

2008 BUSINESS RETENTION SUMMIT

March 26, 2008

9 a.m.

Held at The

FRANK GUARACINI, JR., FINE & PERFORMING ARTS CENTER

CUMBERLAND COUNTY COLLEGE

Vineland, NJ

H O S T E D B Y:

CUMBERLAND COUNTY BOARD OF CHOSEN FREEHOLDERS

P R E S E N T:

LOUIS MAGAZZU,
Freeholder Director

KIMBERLY WOOD,
Director of Planning & Economic Development

P A N E L P R E S E N T :

HARRY STONE,
Cooperative Business Assistance Corporation

CAROL WATIES,
New Jersey Small Business Development Centers

KEN DREWS,
U. S. Rural Development

DENISE JACKSON,
Millville/Vineland Urban Enterprise Zone Program

ALBERT KELLY,
Tri-County Community Action Agency

LAURA WALLICK,
New Jersey Economic Development Authority

MIKE RUSSO,
New Jersey Department of Transportation

SHERRY THOMPSON,
New Jersey Department of Labor

DAN RYAN,
New Jersey Department of Environmental Protection

LAUREN MOORE,
New Jersey Commerce and Economic Growth

DARLENE BARBER,
Cumberland County Technical Education Center

DANTE RIETI,
Cumberland County One-Stop Career Center
Cumberland Salem Workforce Investment Board

STEVE WYMBS,
Cumberland County Improvement Authority

JEANNE MacDONALD,
Cumberland Empowerment Zone Corporation

DR. KEN ENDER,
Cumberland County College

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1 P R O C E E D I N G S

2 * * *

3 MS. WOOD: We have a couple of
4 housekeeping items. First off, I'm Kimberly Wood.
5 I'm with the Cumberland County Department of
6 Planning and Development, and I want to thank you
7 all for taking time out of your business day to come
8 and be with us.

9 We have a transcriber here to take some
10 notes about the morning and some of your comments so
11 that we can really take a hard look at the issues
12 that you will be raising today. So when you get up
13 to the microphone, if you would please speak clearly
14 and slowly, your name, your full name, your company,
15 and the town that you're from, that would be a big
16 help; and panelists, if you could also do the same
17 if you have a need to respond to anything that
18 you're hearing from the floor.

19 I think with that said, I would like to
20 ask the Freeholder Director Lou Magazzu to come up
21 to the podium and join us and welcome us here today.

22 MR. MAGAZZU: Thank you, Kim. Good
23 morning everyone. First of all, let me welcome
24 everyone to the Summit and ask you to join me,
25 please, in the flag salute.

1 (Flag salute.)

2 MR. MAGAZZU: First let me thank
3 everyone for coming. We have around 200 folks,
4 about 200 who have registered, and we certainly
5 appreciate your participation. Let me also do a
6 little bit of housekeeping myself before we begin
7 this, and I'm going to change the rules a little bit
8 for our panel, if you would, because I think that
9 we're going to have a little bit of time. I'm going
10 to ask you to introduce yourselves and give a one or
11 two-minute -- not a full presentation -- I know Kim
12 told you there would not be a presentation, but just
13 a two-minute overview of who you are and who you
14 represent.

15 This Summit came out as an idea when I
16 spoke before the Vineland Chamber a couple of months
17 ago, and it was to find a way to assist businesses,
18 because one of the things that we've heard
19 throughout the time I have been an elected official
20 and others is you do a lot to bring new businesses
21 in, what are you doing for existing businesses; and
22 I thought that that had particular resonance because
23 of the recession you clearly see happening
24 throughout the rest of the country and what can we
25 in a meaningful way do to assist businesses that are

1 in Cumberland County.

2 I want to thank the sponsors who have
3 assisted us in this; The Daily Journal, the
4 Bridgeton News, 2QBC, WSNJ, WVLTV, the Bridgeton Area
5 Chamber of Commerce, the Greater Millville Chamber
6 of Commerce, the Greater Vineland Chamber of
7 Commerce, and the CEO Group. Can we have a round of
8 applause to thank our sponsors.

9 I want to also acknowledge the chairman
10 of the Cumberland County Economic Development Board,
11 and that board has been very supportive for this
12 project as well as others that we have done
13 throughout the county, and that's Assemblyman Matt
14 Milam. Matt, I saw you earlier. Kim is going to
15 give me a list of all the elected officials who are
16 in the room, because I cannot see through the glare.
17 So we can get that.

