

Echo LEADER

Serving Springfield and Mountainside

1968-1969

Search for district's new leader narrows down to two

By Rick Kitzich
Staff Writer

After today, the Mountainside Board of Education will be much closer to deciding who will become the school district's next chief school administrator.

On Feb. 10, one of two finalists, Vincent J. Russo, made his in-district visit to Mountainside's Deerfield and Bogert schools. Part of the interview process that the school board developed prior to receiving applications for the position.

Todd H. O'Reilly, the second finalist, is making his visit and, after that, the two of the two candidates will no longer depend on anything but their own merits.

"I think it's like pieces of a puzzle," said interim Chief School Administrator Walter Rusak of the selection process. "This is a key piece on selecting someone that will fit in the district and move the district forward." He said of the final candidates that they are "two of the best."

These two candidates were already narrowed down from a field of about 30.

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Beginning at 1:30 p.m., the prospects meet with Rusak. At 2 p.m., they meet with Business Administrator Paul Vizzano, reviewing last year's budget, the current budget and next year's projections, as well. At 2:30 p.m., the men travel to Deerfield School, receive a tour and meet with Principal Bob Burkhardt. At 3:30 p.m., a community group panel, consisting of teachers, parents, borough officials and senior citizens, will also meet with the two candidates.

At this time, the candidates attempt to answer eight questions that have been selected by the Board of Education to best present the candidates in those who have had little to do with the actual interview process up until this point.

At 4:30 p.m., Mountainside Education Association representatives are allowed their time to meet with the possible district heads. Following the visit, the candidates will be interviewed by a panel of representatives. The candidates will be interviewed by a panel of representatives. The candidates will be interviewed by a panel of representatives.

based on a few major factors. First, both men have their doctorate degrees in education and have substantial experience in administration on the elementary or kindergarten through eighth grade level.

"We didn't want someone who had been the principal of a high school for 25 years," Rusak said. "We need someone who understands the needs of the community, by which means this includes an understanding of the socio-economic setting."

Rusak said that the Board of Education could make a decision by March 7. The board reviews the candidates' resumes and interviews.

Other factors in the selection process include the candidates' experience in the area of budgeting, personnel management, and curriculum development.

The candidates will be interviewed by a panel of representatives. The candidates will be interviewed by a panel of representatives.

When is your Valentine?



When is your Valentine? ... on Saturday.

Scouts continue anniversary activities

By Rick Kitzich
Staff Writer

After his return to England, as a national leader in the early 1900s, Baden-Powell was unaware of the effect his ideas had on young boys everywhere.

From Feb. 3 to Feb. 7, Scouts of Mountainside will observe the anniversary of the founding of the Boy Scouts of America.

Baden-Powell, who was an outdoor Scout leader in the early 1900s, is credited with the founding of the Boy Scouts of America.

The anniversary is celebrated throughout the United States in the early 1900s. The anniversary is celebrated throughout the United States in the early 1900s.

Activities include sking and other outdoor sports. The anniversary is celebrated throughout the United States in the early 1900s.

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Students' message to Bush

Fourth-grade teacher Anthony Warches said her class has prepared the project by reading articles in the Star Ledger and learning about current events. Her class had held up-to-date with last year's participation election and she said this has become a great way to show what their concerns include.

Kline said it is hard for her students to grasp why people are being sent overseas to participate in a war on behalf of America. She said they do, in fact, have global fears.

Welcome to the ECHO LEADER

How to reach us: The Echo Leader is published weekly Thursday by Wormald Community News...

To subscribe: The Echo Leader is mailed to the homes of subscribers for delivery every Thursday...

Back issues: To purchase back issues of the Echo Leader please call 908-686-7700...

News items: News releases of general interest must be in our office by Friday at noon...

Letters to the Editor: The Echo Leader provides an open forum for opinions and welcome letters to the editor...

To place a display ad: Display advertising for placement in the general news section of the Echo Leader must be in our office by Monday...

To place a classified ad: The Echo Leader has a large, well read classified advertising section...

To place a public notice: Public notices are notices which are required by state law to be printed in local weekly or daily newspapers...

Facsimile transmission: The Echo Leader is equipped to accept your ads, releases, etc. by fax...

Website: Visit our Web Site on the Internet at http://www.localsource.com...

Postmaster Please Note: The ECHO LEADER (USPS 512-720) is published weekly by Wormald Community Newspapers, Inc...

COMMUNITY CALENDAR

The Community Calendar is prepared by the Echo Leader to inform residents of various community activities and government meetings...

Monday: The Springfield Historical Society will host an open house at the Historic Cannon Ball House...

Tuesday: The Mountaineer Board of Education will meet at Beechwood School, 1487 Woodacres Drive...

Wednesday: Beechwood School in Mountaineer offers registration for 2005-2006 kindergarten classes...

Thursday: St. James the Apostle Home School Association in Springfield will be hosting its annual fish and chips/basket bonanza...

Friday: The Springfield Board of Education will meet in the instructional media center of Jonathan Dayton High School...

Saturday: The Springfield Board of Education will meet in the instructional media center of Jonathan Dayton High School...

Advertisement for Mesodoc: Never Shave or Wax Again! Your One Stop Vacation Store. One of the Largest Sellers of Cruises in Union County...

Auto theft incidents reported

Mountainside: On Feb. 6, it was reported that sometime between noon and 2:31 p.m., three separate car theft incidents occurred...

Springfield: On Feb. 8 at 1:14 p.m., firefighters responded to Route 78 west for a reported truck fire...

Strength training clinic offered for Minutemen: A free strength and conditioning clinic will be offered for the Springfield Recreation Department's 2005 Minutemen Football Program...

Advertisement for Prosperity: Prosperity 24-Month "Step-Up" CD 3.25% APY. Minimum deposit, \$1,000. With NorCrown Bank's new 24-month Certificate of Deposit...

Advertisement for NorCrown Bank: NorCrown Bank. Coldwell • Florham Park • Hillside • Kearny • Livingston • Madison • Millburn • South Orange • Springfield • Union • West Orange • Whippany. (973) 740-8900.

Borough to get rec improvements

By Rick Klitzick Staff Writer: Months after the summer filing of an application for a Kids Recreation Trust Grant, the borough of Mountainide has received word that the improvement-oriented funding has been granted in full...

Springfield Library offers new technology resource for patrons: The Springfield Free Public Library Web site is a resource for a number of databases, including AccuNet/AP Multimedia Archive...

Squad figures soar in '04: The Springfield Volunteer Fire Squad responded to 1,276 calls for help during the calendar year 2004 or on average 3.5 calls each and every day...

Bowling leagues begin: The Springfield Recreation Department offers bowling leagues for children and teens. This is a weekly program offered to children ages 4 to 14...

Registration begins for Minutemen Football: Registration begins for the Springfield Recreation 2005 Minutemen Football Program. Participants are invited to register at the Sarah Bailey Civic Center...

Advertisement for Sleepy's: Visit Sleepy's booth! Win a \$1,000 Bedding Set! Visit Home Depot's booth! Win a \$1,000 Gift Card!

Meet the new deputy fire chief

Wayne Masello, second from left, gets sworn in as deputy chief of the Springfield Fire Department during a ceremony at the Township Committee meeting last week...

Advertisement for Home & Garden Expo: Northern New Jersey Spring Home & Garden Expo. Kitchens • Bathrooms • Landscaping • Pools • Sunrooms • Sids • Saunas • Windows • Doors • Roofing...

Ready to rise and shine



Pat and John Cataldo of Mountinside enjoy the annual pancake breakfast sponsored by the Mountinside PTA at Deerfield School. Joining the Cataldos are their children, Stephanie, a fifth-grader; Matt, a seventh-grader, and neighbor Alex Choma, a fourth-grader. Parents and teachers helped cook and set up while students helped seat the hungry customers and serve up a hearty meal.

AT THE LIBRARY

Preschool Story Time: Mountinside Public Library will conduct Preschool Story Time through March 3, from 2 to 2:30 p.m. Registration is required, along with proof of age is a first-time only registration requirement. For information, call 908-233-0115.

Summer Sport Activities at Newark Academy

Girls Basketball: July 18-22. Boys Basketball: July 25-29. Boys and Girls Soccer: August 1-5. Boys and Girls Fencing: August 1-5. Boys and Girls Lacrosse: August 8-12. Field Hockey: August 8-12.



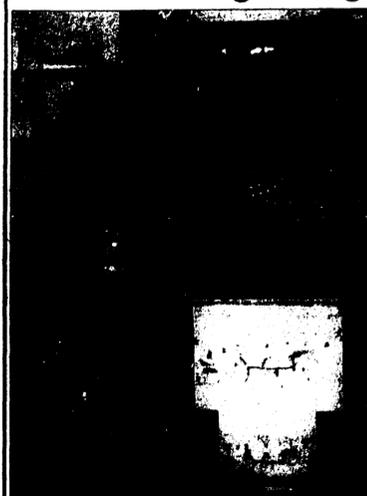
pick EDGE SELECT FREE

Kiwanis president named

Larry Leifer, a Maplewood attorney, has been named president of the Millburn-Springfield Kiwanis International. Leifer, a medical malpractice and personal injury attorney, has been an active member of Kiwanis for five years.

