY/IABC, said that the ACE Awards program traditionally attracts many leading public-relations agencies and communications departments of large companies. "This year, however, ACE drew winning entries from a far broader segment," he said. "This trend suggests that enterprises outside our traditional corporation/agency audience base understand the value of powerful communication in attaining organizational goals."

One of the largest, most prestigious programs recognizing organizational communications, the ACE Awards were established to acknowledge outstanding performance in writing, media-relations, graphic-design, multimedia and electronic communications, as well as communications campaigns. Each year, entries are judged by a group of senior-level professionals drawn from private- and public-sector organizations where advertising, marketing and public-relations standards are set high, such as Ernst & Young, The New York Times Company and TIAA-CREF.

Art direction and design on the award-winning *Kean Magazine* were performed by Vice President for University Relations Robert Cole and Associate Director Richard Dooley. "It is a high honor to be granted an ACE award," said Daniel Higgins, executive director of University Relations, who oversaw the editorial aspects of the magazine. "We feel privileged to be recognized along with such distinguished winners."



While on sabbatical from Kean University in 1995, Rose Gonnella lived and researched within the tranquil and serene surroundings of Nantucket Island, an American treasure located off the coast of Massachusetts. A summer resident there since 1990, the former assistant professor who now serves as the chair of the Department of Design, devoted her academic pursuits to capturing the simple but charming landscape of this beautiful sea haven in a book of illustrations, titled *Summer Nantucket Drawings*, published in 1995. Through the course of the project, Gonnella dedicated herself to understanding and preserving the rich architectural heritage of the island and immediately set out to work on another text to record this invaluable legacy in print.

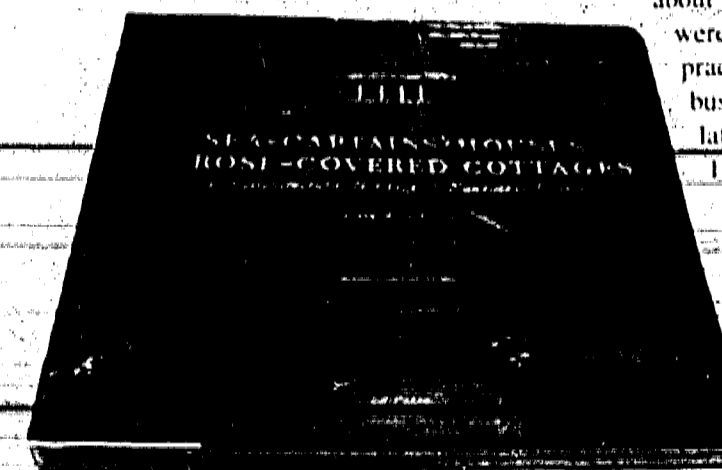
Now, eight years of intensive research has culminated in her latest work, *Sea Captains' Houses and Rose-Covered Cottages: The Architectural Heritage of Nantucket Island*.

The book, which was featured in the *The New York Times Book Review* on Sunday, December 7, was co-written by Margaret Moore Booker, the associate director of the island's Egan Institute of Maritime Studies and a resident of Nantucket Island since 1996; and Patricia Egan Butler, executive director of the Nantucket Preservation Trust, both of whom are evidence of the many brilliant contacts Gonnella made. The photography was taken by Jordi Cabré, who has captured images of Nantucket for the past 12 years.

The text thoroughly details one of the most valuable architectural sites in the United States, with 2,400 perfectly intact historic structures. Like a string of pearls, most of these homes have lined the roadways since the pre-Victorian era, as well as several others from the Victorian period in the early 20th century. Of these buildings, 800 pre-date the Civil War.

Gonnella explained that it was a rather unfortunate turn of events that ultimately led to these houses remaining so well preserved. She said that from about 1780 to the 1840s, Nantucket was considered the whaling capital of the world, and these structures were the proud homes of many wealthy sea captains. Then, in 1846, the economy began to decline practically overnight as The Great Fire swept through the heart of the island, destroying many homes and businesses, and petroleum oil replaced whale oil as the primary source of fuel for lighting. Four years later, the entire economy had collapsed, and the population of the island rapidly decreased from about 10,000 to 2,000 residents.