18 Let me also tell you we have got
19 packets. You have packets that I want to identify
20 what we have here. First of all, this is a
21 prescription card. Now, you may be wondering why
22 did we give you a prescription card. One of the
23 things we tried to do is to be relevant. County
24 governments try to be relevant. In association with
25 the National Association of Counties, we have

1 entered into an agreement with this prescription
2 card program that costs nothing to the county or the
3 taxpayer. Literally every resident in this county
4 can use this card, and in conjunction with any
5 existing program they have, see which one is better
6 and more efficient and more affordable for
7 prescriptions. I would urge you to contact Kim
8 Wood, and we will give you as many of these as you
9 need for your employees, and you can give them to
10 your employees. In the first three months of this
11 program, a thousand people have used it county-wide,
12 and it saved \$26,000, about 22 percent of
13 prescription costs. They don't have to pay
14 anything. We don't have to pay anything. You don't
15 have to pay anything. Very rare that happens in
16 government, and it's because of the buying power of
17 the National Association of Counties. 600 counties
18 are involved. Again, your employees are always
19 looking for benefits. This is one that we can give
20 to each of them without any cost to you.

21 Secondly, I would like to tell you about
22 a diagram that we have inside your packet, and it's
23 a diagram of all of the agencies that are here, and
24 this is a two-tier type of form for the Summit.
25 First will be an opportunity for you to speak to

1 these folks here in a general way about the impact
2 that state or local government has both positive or
3 negative upon you, but then we thought this would be
4 an opportunity for one-on-one kind of meetings with
5 any state agencies or departments. What we would
6 ask you to do, if you haven't already done so, is
7 to -- you can actually leave for a moment if you
8 want to and sign up across the way, because we're
9 trying to do it in an organized fashion so that
10 people will have the opportunity to consult. My
11 thought is here at this part of the conference you
12 have the opportunity to talk about general issues
13 and concerns and then across the street -- across
14 the way rather have the ability to speak to private
15 type of issues.

16 We also have a Business Retention Summit
17 Evaluation Form that when this is over we would ask
18 you to fill out. Your input is extraordinarily
19 important to us, and we would ask you to fill that
20 out. In the event we make this an annual event or
21 for future events, your input would be helpful.

22 Now, I would ask you to hold your
23 applause, and I'm going to just ask for these folks
24 to stand, and if we've missed anybody, it's Kim's
25 fault.

1 Freeholder and former Director Doug
2 Raineart, Mayor George Garrison, Mayor Perry Barse,
3 DRBA Commissioner, County Treasurer Gary Simmerman,
4 and Bridgeton Councilman Albert Kelly. If we could
5 give recognition to these elected officials.

6 Now, what I would like to do is
7 acknowledge and also recognize our panelists, and I
8 want to indicate that the seating arrangements --
9 and I also want to thank Kim Wood and De'Ann James
10 in her office, who have done a great job for me.
11 Kim, thank you.

12 Kim remembers when I was the director
13 years ago, and the worst phrase in the world was I
14 have an idea, and I had that phrase at the Vineland
15 Chamber event to try to do this, and in a matter of
16 probably six weeks, she has put this event together.

17 But I also want to reference that Kim
18 put the seating arrangement together. So I want to
19 indicate the seating arrangement was put together
20 before we read any articles or editorials about
21 people possibly going to greener pastures. So their
22 seating has nothing to do with where we expect them
23 to be in the next week or two. With that, from my
24 far left is the college president, Dr. Ken Ender.
25 Thank you for being here.

1 And also Jeannine MacDonald from the
2 Cumberland Empowerment Zone. Jeannine, thank you.

3 Steve Wymbbs from the Cumberland County
4 Improvement Authority. Steve, thank you very much
5 for being here.

6 Dante Rieti, the executive director of
7 the Cumberland County One-Stop. He is here today.
8 Thank you.

9 Darlene Barber, the superintendent of
10 Cumberland County Technical School. Thank you,
11 Darlene.

12 Lauren Moore from the New Jersey
13 Commerce and Economic Growth Department. Thank you.

14 Now, this gentleman, I promised if any
15 bullets were going to come, I would take the bullet
16 because he is a long-term friend and he is a
17 terrific person from DEP. Dan Ryan from the
18 Department of Environmental Protection. So, Dan,
19 I'll take the bullet if it comes.

20 Rich Byer, from the New Jersey
21 Department of Labor. Thank you, Rich. We
22 appreciate you being here.

23 (Sherry Thompson appeared on behalf of
24 Rich Byer.)