Leifer graduated from Seton Hall University School of Law. He also has a bachelor's degree from the Rutgers College of Pharmacy. Leifer has been certified three times by the Supreme Court of New Jersey and is a certified civil trial attorney. He is a member of the N.J. State Bar Association's Medical Malpractice Committee and has also chaired the Certified Attorneys, State Bar Association Section, and is a member of the American Trial Lawyers, New Jersey State Bar Association, and the Essex County Bar Association. Leifer has also taught Pharmacy Law-Business Law at Rutgers College of Pharmacy.

A homemade greeting



In the Springfield district, students were asked to create drawings to be reproduced as holiday cards for a contest. Christina Karas, one of the winners, is a Fayetteville M. Gaudineer Middle School eighth-grade student who displays the greeting card she created from her original drawing alongside her art teacher, Marilyn Schwab.

St. James plans fund-raiser

St. James the Apostle Home School Association will be hosting its annual fish and chips/basket bonanza on Feb. 25. Catering will be done again this year by Thistles Restaurant of Kearney. The cost for tickets are \$10.50 for adults and \$5 for children younger than age 12.



Union County

- News
• Arts
• Entertainment
• Classified
• Real Estate
• Automotive

Short and long run

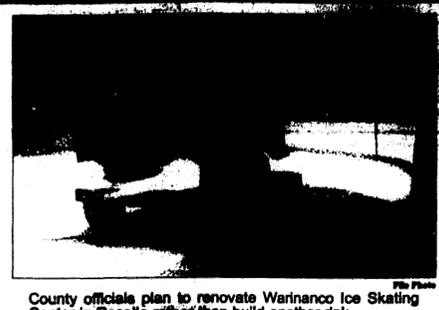
For the uninformed, as I once was, when you see the long run benefits of the 'doxha' (short control exercise) you see that hard water pressure balanced shower faucet with remodeled plate. At least that's what the plumber said in explaining why I just had to accept the twice-as-expensive option. It has a much longer life.

Left Out

U.S. Sen. Jon Corzine, and some people who understand transit better than I, said those cuts will never stand. It turns out that Speaker of the House Dennis Hastert, and the powerful senator from Texas, Jay Byrd, Hutchinson, are Antikay supporters.

Ice rink will get facelift

County officials have decided against building a new ice skating rink. Instead, the county will upgrade the existing facilities at Warinanco Ice Skating Center in Roselle, improving the refrigeration equipment and the vendor facilities as well as updating what is known as the chalet.



County officials plan to renovate Warinanco Ice Skating Center in Roselle rather than build another rink.

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Former freeholder lands county job

Former Freeholder Lewis Mingo Jr. was hired by Union County as director of senior services after his term ended in December. As a freeholder, Mingo earned approximately \$28,000 plus benefits. In his new full-time position as confidential aide and director of senior services, Mingo receives \$65,000 with benefits.

Coalition helps shelter those who are in need

To do this, it takes 30 to 40 volunteers a night for a total of 2,500 annually. The commitment of the congregations is astounding, said Allen-Grove, who said that while the families in that part of the program don't have the luxury of a stable environment, they are met with welcome respect and love from the congregation.

Education for life.

For a meaningful career helping others while helping yourself, consider UMDNJ for a graduate program in health services. The program prepares physicians, dentists, advanced practice nurses, public health professionals, therapists, researchers and health care administrators.

Education for life. A career in the health sciences. For a meaningful career helping others while helping yourself, consider UMDNJ for a graduate program in health services. The program prepares physicians, dentists, advanced practice nurses, public health professionals, therapists, researchers and health care administrators.

County college plans 6-percent tuition hike to meet budget

With enrollment projected at 8,100 in the next year, Union County College issued a proposed budget that raises tuition \$5 per credit, a 6.4-percent increase, and increases other fees to cover a 7-percent increase in the budget.

Advertisement for UMDNJ (University of Medicine & Dentistry of New Jersey) featuring silhouettes of people and the university logo.

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Stepping Out is a weekly calendar designed to guide our readers to the many arts and entertainment events in the Union County area.

Stepping Out

The following artists will perform as part of the Watching Art Center Acoustic-Folk Series...

ART SHOWS

PASTELIST JUDITH BANYS reveals what she sees of the Delaware River from her kayak in her solo exhibit...

CLASS

THE DUCRET SCHOOL OF ART is located at 1030 Central Ave. and is situated on a seven-acre campus...

CONCERTS

SANCTUARY CONCERTS in Berkeley Heights will present musical acts in the coming weeks...

THE SECOND SATURDAY COFFEE-HOUSE SERIES will be at Summit Methodist Church, 4 Weidron Ave...

THE SUMMIT INTERNATIONAL FOLK DANCERS has begun a new season with sessions on Fridays at 8 p.m.

PARSONS DANCE COMPANY will bring a sampling of its repertory of euboean, athletic, and provocative choreographic masterpieces...

DANCE

Y-SQUARES a local square dance club, meets Tuesdays at 7:30 p.m. at Frank K. Henley School...

JAZZ

LANA'S RESTAURANT will offer dinner and live jazz with Warren Vache every Thursday, beginning at 7 p.m.

THEATER

THE NEW JERSEY SCHOOL OF DRAMATIC ARTS announces its partnership with 12 Miles West Theater Company at 582 Bloomfield Ave...

VARIETY

THE BACK PORCH in Rahway will present Open Mic Night every Friday night and Saturday nights...

THEATER

THE NEW JERSEY THEATRE ALLIANCE welcomes teenagers 13 to 16 to submit their original poems...

VARIETY

THE BACK PORCH in Rahway will present Open Mic Night every Friday night and Saturday nights...

Brussell's performance shines despite stormy night

By Francine Cohen Correspondent The weather wasn't cooperating on this opening night of The Manor's 2005 Cabaret Soiree series...

SCHOOLS, Kids & CAMPS

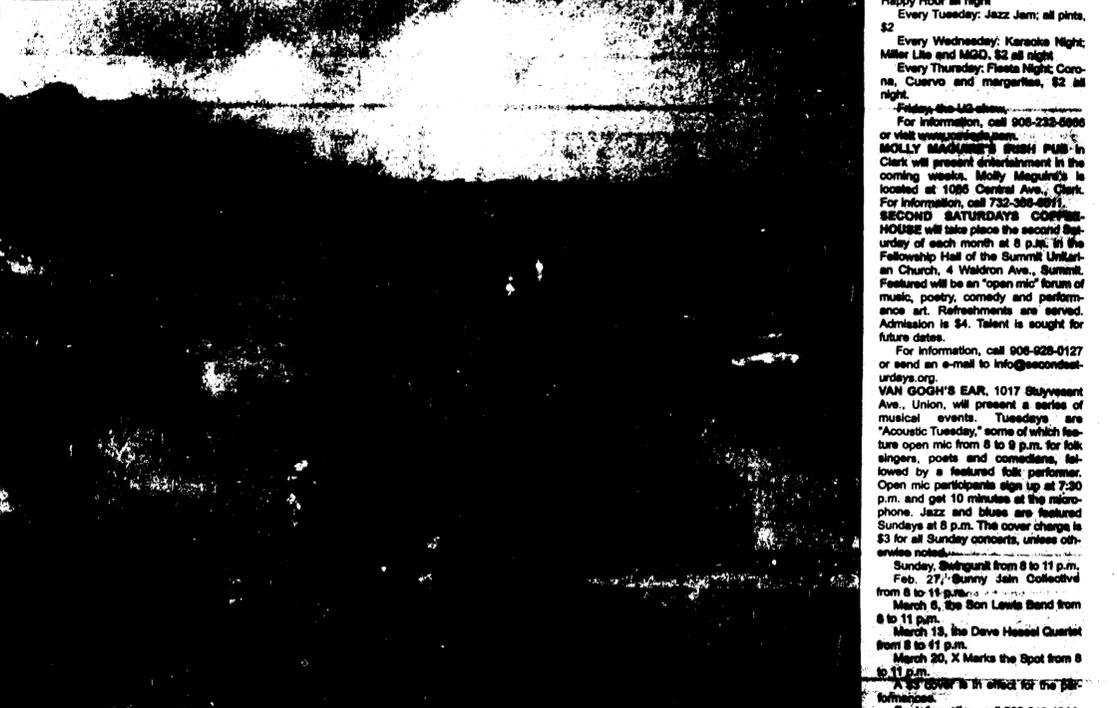
Performing Arts Camp to feature Summer Theater programs in Cranford

It seems like summer just ended, and yet it's time once again to start thinking and planning for next summer...

Nicole's Yoga Center plans March open houses

The 2,500-square-foot studio of Nicole's Yoga Center, located at 94 North Ave. in Garwood, will start the spring session the week of March 14...

WATER-SIDE SCENE — Pictured above is 'By the Bay,' one of many works of art by Gerry Heydt of Plainfield...



THEATER

THE NEW JERSEY SCHOOL OF DRAMATIC ARTS announces its partnership with 12 Miles West Theater Company...

DISCUSSION

THE UNION COUNTY BOARD OF FREEHOLDERS invites local nonprofit organizations, individual artists and scholars to apply for funding from the 2004 Union County HEART...

HOBBIES

THE MODEL RAILROAD CLUB INC. meets at 295 Jefferson Ave., Union, behind Home Depot on Route 22 East...

KIDS

TALES FOR TOTS PRESCHOOL STORYTELLING will be offered at Barnes and Noble, 220 West, Springfield, Tuesdays at 11 a.m.

POETRY

POETRY OUT LOUD! will take place at Barnes and Noble, 240 Route 22 West, Springfield, for information, call 973-761-8644.