Consequently, most of these homes were abandoned and gradually fell into disrepair. In the years following the island's demise, these houses remained empty as the residents tried in vain to reignite the economy through means such as fishing and shoe manufacturing. Not until the 1890s did tourism finally enable the island's architectural heritage to return to its former glory.



Rose Gonnella, chair of the Kean University Department of Design

GONNELLA PRESERVES

Architectural History With a Pen

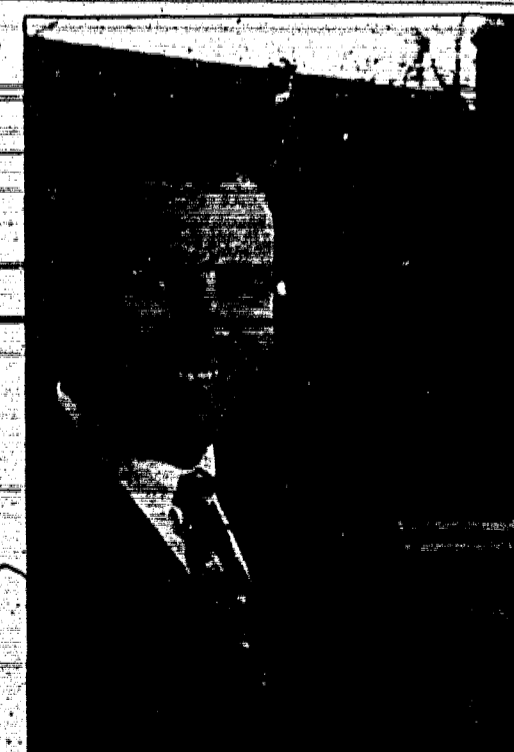
Kean Hall Addition and Restoration Project Receives AIA Gold Medal

Kean University's Kean Hall addition and restoration project has received a prestigious Gold Medal Award from the American Institute of Architects (AIA) Newark (N.J.) and Suburban chapter. The award is the highest form of recognition given by the AIA. The architect on the project, Associate Vice President for Facilities and Campus Planning Eduardo del Valle, and Assistant Directors Hasit Panchal and Mariano Alemany, received the Gold Medal for design excellence.

Since its dedication in December 2002, Kean Hall has housed Undergraduate Admissions, the One-Stop Service Center, a conference center and administrative offices. It was built in 1912 for the late U.S. Sen. Hamilton Fish Kean, who, besides being an attorney in New York City, enjoyed farming the 125 acres of land that have comprised the main Kean University campus since 1958.

The restoration project began in 2000, and, according to del Valle, called for new thinking. "Renovating a structure of historical significance is, in many respects, more complex and demanding than constructing a new building," he said. "Historical renovations are challenging because there is rarely enough historical information to rely upon for restoration work, and, while attempting to be architecturally faithful to the original design intent, one tries to make a contemporary statement and be complementary to the original design. Furthermore, renovation work is often complicated by unforeseen and concealed conditions."

"I am very proud of our collective achievement in the realization of this undertaking. My staff deserves all the credit for successful implementation of the project. No one person can possibly realize a project as complex and challenging as



Kean University's Associate Vice President for Facilities and Campus Planning Eduardo del Valle

was the restoration of Kean Hall," del Valle concluded.

The AIA Gold Medal is del Valle and his team's third nod for the project. In 2002, they received an honorary award for the Kean Hall courtyard from the New Jersey Chapter of the American Society of Landscape Architects (ASLA), and a Green Design and Practice Award at the New Jersey Higher Education Partnership for Sustainability (NJHEPS) Summer Institute at Rutgers University.