25 MR. MAGAZZU: Okay. Well, then you know

1 what? We're going to find the Department of Labor.

2 Mike Russo from the New Jersey
3 Department of Transportation.

4 Laura Wallick for the New Jersey
5 Economic Development Authority.

6 Albert Kelly for Tri-County Community
7 Action Agency.

8 Denise Jackson from the
9 Millville/Vineland UEZ.

10 Ken Drews from the U.S. Rural
11 Development.

12 Carol Waties from the New Jersey Small
13 Business Development Centers.

14 Harry Stone from the Cooperative
15 Business Assistance Corporation.

16 Also I understand the clerk of -- the
17 Cumberland County clerk is also here. Ms. Gloria
18 Noto. Please stand and be recognized. Gloria, the
19 rule is it's always best to be first or last for
20 recognition, so it works out.

21 Let me -- I'm going to ask starting from
22 Harry and working our way down if every member of
23 the panel would give about a two-minute summary of
24 who they are and what they do. Then we're going to
25 invite folks starting with Paige Desiere from the

1 Vineland Chamber to come up to make any comments or
2 remarks, and then I really would like you to -- and
3 as I have traveled throughout the county, we have
4 heard and I have heard and Doug Rainear has heard
5 and others people talking about issues; this delay
6 cost me money or this problem has cost me a deal or
7 if I had a little more enthusiasm here, something
8 might happen.

9 I think one of the things we're doing --
10 we have a court reporter here, and, therefore, it's
11 important that you identify yourself and who you are
12 before you speak. What we want to do is let these
13 folks know who are decision-makers and, frankly,
14 impact decision-makers in an anecdotal way ways that
15 things have gone good or bad and ways that we can
16 improve that interaction, and as I said, afterwards
17 you're welcome to have one-on-one meetings with
18 these folks as well as about ten others representing
19 state and local and county agencies in the -- across
20 the way, the Luciano Community Center.

21 But with that said, I'm going to start
22 on this side with Harry Stone and ask everyone if
23 they would spend a minute or two to talk about who
24 they are and who they represent, and then we will
25 begin with audience participation.

1 Please, panelists.

2 (Panelists now do their introductions.)

3 MR. MAGAZZU: Later on because I just
4 want to knowledge them, and I'm going to ask two of
5 them just to say a minute or two hello, but let me
6 first acknowledge that he arrived, Joe Pepitone.
7 Joe, thank you for being here. I appreciate it.

8 We have two state legislatures that are
9 here, and I asked any of the elected officials who
10 are here not to make speeches, but I do want to
11 recognize the two state legislators, particularly
12 because one is our chair of the Economic Development
13 Board and the other is our state senator, and,
14 frankly, both of you should know that every state
15 agency that we reached out to or department came
16 here today, which I thought was extraordinary. If I
17 could ask Assemblyman Milam and Senator Van Drew to
18 come up just to say a few words, and then we will
19 get to the meeting.

20 SENATOR VAN DREW: It's always tough
21 with elected officials to only have a couple
22 minutes, but that's all you're really going to get.
23 I just want to primarily really congratulate this
24 freeholder board, Freeholder Director Magazzu and
25 the entire freeholder board, for doing this. This

1 is something that should be happening, quite
2 frankly, in each and every county throughout the
3 state of New Jersey. It is something that should be
4 happening in all of our major municipalities, and
5 you have done a good job, and it's something that
6 really is a role model in what should be done, as I
7 have said, throughout the state.

8 Let me just get to the point. The State
9 of New Jersey needs to be more business friendly.
10 It's something that Milam and something that Albano
11 and myself actually issued a press release yesterday
12 where we said -- and we have asked the governor --
13 and I don't know if he is going to do it or not, but
14 I'm hopeful that he will at least consider it, and
15 it's been in a bipartisan way -- Assemblyman Malone
16 actually from the northern part of the state also
17 asked the same -- that we have a moratorium, a
18 moratorium on new regulations, a moratorium that
19 essentially says you know what, let's catch our
20 breath in this State of New Jersey, really analyze
21 what we're doing, and make sure that we have a
22 business environment that is business friendly, that
23 we stimulate business, that we create jobs, and that
24 we create economic energy. Quite frankly, that's
25 what we need to do.