RADIO

THE COUNTY BOARD OF FREEHOLDERS will meet at 5 p.m. at the Willow Glen Community Church on Old Route 22 East, Union, N.J.

POETRY

POETRY OUT LOUD! will take place at Barnes and Noble, 240 Route 22 West, Springfield, for information, call 973-761-8644.

SINGLES

DATEABLES! Singles Entrepreneurs Online is a business-to-business and professional-to-professional site...

INTERNET

THE HARVEST QUILTERS OF CENTRAL NEW JERSEY will meet the first Monday of each month at Cozy Corner Creations quilt shop...

AUDITIONS

NJPAC AND THE WESTFIELD YOUNG ARTISTS COOPERATIVE THEATRE will join forces to present the classic Broadway musical comedy, Guys and Dolls...

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JEFF CUMMINS, Editor

Organizations submitting releases to the entertainment section can mail copy to: 483 Valley Street, P.O. Box 188, Maplewood, NJ 07040

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20 Words - 10 WEEKS of Exposure for \$39.00 in UNION COUNTY or 10 WEEKS of Exposure for \$59.00 in UNION and ESSEX COUNTY

Redeemer Lutheran School Club Summer at 225 Compuhills Place, Westfield, NJ 07090

Years of Tomorrow Performing Arts Camp A non-summer theatre program for children ages 6 through high school.

OPEN HOUSE Wednesday 7:00-8:00 p.m. at the Watchung Art Center

REDEEMER LUTHERAN SCHOOL Community Education Classes

Redeemer Lutheran School Club Summer at 225 Compuhills Place, Westfield, NJ 07090

Years of Tomorrow Performing Arts Camp A non-summer theatre program for children ages 6 through high school.

OPEN HOUSE Wednesday 7:00-8:00 p.m. at the Watchung Art Center

AUTOMOTIVE

Toyota Sequoia is both tough and comfortable

**Jerry Garrett
Copley News Service**
South to Alaska? Where, besides Santa's Workshop at the North Pole, would you see a sign like that?
Isn't it always "North to Alaska," as the song says? Actually, there are at least three roads that will take you the other way. But it takes a lot of driving to reach them.

When Toyota told us they'd made its Sequoia SUV a lot tougher for the 2005 model year, we thought, "Let's just see how tough."

So we convinced Toyota it would be a valid test if that alleged toughness for us to drive one south from Alaska to the lower 48. Not to mention a great excuse to be out of the office for a week.

Our route was the toughest we could concoct — minimizing the miles driven in Canada, while attempting to maximize the number of miles traveled in Alaska.

We missed all the fabulous scenery on this route, because Alaska was fraught with wildfires; smoke as thick as fog shrouded the road for nearly 500 miles. We crossed the Canadian border at featureless Beaver Creek, population 112, about 10:30 p.m. and bedded down for the night, in bright sunlight. Yes, this is the Land of the Midnight Sun.

The next day, gloriously clear, it was, south to Haines, 328 miles down the Haines Highway.

The truck would be to arrive at the Haines dock in time to board an Alaska Marine Highway car ferry, for the 13-mile voyage to Skagway. Miss the ferry, and the trip by road between these two towns is 359 miles!

Sheer mountain ranges and fjords make direct highway travel impossible between these two upper Panhandle villages.

We spent night two in the off-beat and restored Gold Rush town of Skagway, population 862, the Key West of Alaska.

The next morning, we paced the White Pass and Yukon Route steam train as it chugged north along the Klondike Highway. From the Yukon's Klondike Gold Fields, it's south to Skagway's ice-free port.

We'd hoped to make it to Watson Lake, Yukon, 320 miles away, by dinner time, but we were stopped for six

hours while a forest fire burned across the Alcan Highway.

No way around, we waited, amusing ourselves on our laptop plugged into the Sequoia's 110 outlet. But we bumped the seat heater switch, all too easy to do, on the busy center console, and fried the battery, so we had to frantically solicit a jump-start.

We rolled into Watson Lake about 11 p.m. This concentration of a few hotels and gas stations, population 1,794, is world famous for its "Sign Forest," an ever-growing collection of more than 50,000, mostly pilfered, city-limits signs.

A truly Herculean drive followed the next day, from Watson Lake south down the scenic 450-mile Cassiar Highway, a 15-mile side trip south to tiny Hyder, Alaska, back into Canada to the Yellowhead Highway, then west to the port city of Prince Rupert, British Columbia, more than 600 miles in all.

The Cassiar Highway is what the Alcan used to be: a winding, barely two-lane track through territory lonely even by Alcan standards. The Canadians have expanded most of the original Alcan to a wide, elevated freeway-quality roadway that makes you wish the "Speed Limit 100" signs meant miles an hour, not kilometers.

About 80 percent of our route through B.C. and the Yukon was paved. The other 20 percent was mostly gravel — inexplicable stretches from a few feet to 30 miles or more. Here, the 5,000-pound Sequoia, priced at about \$10 a pound, showcased its handling proficiency. Who really takes these "pretty boy" SUVs off-road? We do.

The Cassiar route has about three gas stations on it. So it was requisite to stop each time we saw an open station — especially since the Sequoia rarely could be counted on for more than 14 miles per gallon fuel economy, on premium under our full-throttle flogging.

A tankful's range is generally less than 400 miles.

At Prince Rupert, where it rains 100 inches a year, it was, uh, raining.

"This is nothing," bragged our B&B host. "Up in Ketchikan, it rains 200 inches a year." And Seattle, with 30 inches a year, complain!

The next morning, we took the

B.C. Ferries "Queen of the North" 315 miles south to Port Hardy on the northern tip of 300-mile-long Vancouver Island, through Canada's gorgeous Inside Passage.

We traversed the island south to an overnight in Victoria; then we took the Washington State ferry to Anacortes, Wash. After a side trip through La Cramer's lush flower fields, we drove to the finish line at Seattle's Pike Place Market.

The trip's bottom line: 2,278 miles, 130 gallons of gas, 17.5 miles per gallon, no flats, no windshield chips and no mechanical troubles other than the dead battery. The Sequoia proved plenty tough — tough enough to drive back, north to Alaska.

2005 Toyota Sequoia
Body style: Full-size four-door, seven-passenger sport utility

Drive system: Rear-wheel, 4WD optional
Engine: 4.7-liter, 24-valve, DOHC V-8

Horsepower: 282 at 5400 rpm
Torque: 325 foot-pounds at 3400 rpm
Transmission: five-speed automatic

Acceleration: 0 to 60 mph, n/a
EPA fuel economy estimates: 15/18, 17 observed

Fuel capacity: 26.4 gallons; 91 octane
EPA cargo volume, behind front row: 128.1 cubic feet

Front head/leg/shoulder room: 41.1/41.6/62.1 inches

Middle head/leg/shoulder: 40.6/38.4/62.2 inches

Rear head/leg/shoulder room: 36.8/29.8/60.9 inches

Length: 203.9 inches
Wheelbase: 118.1 inches

Curb weight: 4,875-5,025 pounds
Standard features include dual-function tailgate with power window, power amenities, tilt wheel, multiple power outlets, 12V & 110, dual zone front and rear HVAC, AM/FM

Safety features include multilevel front air bags, three-point belts with pretensioners and force limiters, ABS, theft alarm, DRLs, child seat tether anchors. Optional side curtain air bags and side-impact air bags

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FORD EXPLORER XLT, 2001, 49K miles, all power, excellent condition. \$11,800 or best offer. 973-782-5050 or 973-899-0174.

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20 WORDS - 10 WEEKS for \$89.00
in ESSEX & UNION COUNTIES

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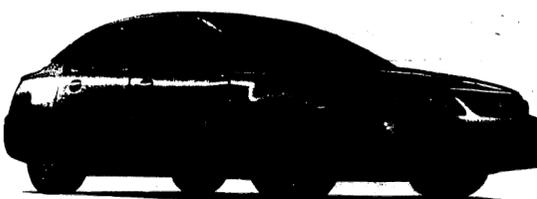
ESSEX COUNTY PUBLICATIONS: MAPLEWOOD, SOUTH ORANGE, WEST ORANGE, EAST ORANGE, ORANGE, IRVINGTON, VALLEBURG, BLOOMFIELD, DEER RIDGE, NUTLEY, BELLEVILLE



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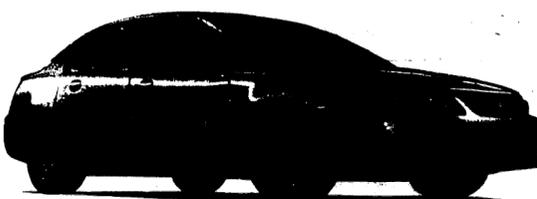
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TAKE NOTICE that information has been filed with the State Treasurer of New Jersey concerning certain personal property in this State which has remained unclaimed or the whereabouts of the person or persons entitled to such personal property have been or remains unknown for statutory abandonment periods and such personal property has been presumed abandoned and has been delivered to the State Treasurer pursuant to N.J.A.C. 17:27-1 or 17:27-2.

The names and the last known address of the owners of such personal property are as follows:

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PUBLIC NOTICE

NAME	ADDRESS	CITY	STATE
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Main table listing names, addresses, and newspaper affiliations. Columns include names, addresses (e.g., 414 HENRY ST, 1980 HILLSIDE AVE APT 2), and newspaper names (e.g., WORRAL, BERKELEY HEIGHTS, CRANFORD).

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Table listing names and addresses for the left side of the directory, including names like HALIGOWSKI, HALL, HALPERN, and HALSLEY.