Wynona Moore Lipman Ethnic Studies Center Dedicated

continued from page 1

children in permanent homes. Among her other triumphs, she authored the state's stringent domestic-violence law, created the New Jersey Commission on Sex Discrimination in the Statutes, which she chaired for nine years, and wrote legislation for minority and women-owned businesses to obtain state contracts. Furthermore, Lipman was a tireless advocate for educational institutions and opportunities. An educator herself, she once tutored a fellow native Georgian, Dr. Martin Luther King Jr., when he sought her expertise in French to complete a language requirement for a Ph.D. from Boston University. She later taught for more than three decades at Essex County College, where she held innovative seminars for women and minority entrepreneurs. Kean recognized her fervent dedication even at the advent of her prodigious career, awarding her an honorary doctorate of humane letters in 1971.

The center that now bears Lipman's name will operate under the Ethnic Studies Center Advisory Committee and will serve as a repository of ethnic-studies collections, as well as the state-of-the-art technologies used to access them. This unique space will also host activities, such as lecture and film series, thematic exhibit shows and graduate-study opportunities, to extend understanding of ethnicity, cultural diversity and pluralism throughout the University, the region and beyond.

"We are extremely proud that the first academic facility at Kean named for an African-American was named in honor of this great woman."

Dr. Betty Barber

Lesniak, a personal friend and colleague of Lipman's for 20 years in the Senate, then presented Karyne Lipman with a resolution from the 20th Legislative District formally recognizing the renaming of the center. "One of the greatest honors of my life was when Wynona's family asked me to be a pallbearer at her funeral," Lesniak poignantly recalled. "You could have dedicated anything to her—not only for ethnic studies, but also for women's studies, human rights, community service or education. She was involved in so many activities and helped so many people throughout her career."

Trustees Julane Miller-Armbrister and Linda Lewis then presented Karyne Lipman with a resolution on behalf of the Kean University Board of Trustees. Miller-Armbrister said she was deeply honored to pay tribute to a woman who made a powerful and lasting impact on the lives of so many. "Her legacy was one that we are proud to carry forward, inspiring future generations of women and minorities," she said.

Lewis extolled Lipman as a trailblazer who maintained her advocacy despite the difficulty of often being the lone voice. "How befitting it is then for this center to be named in her honor, for the resources and programming maintained here will be far-reaching, and will serve to promote awareness and raise the consciousness level of all who partake of its offerings," Lewis said. "This center is viable to those with an unending mission to continuously reach out and inform, and to promote understanding of multiethnic issues. It will serve as a resource for those who want to learn, as well as those who want to teach."

Karyne Lipman graciously thanked the Board of Trustees, Farahi, representatives from the state of New Jersey and all others who were responsible for making the dedication possible. In memory of her mother, and in honor of the event, she read a stirring poem from the late poet, rapper and activist Tupac Shakur titled *The Rose That Grew from Concrete*. "Did you hear about the rose that grew from a crack in concrete?" she recited. "Proving nature's law is wrong it learned to walk without having feet. Funny it seems, but by keeping nature's dreams, it learned to breathe fresh air. Long live the rose that grew from concrete, when no one else even cared."

In the spirit of Lipman's constant encouragement for women to strive for leadership roles, Kean senior biology honor student, Dawn L. John Baptiste, introduced Gill, the evening's keynote speaker. The senator recalled Lipman's indomitable courage in the face of adversity. "This event is a celebration of a spirit of determination, of the ability to encompass all people without being afraid of anyone," Gill said. "There is always one saying that is paradoxical—'Whatever you do unto the least of my brothers, that you do unto me.' Sen. Lipman understood that, and that is why she took front and center to speak for the voiceless, to give power to the powerless." Gill then made an impassioned plea to celebrate Lipman's legacy by continuing her advocacy. "Wynona Lipman resides in each of us any time you stand up for principles and for purpose, not because you have to, but because you know it's right."