1 We want to know how to get out of the
2 tax situation that we have in New Jersey, the
3 budgetary issues that we have. If we increase --
4 the way to increase revenues is to increase economic
5 activity, and we said that we're going to be in our
6 legislative district -- there are two issues that
7 we've said. One, that we are pledged to work with
8 this freeholder board in Cumberland County and do
9 whatever it is we need to do to make sure -- and I'm
10 proud that all our state agencies are here -- that
11 our state agencies are at their beck and call in
12 doing what they need, because you do have a
13 proactive board of freeholders.

14 And, secondly, what we've said at our
15 level, at the senate level, and at the assembly
16 level, is before we start pushing any new pieces of
17 legislation that have major appropriations with them
18 or before we vote for any regulations, we're going
19 to be very careful, and, quite frankly, we're not
20 going to. We have got to stop and catch our breath
21 in New Jersey. It's been too much for too long. We
22 need to review our mandates, we need to review our
23 tax structure, and we need to incentivize business.
24 That's my message for today.

25 Thank you, guys, for having me.

1 ASSEMBLYMAN MILAM: Good morning,
2 everyone. It is an honor for me to be here, not
3 only as the chairman of the Economic Development
4 Board but also as an assemblyman for District 1 to
5 represent 240,000 people to bring what I have to
6 bring there, which is business. That's all I know.
7 I was asked to do this a year ago by then
8 Assemblyman, Senator Van Drew, and I said what
9 actually could I offer. He said you know what?
10 Your ear is on the street. You've got the business
11 point, which is a very good thing, and I will tell
12 you after 74 days so far up here, all the rumors you
13 heard about the State of New Jersey are absolutely
14 true. They are messed up, but there are solutions
15 as well; and you know what? If we can be a part of
16 the solutions and bring our views from South Jersey
17 and the views of you folks as well in South Jersey,
18 that's our job, and we plan to do that. We plan to
19 keep working hard, and that's the only thing Senator
20 Van Drew asked me. He said can you work hard. I
21 said absolutely. I have been working for my dad for
22 like 31 years, so absolutely I do work hard, and we
23 have, and we are proving it.

24 It's a very exciting time for Cumberland
25 County, because even though the state is in, you

1 know, the turmoil, the fiscal problems it is, you
2 know what? There is so many -- now that I see all
3 these other counties in the state, Cumberland County
4 has not stopped to wait to see what the state is
5 going to do. Cumberland County just keeps moving,
6 which makes me very, very glad to be part of this
7 Economic Development Board. You know why? Because
8 I can represent business, and you know what?
9 Businesses are up to here with regulations, and I am
10 very glad that our state department heads are here
11 to hear what is going on down here in the south.
12 Sometimes it does get forgotten, but with our voices
13 as strong as it is and with Director Magazzu in his
14 role at NJAC, which is very, very important as well
15 because it gets our voice louder and louder.

16 Again, it is a pleasure to be here, and
17 Senator Van Drew, Assemblyman Albano, and myself are
18 here as your representatives. Thank you.

19 MR. MAGAZZU: Thank you. We're going to
20 lead off with -- the representatives of all the
21 chambers have agreed to be the leadoff, and I want
22 to just thank all the chambers for their support of
23 this. Paige, if you would come up and encourage
24 your members to ask any questions and, frankly,
25 share any comments that you have from the time that

1 you've served, and you've done a great job for us.

2 MS. DESIERE: Good morning.

3 Congratulations for being here. When I look out
4 into the audience, what I see is a group of the
5 leaders. I know I have worked with many of you on
6 various projects and issues over the years, and I
7 really mean that. You all are like the voice of
8 business. You're here today for a reason. To that
9 end -- and kudos to the county and the Board of
10 Chosen Freeholders for the structure that they chose
11 for this event -- you have a tremendous opportunity
12 this morning to talk about your issues, talk about
13 your problems, talk to these agencies. They are not
14 here to talk to you. They are not here to give
15 speeches to you. They are here to hear your
16 concerns and to hear what you face every day. So
17 please take advantage of that opportunity. We are
18 getting ready to start, and they are waiting. They
19 have introduced themselves. You know who is
20 present. Take advantage of the opportunity to tell
21 them what you think on a daily basis.

22 Don't forget also after this open
23 session, there are tables on the other side. You
24 sign up. You can meet one-on-one. If you have
25 specific questions, if you have issues that you

1 would like to get into more detail with and get
2 answers from them, then have the one-on-one
3 conversation. There is that opportunity as well.
4 That will take place after this open mic session.

5 Congratulations, once again, to all the
6 people who are tending and to the county, and I
7 think we're going to get started.