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Table with multiple columns listing names, addresses, and other details. Includes entries like NIVAR, NIZIOLEK, NOLAN, etc., with corresponding addresses and locations.

Table with multiple columns listing names, addresses, and other details. Includes entries like JOSEPH, KRISTINA, KRYSTINA, etc., with corresponding addresses and locations.

Table with multiple columns listing names, addresses, and other details. Includes entries like BARBARA, BOB, BOBBI, etc., with corresponding addresses and locations.

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Table listing names and addresses for unclaimed property. Columns include names (e.g., WALLING, WALKER, WALSH), addresses (e.g., 1519 CENTER ST, 54 ROTARY DR), and locations (e.g., HILLSIDE, WESTFIELD, CLARK). The table is organized alphabetically by name.

Information concerning the general and description of the personal property referred to herein may be obtained by any person... Any additional names regarding Personal Property can be obtained from the Division's website at: <http://www.state.nj.us/treasury/taxation/updclm.htm>

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INSIDE

BUSINESS

Volume Eight, Number Three
March 2005

Improvements made to secure the region's seaports

Improved airport security may be the most obvious change the public has witnessed since Sept. 11, 2001, but the nation's seaports, including Elizabeth and Newark, also have undergone monumental changes in the handling of cargo, and more is contemplated for the future.

Although much of what goes on at the seaports takes place below the radar screen for the public, it is one of the most vulnerable areas for the country and therefore has been the focus of widespread study and changes designed to thwart potential terrorists, according to those interviewed by *Inside Business*.

"I would never be so bold as to say we can guarantee security, but we can manage the risk," said Kathleen Haage-Gaynor, port director for U.S. Customs and Border Patrol, which is part of the Department of Homeland Security. "Over the past four years, we have seen enhancements in technology and we have improved the accuracy and timeliness of our information.

"There was a time when people said filing complete manifests for ships 24 hours before leaving port to come to the United States was impossible. Now it is just a way of doing business," she said. "All high risk containers that come in go through an x-ray. We have advance crew lists. We know our target containers (to inspect) before they arrive. Now we need a way to segregate the high risk containers and get the others out of the way.

"All of the information we have means the port should be the last line of defense, not the first. We should know what is coming in before it gets here."

The ports where all of the importing and exporting activity takes place has been described as "the most dangerous two miles" in the United States by U.S. Attorney for New Jersey Christopher J. Christie. Although the U.S. attorney's office focuses on prosecuting offenders after a crime has been committed, the office also works with other national and state agencies to prevent criminal or terrorist activities.

The office works with the Port Authority of New York and New Jersey, the FBI and others in assessing weak spots and attempting to mitigate the hazards of the millions of containers that come through the ports each year, said Michael Drewniak, public affairs officer for the Newark office of the U.S. Attorney. The magnitude of the port operations is part of what contributes to the security problems.

The Port of New York and New Jersey, which is a lynchpin for the local and regional economy, handles more than 4 million containers a year, carrying everything from petroleum products, to fruits and vegetables, to kitchen appliances. And the volume is going to increase drastically in the next decades.

For the first time the value of the cargo moving through the New York and New Jersey ports exceeded \$100 billion in 2003. The numbers for 2004 are still being compiled. The port is the largest on the east coast and the third largest in the nation and remains the busiest automobile handling port in the nation.

"The historic growth that the 2003 cargo statistics reflect is especially remarkable when you consider that the port has been at the height of its redevelopment

(continued on page 5)



INSIDE
BUSINESS
MARCH 2005

PHOTO

Gateway to Growth

Rainmaking to Go!

By John L. Picard

There are over 19,000 ways to order a cup of coffee at Starbucks

Time Magazine 2004

At a recent presentation I gave on rainmaking, everyone wanted to know the "right way" to be a rainmaker. There are more ways to answer this question than there are Starbucks' coffee choices. Here are 12 ideas (count them) to help you find your own right way to becoming a "rainmaker - latte grande":

1. **Stand out in the crowd.** You already are an expert or specialist. Stand up and be counted. Give speeches, do interviews or write articles. Share your knowledge.
2. **Be network "smart."** When I first started out in business, I would run up and down trade show aisles making sure I got business cards from everyone. I thought marketing success was having the biggest pile of cards. Later, I learned that three or four great conversations were much more valuable... go for quality, not quantity.
3. **Don't drop the ball.** Follow up whenever you meet someone. All those people you never had the chance to call could have meant business. Don't cry over spilled milk, but make a personal vow not to let future opportunities slip by.
4. **"Get by giving."** Look for ways to help people you meet. Whether they are prospects or referral sources, one of the most powerful ways to create true opportunity is to offer time, resources and referrals.
5. **Raise your "listening ratio."** Every new conversation is an opportunity to hear the key to your next sale. The more you listen, the higher the likelihood you will turn introductions into relationships. As my father used to say, "listen louder" and pay attention.
6. **Get involved.** Don't sign up for every organization. Be selective and really participate with those you care most about.

Take the time to build real relationships. If necessary, add new networks through a chamber, trade or professional association.

7. **Dust off the Rolodex.** When was the last time you scoured your core list of contacts? Clean off those cobwebs and reach for the phone. It's very likely that they will be glad you called and will tell you they had wanted to connect.

8. **Create individual rainmaking plans.** Create a quick, individual plan for your most important targets. Outline the sales process for new relationships and create a growth plan for current clients with upside potential. Coordinate all the marketing and selling resources around your strategy.

9. **Follow the timing.** Be flexible and go with the pace of the relationship. Mirror the style of the other person. When the subject turns to business, create opportunities for them to discuss their sense of urgency and their resources.

10. **Make meeting you an experience.** Whether in a networking meeting or a party, learn, remember and use the other person's name. "Hey, you" can only take you so far. Make it a real experience by sharing your personal stories and genuine concerns.

11. **Use all the tools.** Do your homework about the prospect and leverage that knowledge in personal e-mails, letters and surveys. Fill in the spaces between calls and meetings with consistent and powerful messages.

12. **Say thank you.** Express appreciation for the chance to meet, for new business, for a referral to someone else... it is all a gift. Say thank you.

Rainmaking is the art of creating and growing relationships. Opportunities and business proceed from this foundation. You have all the skills necessary (you learned them in high school... you called it dating). Relax, let it flow and simply let that inner rainmaker emerge.

JOHN PICARD is principal of Picard & Company, a strategic marketing firm specializing in business growth and customer retention. Functioning as a "relationship architect," the firm strengthens customer relationships to optimize long-term returns and profitability. Picard can be reached at 908-777-0512 or via e-mail at picard@picardmarketing.com or visit www.picardmarketing.com.



Port Authority announces commitment to pump billions of dollars into transporting people and freight

While much of the public's attention has been focused on the efforts to agree on the rebuilding of the World Trade Center site in lower Manhattan, the Port Authority of New York and New Jersey also has made a commitment to upgrade facilities throughout the region for transporting people and cargo.

The Port Authority, which operates some of the busiest transportation centers in the country in the northern New Jersey and New York region, announced a \$4.5 billion 2005 budget that upgrades services and security at the region's airports, bridges, tunnels, seaports and rail systems, while at the same time beginning the long-awaited construction at the World Trade Center site. The Authority also extended its planning process, announcing a 10-year regional plan, rather than a five-year plan, that calls for improvements and expansions to accommodate the continually growing number of travelers and increases in cargo.

Some of the many improvements and expansions planned by the Port Authority in the next few years are rehabilitation or replacing the Goethals Bridge; a direct, truck-only connection between Howland Hook Marine Terminals on Staten Island and the Goethals; a \$280 million modernization of Terminal B at Newark Liberty International Airport; the continued \$1.6 billion dredging of the New York harbor channels to 50 feet to accommodate the largest ships, and a study of the modernization and expansion of Terminal A at Newark airport.

The approved modernization work for Newark airport's Terminal B is part of the needed expansions to accommodate the expected growth in the number of passengers at the airport from 32 million now to approximately 45 million in 2021.

"Newark Liberty International Airport is one of New Jersey's most important transportation facilities, generating 110,000 jobs and more than \$11.3 billion a year in economic activity," said Acting Gov. Richard J. Codey. "This project is a significant step (for) this regional gateway. As the airport grows, our state's economy attracts new businesses and travelers to New Jersey."

Port Authority Chairman Anthony R. Coscia explained, "Our unique strategic planning initiative presents a visionary, forward-thinking program that will allow the agency to begin planning for its long-term transportation and economic development needs. It presents a vision of bold changes in planning and financial relationships with public and private partners, and suggests a general strategic framework for the bi-state agency."

One of the changes incorporated in the new vision is an increased commitment to work more closely with regional and state transportation planning agencies.

"The truth is that a lot of the problems, and a lot of the needed solutions, go beyond the terminals and the ports," said John Hummer, project director of the North Jersey Transportation Planning Authority, the agency that allocates federal dollars for transportation projects in the northern part of the state. "We will work directly with the Port Authority on many issues to move people and cargo once it leaves Port Authority facilities."

One needed change, according to Hummer, is to switch much of the seaport operations to 24-hour-a-day basis to move cargo more quickly and efficiently.