Dr. Betty Barber, Kean University interim provost/vice president for academic affairs and Sen. Raymond J. Lesniak, 20th Legislative District



Liz Satchell, project manager of the Reform in Teacher Education (RITE) grant in Kean University's College of Education (left) and Dr. E. Alma Flagg, Kean University alumna '44, a benefactor of the Ethnic Studies Center

Grants & Research

Kean to Play Leadership Role in Major Federal Science and Mathematics Partnership



Pictured (l to r) are Dr. Susan Brady, co-principal investigator, Merck Institute for Science Education; Dr. Dawood Farahi, president of Kean University; and Carlos Parravano, principal investigator, Merck Institute for Science Education, at the announcement of the science and mathematics consortium on October 27.

Kean University President Dr. Dawood Farahi was at the Liberty Science Center in Jersey City, N.J. to represent the institution at the announcement of the Consortium for Achievement in Science and Mathematics, a five-year, federally funded partnership to develop master teachers and researchers in those subjects for the state of New Jersey.

Despite the fact that New Jersey is a hub of scientific research and industry, the state is no exception to the national trend that indicates a growing shortage of highly qualified science and mathematics teachers at all levels, including middle schools. To address the dire need for improved teacher preparation and professional development, the National Science Foundation Mathematics and Science Partnership (MSP) recently awarded a \$7.1 million grant to members of the consortium, led by the Merck Institute for Science Education (MISE), and supported by the Educational Testing Service (ETS), Kean University, and the surrounding New Jersey public-school districts of Elizabeth, Hillside, Rahway and Linden.

The five-year Consortium for Achievement in Science and Mathematics is the only federal grant of its kind awarded in New Jersey this year and one of only seven distributed nationally. The goal of the project is to provide the 7,000 participating students in grades 6 through 8 from those four districts with challenging science and mathematics learning experiences by focusing on the recruitment, development, training and sustainability of effective, skilled teachers. Kean has already been

active in addressing this statewide need through the recently formed New Jersey Center for Science and Technology Education (NJCSSTE), and the University's involvement in this partnership will have a positive impact on both the NJCSSTE and the consortium.

"Last year, Kean graduated just 11 math and science teachers—the third-highest number of all New Jersey colleges and universities. Something must be done," Farahi explained at the announcement. "We need to educate more math and science teachers, and we will be able to offer 24 scholarships to the top students in these fields through the New Jersey Center for Science and Technology Education. Kean will be a partner in producing the master science and technology teachers of tomorrow. There is no doubt in my mind that Kean will do what it has to do to get this job done."

Kean's primary role in the initiative involves establishing a program that will prepare teachers in the content and instructional strategies they need to be among the best in terms of their science and mathematical skill sets. The University will focus on recruiting from a diverse pool of candidates who are interested in pursuing programs that will eventually lead to science or mathematics certification, a component that complements the mission of the NJCSSTE. Kean's Dr. Charles Murphy, executive director of NJCSSTE, will serve as a project co-director for the partnership, which is estimated to reach more than 1,200 pre-service and in-service teachers throughout its duration.

Funding and Research Initiatives

Faculty/Staff Member(s): Dr. Patricia Moore, Public Administration
Program Title: New Jersey Faith-Based Leadership Certificate Program
Funder: New Jersey Department of State

Faculty/Staff Member(s): Dr. Sara Duckworth, English, and Dr. Barbara Wheeler, Africana Studies
Program Title: Centennial Celebration Workshop: W.E.B. DuBois *Souls of Black Folk*
Funder: Union County History Grant

Faculty/Staff Member(s): Dr. Patrick Field, Biological Sciences; Dr. Sharon Brenizer, Instruction and Educational Leadership, and Assistant Professor Louis Beaugris, Mathematics and Computer Science
Program Title: The Robert Noyce Scholarship Program
Funder: National Science Foundation

Faculty/Staff Member(s): Dr. Michael Searson, Early Childhood and Family Studies, and Dr. Diane Tracey, Communication Science
Program Title: Preparing Tomorrow's Teachers to Use Technology (PT3)
Funder: United States Department of Education

Faculty/Staff Member(s): Dr. Revathi Narasimhan, Department of Mathematics and Computer Science and Dr. Suzanne Reynolds, Instruction and Educational Leadership
Program Title: Improving Teacher Quality Partnership (ITQP)
Funder: New Jersey Department of Education