8 MR. MAGAZZU: We sure are. Thank you
9 very much, Paige.

10 We are so fortunate in terms of the
11 chambers involved in all the communities, and thank
12 you for that. Now really is your opportunity. We
13 had about twenty-five minutes with these folks, who
14 had about two minutes each to speak, we had about
15 three or four minutes for our elected officials, but
16 this is really about you. I am hopeful that we will
17 have a lineup of people who will in a respectful way
18 but in a serious way talk about some of the problems
19 that they have had.

20 A note was given to Kim Wood by someone
21 who said that you provide a fine array of solutions
22 and search for problems, but really are the problems
23 based on Cumberland County businesses. This
24 certainly is the forum to talk about the kind of
25 problems that you face either on your own or you

1 could use some assistance or where there is an
2 impediment because of what you see from any of these
3 entities.

4 So I would encourage people to come up.
5 Please identify yourself. Identify your business
6 and who you are and where you come from and what
7 issue you would like to present. Don't be bashful.
8 We got all these people down here. Come on down
9 here. Thank you, and I didn't bring my glasses. So
10 you have to identify yourself.

11 MS. LODS: Marianne Lods. Good morning.
12 Marianne Lods with the Millville Development
13 Corporation, and we are the management entity for
14 the Glasstown Arts District.

15 Steve Wymbs brought up the tourism,
16 which was on my mind, and it is one of our biggest
17 industries in Cumberland County and growing. It's
18 my suggestion, idea. I would like to plant a seed,
19 whether it's with the CCIA and the county all
20 together. With the advent of New Jersey Motorsports
21 Park opening in July, I see a great need for a
22 shuttle system for the visitors and tourists that
23 will be attending small racing events and large
24 racing events at the Motorsports Park, and I think
25 it's a great burden for any individual town, whether

1 it's Bridgeton and the zoo, townships, with Dutch
2 Neck Village, Millville with the Arts District and
3 Wheaton Arts and the river system, Vineland for its
4 future ideas with the Restaurant Row development. I
5 think it would be a service to the county to have a
6 regular shuttle system seven days a week from that
7 Motorsports Park going to each of the tourist
8 destinations within our county; and, again, I think
9 if that cost factor were spread among the entire
10 county, it would be much more affordable than any
11 city just taking it on, and it would also be
12 exclusive if a city did that kind of venture rather
13 than the county.

14 MR. MAGAZZU: Any comments?

15 MS. LODS: Well, I planted the seed.

16 MR. MAGAZZU: Well, you did, and I'm
17 going to make this a little bit interactive, and I
18 think that's a very good comment. I'm going to
19 ask -- and I don't -- because I think it's a very
20 good comment. I think particularly on weekends it
21 may make some sense when we have -- in terms of the
22 Motorsports, there will be several thousand people
23 coming every weekend as part of these clubs, and
24 then four or five or six times a year there will be
25 20 or 30 or 40,000 people coming for various races,

1 and I think the interaction makes a lot of sense.
2 We have expanded already the Cumberland
3 Transportation System. That was previously just for
4 seniors, and now we have done a work force
5 investment. In fact, Dante, if you could respond
6 and talk about the limited model we have already
7 used -- and Marianne, thank you very much for the
8 suggestion -- the limited models that we have used.
9 Perhaps that could be built upon.

10 MR. RIETI: Well, not in direct response
11 to your question, Marianne, because this is not a
12 system that we have run for what I think you're
13 looking at, but we operate transportation services
14 for work force purposes, and currently we have three
15 routes to operate. One connects the City of
16 Bridgeton to the Seabrook area, another connects the
17 downtown Vineland area to the Vineland Industrial
18 Park, and the third is a direct route -- that's the
19 most recent one we just started a little over a year
20 ago -- it's a direct run from Bridgeton to Vineland
21 that runs straight out Landis Avenue called Landis
22 Avenue Express.

23 All of those are set up from schedules
24 that are related to work force issues, to move
25 people from the various cities to where the jobs are

1 at, from the downtown Vineland area to the
2 Industrial Park, individuals who live in Bridgeton
3 who are working at Clement Pappas, Seabrook Brothers
4 in the Upper Deerfield area, and vice versa, people
5 living in Upper Deerfield connect to the Bridgeton
6 area. All the schedules of those groups are all
7 timed out to match the New Jersey Transit's main
8 line that runs or loops with the county, and we do
9 have currently a grant in that we're waiting for
10 funding on to do the same thing for the City of
11 Millville, which will run to downtown Millville, the
12 Millville Industrial Park, and also a second line
13 that would run from downtown Millville out to the
14 airport area in conjunction with the New Jersey
15 Motorsports Park.