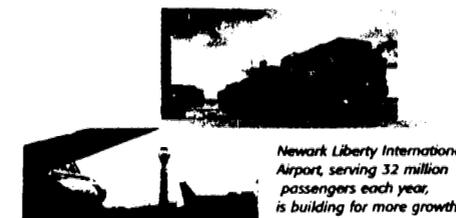
Also of increasing concern to local officials is the need to reauthorize both the federal and state long-term transportation funds, said U.S. Rep. Robert Menendez. The federal fund is operating on temporary extensions and the state fund, where more and more of the revenue is going to pay off past debts, is once again running out of money. These funds are needed, in many instances, in order for projects coordinated with the Port Authority to proceed.

"We need the land, waterway and rail connections to handle the expansions the Port Authority is making," Menendez said. "Without that, we will not have the economic engine to drive the area, we will not reclaim brownfields, we will waste increasing amounts of time in traffic, and we will not have the quality of life we want."

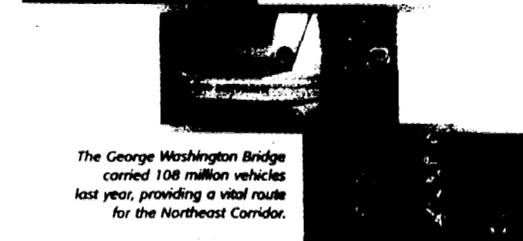
Coscia concurred there is much work left to be done.

"While we are rightly proud of all we accomplished in 2004," he said, "our work is never done. For the first time in the agency's history, we took a 10-year view of the future, and the strategic 'Vision for the Region' that we created reinvigorates our broader commitment to developing and operating transportation facilities and services that foster the economic growth of the region."

Delivering Vital Connections



Newark Liberty International Airport, serving 32 million passengers each year, is building for more growth.



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Booz Allen Hamilton

Booz Allen Hamilton emerges as a leader in the shipping and ports marketplace

Booz Allen Hamilton's transportation group has developed a national and worldwide reputation as a leader in passenger transportation systems. Locally, over the past 10 years, Booz Allen has played a significant role in developing the transit landscape in New Jersey and New York.

The Newark office has worked on groundbreaking projects, such as the new light rail transit systems that have successfully enhanced the mobility and contributed to urban renewal along both the Hudson and Delaware riverfronts. The firm also worked on new people-mover systems that have improved airport access to both Newark Liberty International Airport and John F. Kennedy International Airport. In the process, Booz Allen has pioneered the introduction of new technology to address public needs, and introduced creative financing and contracting arrangements, such as design-build-operate-maintain.

In recent years, Booz Allen has focused its resources on the emerging ports and freight market, both locally and globally, enhancing goods movement, and focusing on management efficiencies, asset utilization, strategic positioning and improving security. Last year, Booz Allen was selected by FHWA's Office of Freight and Operations Management to provide program support to their Intermodal Freight Technology Working Group. This group is a coalition of public sector agencies and private sector freight transport providers, ports, and vendors, formed to address intermodal freight efficiency and security challenges. Booz Allen provided services including strategic planning, freight handling process and technology assessment, standards analysis and development, and public and private sector outreach. Booz Allen also assessed security-related issues and needs, with the goal of providing a comprehensive threat analysis of freight network's vulnerability to terrorist attack.

The group also develops and executes pilot demonstrations to evaluate the effects of new technology on freight efficiency, productivity, and security. One specific Booz Allen product that was developed was an end-to-end intermodal freight process map that identifies the physical and informational exchanges that take place in a typical

international intermodal freight shipment. This tool represents the very first comprehensive spatial, temporal, and virtual analysis of shipment flow.

In this region, PANYNJ tasked Booz Allen with developing a business strategy for an existing maritime website (www.firstnyj.com) for PANYNJ users. This involved an evaluation of the current IT-related opportunities within the maritime shipping chain, and providing recommendations for the existing website. Booz Allen performed an analysis of the market, and interviewed stakeholders. Significant emphasis was placed on uncovering emerging industry trends within the marketplace that PANYNJ could leverage.

In Hawaii, Booz Allen staffers evaluated the revenue strategy for the state Department of Transportation Harbors Division to ensure that the ports are maximizing their revenue-generation capacity. Booz Allen was instrumental in identifying the goals and objectives of the harbors with respect to their fiscal and economic responsibilities to the State of Hawaii. By evaluating other market leaders' processes for collecting revenues, mechanisms for keeping pace with escalating costs, and incentives for promoting the efficient use of facilities for cruise passengers, containerized cargo, and bulk commodities, Booz Allen was able to recommend the best practices on how port revenues can be structured to mitigate cash flow and market risk. Booz Allen is also conducting additional benchmarking of tariff rates to evaluate the market competitiveness of Hawaii's port-related charges.

Booz Allen has also conducted strategic planning exercises for the Port of Houston, the Port of Brunswick in Georgia, the San Diego Unified Port District, as well as in Kuwait and the Middle East.

Headquartered in McLean, VA, Booz Allen celebrated its 90th anniversary last year. The firm's clients have included more than 70 of the 100 largest companies in the world, more than 400 of the Fortune 500 companies, half of the world's largest banks, and local and federal agencies. With more than 15,000 employees on six continents, Booz Allen generates annual revenues of over \$3.2 billion.



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Independence
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Improvements made to secure the region's seaports

(Continued from page 1)

construction program," said Port Authority Port Commerce Director Richard M. Larrabee. "It is a testament to the marine terminal operators, laborers, truckers and railroad operators that we were so successful in 2003 under such unique circumstances."

Some of that redevelopment work is designed to increase security for the millions of containers and thousands of workers moving through the ports. Included in the Port Authority budget for 2005 are enhanced surveillance systems and closed-circuit television monitoring systems.

According to the Port Authority "vision statement" for the coming years, "In the wake of the tragic events of Sept. 11, 2001, the Port Authority's safety obligations have expanded to include security heightened against terrorist strikes. The agency has made enormous efforts in this area, continually vetting the best available technologies and operational procedures to guard against future incidents. This effort will take several years to complete and will be continually subjected to improvements."

So far, more than \$300 million has been invested in improved security, including an increased Port Authority police presence and stricter access controls to all areas. Screening for nuclear devices and radioactive materials is one of the safeguards already in place.

"I continue to be impressed with the way the federal government has tightened security," said Jim Devine, president of New York Container Terminal Inc., a facility on Staten Island that handles 300,000 containers a year. "Radiation portals are now in place at all terminals. I recently had a nuclear-based stress test, and they detected it when I tried to come to work afterwards."

The next major step that needs to be taken, according to Devine, is to issue transportation workers' identification cards for all drivers who need access to the ports.

"Prototypes are being tested," Devine said. "Once that is in place, it will help close the door to potential drivers coming in with ulterior motives — either bringing something in to jeopardize the facility or coming in to pick up weapons or other materials."

"In New York and New Jersey, we continue to operate as a test bed for new security techniques," Devine added. "What I find encouraging is that it is clear to us that no one is accepting the status quo."

Sam Crane, vice president of external affairs for Maher Terminals based in Elizabeth, one of the world's largest independent container terminal operators, agreed much progress has been made, including implementing new U.S. Coast Guard security regulations at the terminals last year.

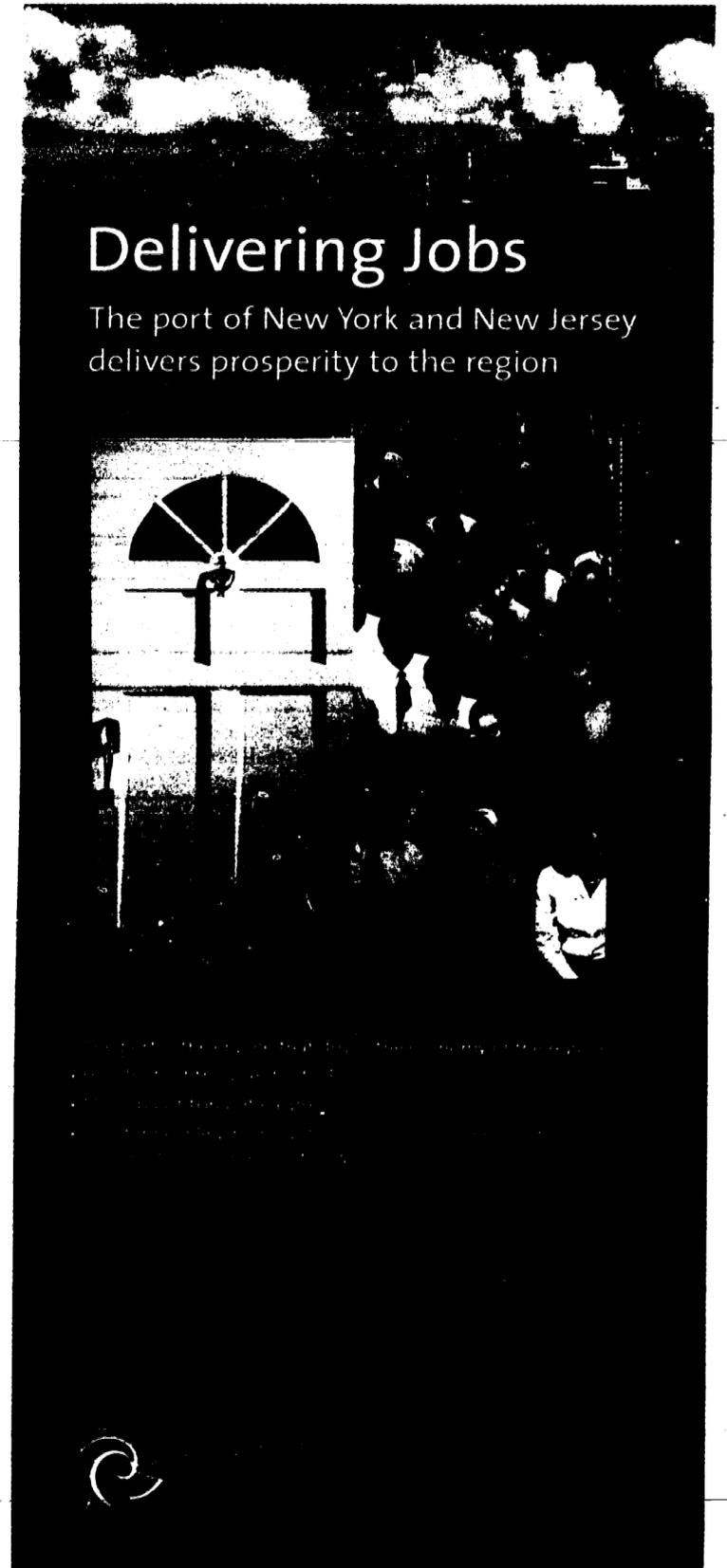
"In the last year, we have deployed radiation detectors, implemented access control for those who come onto the ports, which gives us a more secure perimeter, and installed anti-tampering technology in the necessary places," Crane explained.