Faculty/Staff Member(s): Florence Nelson, executive director of New Jersey Professional Development Center for Early Childhood Education
Project: Professional development opportunities for pre-K teachers
Funder: John S. and James L. Knight Foundation

Faculty/Staff Member(s): Dr. Kung-Kuen Tse, Mathematics and Computer Science
Research: Homotopy theory—presented lectures at Centro de Investigación y de Estudios Avanzados, México

Faculty/Staff Member(s): Dr. Carla Murgia, Physical Education, Recreation and Health
Research: Relationships Among Lower Extremity Injuries in Pre-Adolescent and Adolescent Gymnasts and Elements of Practice—presented at 7th World Congress for Sport Sciences in Athens, Greece

Faculty/Staff Member(s): Dr. Ilyse Odesky, Psychology
Research: Attention Deficit/Hyperactivity Disorder
Funder: Richard Schere, New Jersey Psychological Association Applied Research Award

Faculty/Staff Member(s): Dr. Lily Chen-Hafteck, Music
Research: Role of music in the developmental and educational process for children

Faculty/Staff Member(s): Dr. Laura Lorentzen, Biology
Research: Importance of a ligand-gated ion channel in mediating neural transmission at sympathetic ganglia synapses innervating the heart

Faculty/Staff Member(s): Dr. Rongsun Pu, Biology
Research: Role of calcium gradients, calcium fluxes and calcium/calmodulin-dependent protein kinase during formation and manifestation of the axis in *Silvetia compressa*, a form of brown algae

For more information, please call the Office of Research and Sponsored Programs at 908-737-3366.

Cougar Sports

Bridget White Wins 300th Career Match

Volleyball Coach Stresses Athletic and Academic Excellence

Since becoming the head volleyball coach at Kean in 1988, Bridget White's contributions to Cougar athletics have been numerous, but the 2003 season saw her achieve a landmark of excellence shared by relatively few. White became just the 39th Division III women's volleyball coach to reach the prestigious 300-victory plateau when her Cougars topped Arcadia University by a score of 3-0 on October 4, 2003, at Marywood University in Scranton, Pa. White, in her 16th season at the helm of the program, now owns a record of 305-219, following a pair of subsequent victories, in a head-coaching career that has taken place entirely at Kean. Her 305 wins more than double the 151 victories recorded by her nine predecessors combined.

A five-time New Jersey Athletic Conference (NJAC) Coach of the Year, White has led her teams to five NJAC championships, three NCAA Division III Tournament appearances and three Eastern College Athletic Conference Tournament berths. Over the course of averaging more than 19 victories per season, White has developed 33 All-NJAC selections, three NJAC Players of the Year, two NJAC Rookies of the Year and two all-region players, as well as two Academic All-Americans.

Yet, for all of the impressive statistics that accompany her coaching ledger, White says that reaching career milestones was the furthest thing from her mind when she inherited the team, and she still approaches each season with a passion for developing each new group, athletically, behaviorally and emotionally. "When you start, you don't think that you'll get 300 career victories," she explained. "You set your goals year-by-year, and see what you can achieve. Team performance goals always come first."

White is quick to credit the hundreds of players she has coached since her first season in 1988, and has drawn the most pleasure out of seeing them develop as young adults. "I'm thinking of all the women who have passed through this program, and know that reaching this career milestone really belongs to those who chose to come to Kean and make a commitment to the volleyball program and graduate. They dedicated themselves to studying hard, working hard and putting our team goals first," she said. The greatest thrill for me, as a coach, is witnessing a woman realize that she can achieve anything, in her academic life, in sport and in life by working together with her teammates.