16 That does not exist yet. The grant is
17 in. We're doing our follow-up on that. We believe
18 we will be funded. How soon we will be funded we
19 don't know. It's a function of the federal
20 government, the state government to move on that;
21 but it will partially deal with some of the issues
22 that Marianne brought up, but it's not intended to
23 be for tourism purposes. So it has some of those
24 uses, but it certainly could be expanded and looked
25 at in that manner.

1 MR. MAGAZZU: One of the -- and I would
2 ask every panelist to identify yourself, because we
3 are going to be making a record that will be also
4 put on our website.

5 There is another point that I think that
6 needs to be made on this, and that is if I were
7 asking everybody to raise their hands to see how
8 many people think that's a good idea, probably
9 everybody would raise their hand. If I then said
10 how many people would be prepared to have their
11 taxes go up for that program, I suspect a lot of
12 hands would go down, because we do have so much
13 burden with tax. So the key is to try to find some
14 of these federal and state grants that we can
15 leverage, and then it's not quite as painful.
16 Sometimes they will do a 10 percent match or a
17 20 percent match. Sometimes will we partner with
18 the Improvement Authority, sometimes with a
19 developer.

20 You should also know that we have begun
21 discussions to try to broaden for the employment
22 purposes this transportation system, because we
23 found it to be very effective in Vineland and in the
24 Bridgeton, Upper Deerfield run, as Dante said, the
25 Millville run, and, frankly, to increase it even

1 more. Dante, how much do those riders pay?

2 MR. RIETI: There is no cost to the
3 riders.

4 MR. MAGAZZU: No cost at all. Okay.
5 Yes, sir. Please identify yourself.

6 MR. CIANCARELLI: Good morning. My name
7 is Domenic Ciancarelli. My business is Precision
8 Electronic Glass located in Vineland, and I live in
9 Millville, the best of both worlds.

10 One thing that has come to our area of
11 concern recently -- and I think it's something that
12 the governmental agencies could help not only us but
13 many other small businesses with -- is international
14 marketing. There are great opportunities partly
15 because of the currency situation with the eruo and
16 things that are going on in China, which is such a
17 hungry market, that there are a lot of
18 opportunities, but it's very difficult for small
19 businesses to handle that individually, and I'm not
20 just talking fluff. I mean we have sold things to
21 China, which I've taken, you know, great thrill with
22 because that's quite a twist. I mean we are always
23 buying from China, but now we are selling to China.

24 In the course of making a rather large
25 sale to China, what we ran into was a lot of

1 difficulty in the regulatory area because what we
2 were selling in this particular case went into
3 nuclear power plants. Well, all of a sudden, now
4 we're dealing with the NRC, we're dealing with the
5 Chinese embassy. I mean it was really a difficult
6 thing to get through, but we made the sale, and it
7 worked out very well, and we expect and hope to do
8 more.

9 Today I'm about to sign a contract to
10 promote us in China by translating our website into
11 Chinese and getting onto the Chinese version of
12 Google and doing those kinds of things; but trade
13 missions to this area helping us to develop a
14 presence in the international markets I think would
15 be a great benefit to a lot of companies. There are
16 tremendous opportunities out there. Especially
17 China. I mean, you know, why is gas so high? The
18 Chinese are buying a lot of oil. They are on a
19 terror in terms of development. So there are a lot
20 of things that we can get done in terms of marketing
21 there, but it's very hard for a small company to do
22 it individually.

23 MR. MAGAZZU: Thank you, Dom.

24 Anyone? Yes, please, and identify
25 yourself again for the court reporter.

1 MR. MOORE: Certainly. Lauren Moore
2 with the New Jersey Commerce Commission, and I
3 believe it was Domenic. Your timing is perfect. On
4 the 31st we have a Chinese delegation coming into
5 New Jersey. If you see me after -- and I apologize
6 for not mentioning this when we had introductions,
7 but if you see me during our free session, I will be
8 glad to give you the information and connect you.

9 The Chinese delegation is coming in. We
10 are meeting with them. About twenty representatives
11 will be in the delegation up in Newark at the Newark
12 Hilton up by the International Airport, and what
13 we're doing is we're having one-on-ones with the
14 delegation, and one of the areas that the Chinese
15 delegation is interested in is electronics. So I'll
16 be glad to supply you with that information and have
17 you work with our International Trade Unit so you
18 can meet one-on-one with the dignitaries from China
19 to be able to see if you can do some business with
20 them.