"The next challenge is to secure the supply chain for containers, from the time cargo is placed in a container until it comes through the port and is delivered to its destination," Crane said. "The Department of Homeland Security is working with the port groups and with truckers so that containers can be secure all the way through the system."

Despite the improvements that have been made, many state officials, including Acting Gov. Richard J. Codey, feel New Jersey and other northeastern states are being shortchanged by the federal government in terms of homeland security funding. New Jersey native Michael Chertoff has been nominated to head the Department of Homeland Security and is now undergoing confirmation hearings.

In a letter to the department, Codey noted the vulnerability of the state's ports and said more money was needed to "secure the gateways to New Jersey and our nation from terrorist attacks." The federal budget contains \$46 million for port security, but port officials nationwide have said they will need a minimum of \$400 million, Codey complained.

"The potential for catastrophe at the hands of determined terrorists requires no elaboration by me," Codey argued. "Nor should I need to explain further why the state of New Jersey and the New York Harbor and Delaware River ports deserve to be treated as high threat areas in the allocation of federal funds."



Air freight is rebounding at Newark Airport

When most people think of Newark Liberty International Airport, they think of passenger travel across the country and around the world, but much of what goes in and out of the airport is cargo, particularly small packages and documents.

Newark is the small package and document hub for the region, handling more tonnage than most other airports, according to the Port Authority of New York and New Jersey. Numbers are still being compiled for 2004, but it is safe to say that the amount of cargo being handled is once again growing.

"We were at 1.2 million tons of cargo in 2000, but then cargo totals dropped after 9/11," said Sue Baer, manager of New Jersey Airports for the Port Authority, which includes Newark and Teterboro. "Now it is starting to rebound. For 2003, we were at 800,000 tons and we expect 2004 to reach 1 million."

Each of the major passenger airline carriers also has a cargo operation out of Newark Airport and FedEx, UPS, DHL, Airborne and other smaller cargo carriers also have operations or hubs there.

"Cargo is carried in the bellies of the passenger planes," Baer said. "We are a convenient location because we have numerous flights to a lot of different domestic and international destinations and we have great access to roadways. Cargo is a very important part of every airline's business."

"It also is great for the customers because they can move time-sensitive or high-value items quickly," she added.

There was a slight decline in the amount of international trade handled by air through the three major metropolitan airports, Newark, John F. Kennedy International and LaGuardia, for all but the first quarter of 2003. However, the three airports still accounted for 20 percent of the import and export tonnage handled by air for that year, far outdistancing any other area of the country, according to Port Authority.

Worldwide cargo is expected to triple in the next two decades, and Newark is expected to handle a large percentage of that amount. The airport has 1.5 million square feet of cargo space and serves more than 85 air carriers that make more than 1,200 landings and takeoffs a day. In addition to the highways, easy access to seaports, adds to the attraction of the area, according to Port Authority. Although cargo carried by air is not as noticeable to the public as the thousands of automobiles that come into the seaports or the large containers that are loaded onto ships in the area, the amount of documents and valuable goods coming and going by air is substantial.

Everything from edible products, such as fish or fruit, to perishable fresh flowers, to electronics, to clothing, and much more, moves through the airport, and can be transported anywhere along the eastern seaboard and hundreds of miles inland quickly.

Because of the easy access to land transportation and its location next to New York City, Newark Airport is a perfect center of operations for express carriers such as Federal Express, said Tom Peitz, regulatory compliance officer for the company.

"We have had a major facility here for 19 years and we've been at the airport even longer," Peitz said. "Our average daily volume is 500,000 pieces. We operate out of three buildings and have 50 truck trips and 40 flights each day, and the volume is growing. The major reason we are here is because New York City produces the most documents in our system. This is the most important spot in the world to be because New York City is a financial center."

Likewise, UPS has had a center of operations at the airport for more than 15 years and DHL and Airborne, which are about to merge, also operates out of the airport.

Offsite businesses are supported by the volume of cargo coming through the airport as well. Elberon Development Company of Cranford has 1.7 million square feet of cargo space on land near the airport, leased to a variety of companies, said David Gibbons, who has a long affiliation with the company.

"For a lot of people it is important to be near the airport. The things that move through here are of high value, such as electronics. The volume of air freight cargo at Newark is one of the highest in the country. Everyone wants their deliveries the next day and that can be done through here," Gibbons said. "This is an important part of the local economy."

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

Washington Group International

Design-build firm involved in partnerships for transportation systems and public safety

Washington Group International has more than a century of experience with transportation projects and has become a leader in forming public-private partnerships to execute large-scale projects. The company is a full-service organization offering turnkey capabilities to finance, design, build, operate, and maintain transit systems. Washington Group has provided design or construction services to nearly every major U.S. railroad and light rail system including the Washington DC Metro, Pasadena Gold Line, and San Francisco BART. They are also providing security services at the largest ports on the west and east coasts: the Ports of Long Beach and Los Angeles and the Port Authority of New York and New Jersey.

Currently, Washington Group is leading the design and development of the 5.8-mile Union County Light Rail link through a public-private partnership with the County of Union and the New Jersey Department of Transportation. The Union County Line, a segment of the Newark-Elizabeth Rail Link, will connect the city of Elizabeth, ferry service to New York City, the Jersey Gardens Mall and hotel complex, an intermodal bus and parking facility, and Newark International Airport.

Washington Group's experience also includes the precedent-setting Hudson-Bergen Light Rail Transit project for New Jersey Transit. It was the first design-build-operate-and-maintain transit project in the U.S. A special-purpose company led by Washington Group, 21st Century Rail Corporation, is designing, building, operating, and maintaining the Hudson-Bergen project. Revenue service on the first segment began in April 2000. The second segment, consisting of approximately six miles of track and seven stations, is now under construction. Revenue service is being expanded as new stations are completed. 21st Century Rail will operate and maintain the system through April of 2015.

The Hudson-Bergen line gives commuters crossing the Hudson River to Manhattan easy access to several transportation options, including the New York Waterways ferries and the PATH subways. The system has helped alleviate bus and automobile congestion in Hudson County, and through planned extensions, will substantially improve access to Bergen County.

As a major supplier of homeland security, Washington Group has been providing call-in design services to the Port Authority of New York and New Jersey to upgrade security systems at their facilities in and around New York City. Port Authority facilities include the Kennedy, LaGuardia, Newark, and Teterboro airports; the Holland and Lincoln tunnels; the George Washington, Bayonne, and Goethals bridges; and the PATH Rail System.

Washington Group has also been providing call-in design services to the MTA to enhance the security of their facilities, which include New York City Transit, Long Island Rail Road, and Metro-North Railroad, as well as various tunnels and bridges. Washington Group performed threat, risk, and vulnerability assessment and developed mitigation solutions to reduce threat impact to MTA facilities.



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President's Message

Well, we're in it! The pre-budget season is upon us again, and if you can believe it, it's more bizarre than ever before!

First the numbers. Last year the state government increased spending by a record 16 percent to an all time high of \$28 billion, a \$4 billion increase from the year before. To fund this spending splurge, the McGreevey administration increased taxes by record amounts for the 2nd year in a row. Even these tax increases were not enough to stave off a deficit of almost \$2 billion, however. The rest was financed by borrowing, an act the State Supreme Court deemed to be unconstitutional, but allowed anyway.

This year, Governor Codey is responsible for developing and submitting the budget to the state legislature. His budget address is scheduled for March 1st, and the Governor has started floating different numbers and ideas for his budget.

Without question, we are facing another deficit. The number may be \$4 billion or \$5 billion according to administration sources. This number will probably go up and down as the emotions of the electorate are played like a violin. Obviously, we are starting at a \$2 billion level, the amount that was financed by borrowing last year. How much more spending the Governor wants this year will determine the overall size of the deficit.

To make sure we have our cake and get to eat it too, the Codey administration has floated several bizarre ideas. The wackiest of the bunch is to sell (or lease on long-term) the New Jersey Turnpike to private interests in the hope of generating a quick \$10 billion which will cover this year and probably a good part of next year's deficit as well. This is akin to selling the goose that lays the golden eggs because your rent is due. Most business people are not stupid. If they are going to pay \$10 billion for something, they will expect a return on that investment.