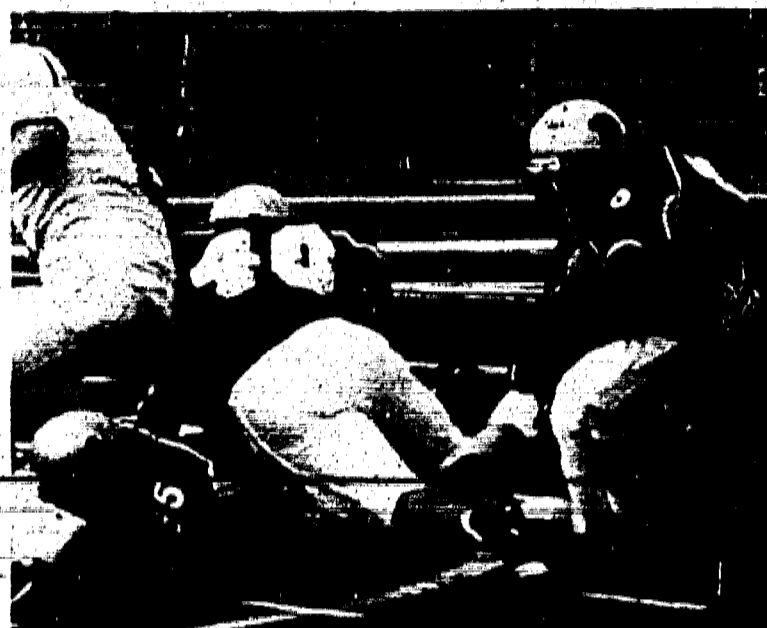


Bridget White, Kean University's head volleyball coach

Kean University to Host Football Coaches Clinic

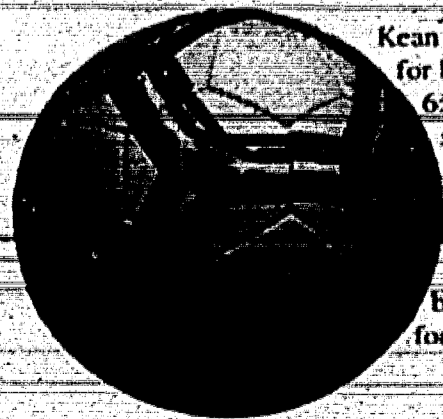
The Kean University Football program will hold a one-day Coaches Clinic, featuring two current high school state champion football coaches and the entire Kean coaching staff, on January 24 at Kean's University Center, 1000 Morris Avenue in Union, N.J. All area football coaches are encouraged to attend. Registration begins at 7:30 a.m., and the clinic will run from 8 a.m. to 6 p.m.

The speakers, who will address all aspects of football, include Charlie Cocuzza (Kean University head coach), Dan Garrett (Kean University defensive coordinator), Tom Cocuzza (Kean University offensive coordinator) Tom Falato (Ridge High School) and Fred Sprengel (Brick Memorial High School).



The cost for the clinic is \$30 in advance and \$35 at the door. For more information or to register, call Charlie Cocuzza at (908) 737-5812.

WINTER Soccer Academy



Kean University will host a nine-week winter soccer academy for boys and girls ages 5 to 16. The program will meet from 6:30 p.m. to 8:30 p.m., on nine consecutive Friday evenings, starting on January 23 and ending on March 19.

The registration fee is \$80, and each camper will receive a soccer ball and T-shirt. Please contact Kean University Head Men's Soccer Coach Tony Ochrimenko by phone at (908) 737-5807 or by e-mail at tkoc@kean.edu for more information.

All events listed below held at D'Angola Gymnasium, Kean University Main Campus. For more information, call 908-737-GAME (4263).

January 17

Women's Basketball vs. The College of New Jersey, 2 p.m.
Men's Basketball vs. The College of New Jersey, 4 p.m.

January 28

Women's Basketball vs. Rowan University, 6 p.m.
Men's Basketball vs. Rowan University, 8 p.m.

February 11

Women's Basketball vs. Richard Stockton College, 6 p.m.
Men's Basketball vs. Richard Stockton College, 8 p.m.

February 21

Women's Basketball vs. Ramapo College, 2 p.m.
Men's Basketball vs. Ramapo College, 4 p.m.