21 And our International Trade Unit will
22 also help you with any regulatory issues that you
23 have trying to set up deals with the delegation, and
24 we do that on a regular basis for different
25 companies. So it's important that periodically to

1 call our office.

2 We also reach out to companies to alert
3 them to delegations that are coming in. Maybe one
4 of the things that we can do better is be able to
5 get the word out about these delegations.

6 MR. MAGAZZU: I wanted to ask you, Mr.
7 Moore, do you do any kind of blast E-mails, for
8 example, to counties or economic development
9 directors or anything like that, because that would
10 be a way to really get to know what's going on.

11 MR. MOORE: Yeah, and we do do that, and
12 I apologize if that didn't trickle its way here.

13 MR. MAGAZZU: We are delighted for your
14 information.

15 Dom, any follow-up?

16 MR. CIANCARELLI: Yeah. Just one quick
17 comment. I have worked with Jean Chang in the
18 delegation. She is wonderful, a big help. The
19 other thing, though, I want to stress is really
20 something on the local level.

21 MR. MAGAZZU: I am going to follow up on
22 that. How many folks in this room would like to see
23 us develop some type of international marketing
24 program on some level? To how many businesses would
25 it be helpful? About a dozen or so.

1 One of the things I would like you to
2 do, please, on the sheet where you're ranking the
3 event, the Evaluation Form, please indicate that an
4 international marketing program would be beneficial
5 to you, your company, and it's something that you
6 want to assist us in developing. I'm not looking
7 for money, but I'm looking for ideas.

8 Dom, thank you very much, and hopefully
9 it will turn out to be additional assistance.

10 Yes, please. I'm sorry. All the way at
11 the far end, and I apologize. The lights are
12 blinding me. So you have to identify yourself.

13 MR. HASENAUER: My name is Rick
14 Hasenauer. I'm with Gerresheimer Glass, formerly
15 Kimble Glass, and just a couple of things. One,
16 we've had great service from Cumberland County
17 College. Vickie Simek has done a terrific job for
18 us with respect to grant work and some of the
19 training. So I just want to echo that, and I'm very
20 appreciative of it.

21 But my question concerns energy. As a
22 glass company, it's a very big expense, and when you
23 look at the amount of gas that a company like us
24 purchases and you look at South Jersey and the fact
25 that there are so many glass companies, it really --

1 and not to restrict it simply to the glass industry,
2 but we're high users. There is a great use of gas,
3 and it would be quite helpful if there was a
4 business or industrial consortium that was able to
5 get guidance from or orchestration and coordination
6 from a county or state agency. As individual
7 companies, very often there is even marketplace
8 competition, but on the supplier side, we could use
9 a great deal of assistance in something that's
10 escalating beyond the means of many companies,
11 perhaps smaller ones than ours; but at the same
12 time, as a group, we would certainly benefit from
13 some assistance and coordination of an effort that
14 might help that New Jersey Friendly Initiative, New
15 Jersey Business Friendly Initiative really be
16 realized in a local level. So it's maybe again
17 another seed, but it's a matter of some assistance
18 on the energy side, which is really spiralling and
19 creating quite a problem.

20 One other thing is we compete within our
21 company for getting jobs in New Jersey. We've got
22 some very good opportunities. We have been
23 expanding, as some people locally know, and we have
24 purchased some local companies, but we have been
25 expanding, and we will be doing so or continuing to

1 do so; and there is a choice we got, whether we
2 place those jobs in New Jersey or in other states
3 like Tennessee or New York or our parent company
4 operation in Georgia. We have got another operation
5 in North Carolina. We have got choices, and it
6 really means a lot when we can represent the
7 opportunities here in New Jersey, and we need
8 assistance to do that.

9 MR. MAGAZZU: Thank you. We would like
10 to respond. I think I saw Mr. Moore first, and then
11 identify yourself.

12 MR. MOORE: Certainly. Lauren Moore
13 with the New Jersey Commerce Commission. I believe
14 you said you were with Kimble Glass?

15 MR. HASENAUER: Yes.

16 MR. MOORE: I believe the commission has
17 worked with Kimble through our Sales Tax Exemption
18 For Energy Program through the Urban Enterprise
19 Zone, if I'm correct, for your commodity purchases
20 as well as transmission purchases. Companies that
21 are located in the UEZ right now, companies that
22 have reached 250 employees, are eligible for sales
23 tax exemption on your energy purchases, which takes
24 7 percent off your energy bill.