Selling what has always been a cash cow for the Government makes no sense. The Turnpike is our only means of taxing all those folks who drive through our state commuting between New York and Washington. A better solution would be to raise tolls on these out-of-state drivers and divert money into the general fund. Here though is a balancing act, if the tolls are too high, drivers, especially truck drivers, will divert to non toll roads, increasing congestion.

A couple of days ago, another bad idea was floated. This one would tax our contributions to our retirement savings accounts. What a misdirected idea. In an age where we are all scared of the future of Social Security, and where we are told over and over that we don't save enough, this administration wants to dip into the meager savings that we do put aside for retirement. The funds are already taxed when they are withdrawn from the accounts. And, it makes a big difference in terms of the value of the account at the end if the tax is taken up front or on the rear-end.

Frightening though these proposals may be, I doubt that they are little more than another movement in the piece that is being played. You get people scared with wacky ideas, and then propose something that is more palatable, like increasing taxes on business. You get them scared with a \$5 billion projected deficit, and then relieve them by saying its only \$3 billion after all.

This of course detracts from the real problem. There is just too much spending. The state government should get out of the business of municipal aid and property tax rebates. Without this aid, our individual town leaders would be accountable for their actions. If people want services at the municipal level, they should pay for them directly, rather than funneling money through the state at an added cost and less accountability.

Dick Codey has the opportunity to fundamentally change the way business is done in New Jersey. I hope he will seize the chance. It will really make him someone to remember.



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...

The Goethals Bridge must be replaced ASAP

The Goethals Bridge was one of the first facilities constructed by the Port Authority of New York and New Jersey, along with the Outerbridge Crossing. It has served residents and businesses well as a connecting span between Elizabeth and the Howland Hook area of Staten Island. But the bridge is long past its prime and must be replaced if commerce is to continue to grow in northern New Jersey.

Named for the first consulting engineer of the Port Authority, Major General George W. Goethals, the same person who built the Panama Canal, the four-lane bridge was first opened to traffic in June of 1928. It would be an obvious understatement to say that traffic was considerably less at that point in time, and both cars and trucks were much smaller. The bridge now carries 28.5 million vehicles back and forth between Union County and Staten Island each year, but it does not always do it very well.

The outdated and antiquated construction contributes to numerous traffic jams. A minor traffic accident on one side can block both lanes, which results in the opposing lanes also being blocked by rescue and fire equipment. It does not take much to strand motorists and truckers on either side of the span for hours.

Because of the narrow lanes, it is difficult to pass a large truck on the bridge. There are no emergency shoulders and a pronounced bend in the alignment of the approach on the New Jersey side contributes to traffic jams. All of this makes accidents more likely, more difficult to attend to, and more disastrous for traffic on both sides of the span.

The Port Authority has been trying to replace or expand the bridge for a decade or more. Granted public agencies often move slowly, but when there is a vital safety and economic need to take action, everything possible must be done to expedite the process. In the 1990s, there was a good deal of opposition from residents on both sides of the bridge to expanding it. People apparently were afraid of increased traffic and more truck volume.

But, as has become all too abundantly clear, the traffic and trucks are going to come anyway, and right now the aging Goethals Bridge just cannot handle the volume. This makes everyone's life on both sides of the span more inconvenient and more treacherous.

The Port Authority is now engaged in the required studies and public hearings that are needed before a final decision can be made on what should be done with the bridge upgrade and expand the existing bridge, fix the existing bridge and build a "twin" to the north or south and separate east and westbound lanes, or leave a dangerous and untenable situation the way it is.

The Port Authority needs the cooperation of everyone involved — residents, government agencies and businesses on both sides — to support the needed work. Roadways and access on both sides need to be coordinated so that traffic can easily and safely get onto and off of the bridge. Without this, not only will residents be inconvenienced, but businesses will be hurt and the economy will soon begin to suffer. In addition to vehicular traffic, the bridge needs pedestrian and bicycle access.

The Goethals Bridge was originally built for \$7.2 million. Since then, more than \$177 million has been poured into keeping it safe and operating as well as possible. Different scenarios for replacing the span were studied nearly a decade ago, but the Port Authority was stymied in its attempts to make improvements. Since then the situation has only gotten worse, and regulations force the issue to be revisited in studies and hearings before any action can be taken.

The three-year environmental impact study phase was only begun last year. So even if all goes well, it will be several years before there will be any relief. The Port Authority is confident it will have the needed community support this time around, but nothing should be taken for granted. The Authority needs to make it abundantly clear what the dire consequences will be if no action is taken.

Everyone on both sides of the bridge needs to co-operate in every way possible as the studies and hearings go forward, so that the Goethals can once again become a vital transportation link between New Jersey and Staten Island, rather than the bottleneck to traffic and progress that it has become.

Capital Page

U.S. Senator Jon S. Corzine



Protecting New Jersey: Garden State Has Major Homeland Security Priorities in 109th Congress

There's no doubt that New Jersey is on the frontlines of the war on terror. From funding for first responders to adopting security standards for chemical plants, New Jersey has major homeland security needs, which will be considered during the 109th Congress which is just getting underway.

Working with our congressional delegation, I will fight hard for New Jersey's homeland security priorities in the U.S. Senate.

On homeland security, funding must be based on risk. At every level of government, protecting our citizens from harm is our most solemn duty. In the age of terrorism, that duty has been transformed from traditional crime fighting to being on constant alert for possible terrorist attacks. Since the 9/11 attacks, police, fire fighters and emergency medical personnel have been enlisted to fight on the front lines of the terror war. Nowhere is that more the case than New Jersey where we lost 700 people on 9/11.

Despite New Jersey's vulnerability to terrorist attacks, particularly areas like our ports, Atlantic City and the financial district in Newark, we are not receiving our fair share of homeland security grant funding. In the grants announced late last year by the Department of Homeland Security (DHS), New Jersey saw its funding slashed by \$31 million, or by more than one third. That is unacceptable.

New Jersey is being short changed, in part, because homeland security funds are not allocated based on the level of risk and vulnerability. Senator Frank Lautenberg and I are introducing legislation in the Senate which will require DHS to allocate homeland security funds based on the level of risk an area faces from terrorism. I am also working with Senator Lautenberg and other members of our congressional delegation to convince DHS to reconsider and increase New Jersey's homeland security funding immediately.

Our professional first responders are committed to protecting the public and serving in the trenches in the war on terror, and I am committed to making sure they have the resources they need to get the job done.

What's Coming Up!

Date	Event	Times	Location
March 3	Workforce Education Committee	8:45 AM	Chamber Office
March 3	Decision Maker's Breakfast Seminar "Six Steps to a Better Business: A Business Building Round Table" presented by Fred Bauer, Business Coach - Action International	8:00 AM	Crowne Plaza Hotel, 36 Valley Road (GSP exit 135), Clark
March 8	Industrial Safety Council Breakfast Seminar "Injuries & Medical Emergencies in the Workplace: What To Do Until Help Arrives" presented by Mary & Stan Bell of Maribell Associates	8:00 AM	Crowne Plaza, 36 Valley Road (GSP exit 135), Clark
March 9	Network PLUS	8:30 AM	Chamber office, 135 Jefferson Avenue, Elizabeth
March 10	Konikworth Chamber Meeting	8:30 AM	Pur Q Up, 502 Boulevard, Konikworth
March 11	Local & County Affairs Committee	8:30 AM	Hosted by the City of Linden
March 15	Workforce Education Committee "Business & Education Breakfast"	8:00 AM	Crowne Plaza, 36 Valley Road (GSP exit 135), Clark
March 22	Linden Chamber Meeting	8:30 AM	Location to be announced
March 23	Network PLUS	8:30 AM	Chamber office, 135 Jefferson Avenue, Elizabeth
March 23	Clark Chamber Group	8:30 AM	Location to be announced
March 24	Springfield Chamber Meeting	8:30 AM	EMS Office, Springfield Fire Department, Mountain Avenue
March 28	16th Annual Mayors Dinner	6:00 PM	L'Affaire, 1099 Route 22 East, Mountainside

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

Member Moments...

Merck & Co.'s Medicinal Chemistry Group recently won the **Thomas Edison Patent Award** for a drug discovery that helps prevent nausea in cancer patients. The award was presented by the Research and Development Council of New Jersey for scientific innovation and product development within the state of New Jersey. The new drug, EMEND, works in a unique way from other drugs that assist cancer patients in dealing with the accompanying nausea and represented a significant advancement in the area of drug discovery, according to the award.



Participating in the ribbon cutting ceremony for the Atlantic Federal Credit Union's new Newark branch at 570 Broad Street were (left to right) Fred Beckman, Atlantic Federal CEO/treasurer; Denise Blanchard, branch manager; Mike Rodriguez, president of Essex County Hispanic-American Chamber of Commerce; Scott Rekant, New Jersey Credit Union League attorney; Chip Hallock, president and CEO of the Regional Business Partnership; Bill Kennedy, Atlantic Federal Board president, and Rudy May, Atlantic Federal board member. Under the credit union's eligibility rules, all Newark residents can open accounts, as well as anyone who works, worships, volunteers, attends school or regularly conducts business in Newark.

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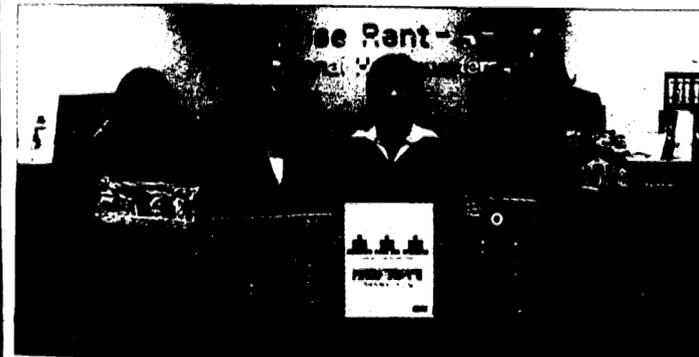
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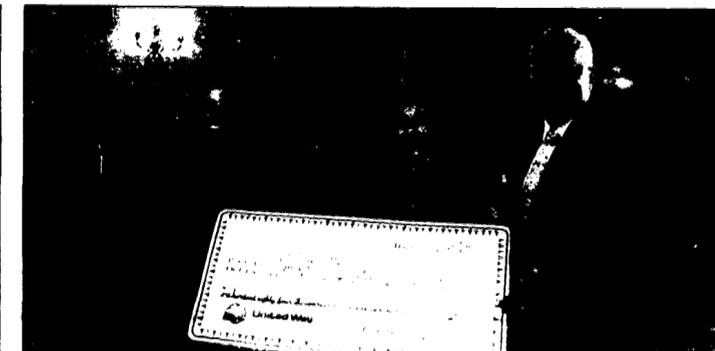
13 convenient locations in Union and Morris counties

Member Moments

(Continued from page 10)



Employees from **Enterprise-Rent-A-Car** locations in Union County recently supported United Way of Greater Union County by donating toys for 40 local children from low-income families. **United Way** distributed the toys to children at the Visiting Nurse and Health Service's Teaching Homemaker Program and the YMCA of Plainfield's Shelter Program. Pictured (left to right) are Enterprise Rent-A-Car employees Cindy Broder, Kelly Dow, Lindsay Maurer, LaRa Bemby, and Shakeena Hill.



(Pictured left to right) Susan Di Iorio, campaign director of United Way of Greater Union County; Nancy Tringali, executive director of Community Health Charities; Linda Hrevnack, manager of Community Affairs at C.R. BARD; and Joe Cherry, vice president of operations at C.R. Bard, were present when C.R. Bard Inc., Murray Hill, wrapped up its 2004-2005 Workplace Giving Campaign. Employees raised \$92,186 in donations for United Way of Greater Union County and Community Health Charities, a 67 percent increase over last year. In addition, BARD matched the amount to make a total donation of \$184,372.

John Blasi, senior shareholder of **Lindabury, McCormick & Estabrook**, a Westfield law firm, has been elected president of the firm. He succeeds **Richard Width**, who served as the firm's president for the past 11 years. Blasi practices business law and estate and trust planning and has been with the firm since 1980.

Ramez Younan has joined the firm of **Tankel & LaPitusa** in Springfield in the firm's estate and trust department. **David Wittmer Jr.** has joined the firm as a staff accountant.

Norbert Gaelen, chairman of **O.Berk Co.**, and his wife, **Audrey**, were honored by **Pennsylvania State University** for their generosity to Penn State through undergraduate scholarships and endowment programs for engineering education. The Short Hills couple were among the guests of honor at a recent luncheon. O.Berk, Union, is a supplier of glass, plastic, and metal containers, metal and plastic closures and packaging. Gaelen had previously been named by the College of Engineering as Outstanding Engineering Alumnus and inducted into the Penn State Laurel Circle

(Continued on page 12)

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Member Moments

(Continued from page 11)

Trinitas Hospital will offer free breast and cervical cancer screenings on the first and third Thursday of each month from 8AM to 11AM in the clinics located in the Administrative Services Building, 210 Williamson Street, Elizabeth.

The breast screening, for women age 40 and older, will include an examination by a qualified physician, and education on breast self-examination techniques. The cervical screening, for women age 18 and older, will include examination by a qualified physician, education and a Pap Smear test. To be eligible, women must reside in Union County, and be uninsured or underinsured.

Appointments are necessary and can be obtained by calling Amparrio Aguirre, breast health outreach co-ordinator, at 908-994-8244. Free parking is available in the Hospital parking garage.



Employees from Synergy Bank in Cranford recently supported United Way by donating more than 150 gifts of clothing, toys and personal care items for local families in need, which were distributed at the YMCA of Eastern Union County's Madison House Shelter. Pictured with the donations are Janice Ritz, vice president human resources for Synergy Bank, and Rev. Winston Trumpet from the YMCA of Eastern Union County.



Scott Christie has joined McCarter & English, Newark, as a partner. He was previously the assistant U.S. Attorney for the district of New Jersey.

Employees of **Columbia Bank**, Fair Lawn, collected more than \$27,300, including a dollar for dollar match by the bank, for CARE and Habitat for Humanity International to benefit the victims of the Dec. 26 tsunami in Asia.

The Arc of Union County announced the honorees for its 41st **Candlelight Ball** to be held April 15 at L'Affaire, Mountainside. The honorees are honorary co-chairs, Assemblywoman **Linda Stender** and Freeholder Chairman **Richard Proctor**; Humanitarian Award, **Human Services Commissioner James M. Davy**; Community Service Award, Commerce Bank; **Betty McGhee** Spirit of the Arc Award, Mr. and Mrs. **Emil Satkowski**; May Lou Panella Award, **Linda Thomas**; Ambassador of Good Will Award, **Anna-Marie Chimento**; and Florence Levine Award, **Neala Driscoll**.

Ted Lithgow has been appointed group vice president, commercial development, for Schering-Plough in Kenilworth.

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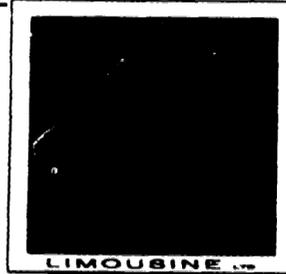
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Did you know...

Untreated depression harms the workplace

More than 19 million American adults suffer from depression. Many seek treatment for this often misunderstood illness but many more never do. Imagine its impact in the workplace.

When doing research for my most recent book (which formed the basis for my keynote speech at the Chamber's annual awards dinner in January) I was literally shocked to discover how many people never know why they feel down, threatened, and unable to cope. The theme of my book itself is managing change, but as several mental health professionals have pointed out, the bad attitude that creates the bad behavior in the book can be traced directly to undiagnosed depression.

Just think about some of the consequences of depression in the workplace alone:

- Difficulty in making decisions;
- Decreased productivity;
- Inability to concentrate;
- Decline in dependability;
- Unusual increase in errors in work;
- Being prone to accidents;
- Frequent tardiness, increased "sick" days;
- Lack of enthusiasm for work.

Here's an Amazon.com customer review from a staff psychologist at a telecommunications company in Dallas:

"I think we all know people who come to work every day with undiagnosed depression, as the main character, Dana, has in this book. Her behavior is absolutely deplorable in the early chapters, and I frankly thought she would be terminated. The self-help book she receives from her assistant (which I suspect is the famous book by Dr. David Burns, "Feeling Good") makes a huge difference in her attitude, and thus her behavior. This book addresses attitude adjustment in probably the most non-threatening way I've ever seen. I think any manager with a problem employee (and vice-versa) can safely give this book to that person and let them figure out what the problem really is."

Let's examine that a little closer. You can easily talk to an employee about their behavior and it's expected during anyone's annual review. But "attitude" remains a loaded subject. You also can't tell someone that they need therapy, despite how obvious that need really is. So what

happens is you get teams that fail to perform because an integral member tries to sabotage projects. You get bosses who bully their employees and managers who fail to inspire their workers. The costs in lost productivity, poor retention, and everyday toxicity in the workplace are staggering.

Here is part of a report from the Rand Corporation, just in case my argument needs further support: "Patients with depressive symptoms spend more days in bed than those with diabetes, arthritis, back problems, lung problems, or gastrointestinal disorders. Estimates of the total cost of depression to the nation range from \$30 to \$44 billion. Of the \$44 billion figure, depression accounts for close to \$12 billion in lost work days each year. Additionally, more than \$11 billion in other costs accrue from decreased productivity due to symptoms that sap energy, affect work habits, cause problems with concentration, memory, and decision-making. And costs escalate still further if a worker's untreated depression contributes to alcoholism or drug abuse."

This is disturbing news for people running businesses. But what to do about it? Well, when I conceived the main character in my book I decided she would benefit from a younger co-worker who recognizes her signs of depression and suggests she read a self-help book on cognitive behavior therapy. I am not a therapist myself (and I don't play one on TV) but the mental health professionals who have e-mailed me after reading the book suggest that I am on to something very powerful here.

The good news is that, in more than 80% of cases, treatment (including medication, short-term talk therapy, self-help books, or a combination) is effective. But it takes someone with courage to recommend to an employee that their problems may have origins in depression.

What's the takeaway here? I passionately believe that workers at every level in an organization have an obligation to do something about depression. You can start by learning more about this common and serious illness. If you think you or a loved one may have depression, take action. Nobody wants to remain victimized by this disease. Read my book and see if you agree that it might be the gentle nudge to give to somebody quietly suffering but often noisily acting out.

Charles Decker's newest book, Lessons from the Hive: The Buzz for Thriving and Surviving in an Ever-Changing Workplace, was recently published by Dearborn and is available at bookstores. Discounts on bulk purchases for your department or company may be obtained by calling the publisher at 1-800-245-2665.

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