25 MR. MAGAZZU: I think Denise wants to

1 follow up on UEZ. Just identify yourself for the
2 reporter.

3 MS. JACKSON: My name is Denise Jackson,
4 Vineland/Millville UEZ. You do take advantage of
5 the Energy Sales Tax Program.

6 MR. HASENAUER: We do. Both of our
7 companies locally, which is Gerresheimer Glass,
8 formerly Kimble Glass, and Kimble Chase, which is a
9 joint venture with Thermo Fisher, J. Scientific,
10 which is what many local people would know as Kontes
11 Glass locally, but they are bigger than just that
12 location on national.

13 MS. JACKSON: Right, but you are
14 certified as a --

15 MR. HASENAUER: Yes. Both companies are
16 taking advantage of that aspect.

17 MS. JACKSON: Right, and it's the same
18 forms, that any business manufacturer that employs
19 250 employees is eligible for an energy sales tax --

20 MR. MAGAZZU: I'm going to either ask
21 Rick or really the two panelists. What type of
22 offset is that as a percentage? Does anybody know?

23 MR. MOORE: 7 percent is the sales tax
24 on purchases.

25 MR. MAGAZZU: Sales tax, but what Rick

1 is saying I think is that as increases have gone up
2 so substantially, although the 7 percent is
3 appreciated, it's not --

4 MR. MOORE: You got to do better.

5 MR. MAGAZZU: You got to do better than
6 that.

7 MR. HASENAUER: I think that you got to
8 do much better than that. The tax relief is
9 wonderful. It's outrageous with the administration
10 that we now have to go through to have that.

11 MR. MAGAZZU: Let's talk --

12 MR. HASENAUER: But that aside, it's a
13 great benefit. You have to work for that
14 administratively within your company to take
15 advantage of it. That aside, though, we're talking
16 about the gas prices, we're talking about things
17 spiralling upward, and as a group, we might be
18 served very well if someone can take a look at,
19 again, leadership in a business consortium or
20 industrial consortium, because businesses use that
21 kind of utility.

22 MR. MAGAZZU: Thank you.

23 MR. HASENAUER: Can we talk about the
24 administrative end of it?

25 MR. MAGAZZU: Yeah.

1 MR. HASENAUER: Because I would like to
2 do that.

3 MR. MAGAZZU: Let me just ask how many
4 folks participate in the UEZ program, how many
5 businesses? Okay. Thank you. Put your hands down.

6 How many have found the administrative
7 regs over the last year and a half to be onerous,
8 more difficult?

9 This is a problem. I mean this is a
10 huge problem. Okay, and this is an issue that I'm
11 going to raise certainly because I have heard about
12 it, and we need to raise it through our legislators.

13 Because there was some abuses in other
14 UEZs, typically -- in typical fashion, they decided
15 to throw the baby out with the bath water and
16 made -- penalized everybody else. I think we need
17 to revisit the whole regulatory process, because I
18 have heard over and over again how difficult, and
19 we're going to wind pushing people out of this
20 program.

21 Yes. Who is next? I saw -- yes.

22 MR. CATALANA: Hi. Carmine Catalana
23 from Cumberland Dairy. First of all, I appreciate
24 this forum. As a suggestion, though, those of us
25 that run businesses, seven-thirty might have been a

1 nice start time, since we're at ten o'clock, and we
2 got to get back to running our business today.

3 We are very fortunate. We are going to
4 be celebrating our 75th year in business. My
5 grandfather started the business in Bridgeton.
6 We've had the good fortune to expand it several
7 times, and one of the facilities that we sold off
8 four years ago has continued to expand in Bridgeton.
9 So we feel very fortunate.

10 But on the capital side of things,
11 economic development, any additional help that we
12 can get there as far as from a financing perspective
13 is certainly appreciated; but the issue that I
14 face -- and I was going to bring up the issue on the
15 energy side -- so I would just underscore that --
16 because of the cost when we compete in other states
17 with the energy cost. Anything that we can do
18 there.

19 But the biggest one that affects us is
20 the human capital side. I have read comments that
21 the unemployment rate in the county, Cumberland
22 County, is well in excess of 6 percent. We, like
23 many of the other businesses that are sitting here,
24 are selective in the people that we bring in. I
25 don't know specifically who those 6 percent are that

1 are unemployed. I would tell you the bulk of our
2 employees, because we do criminal background checks,
3 because we do drug testing -- we work with One-Stop
4 Center to help us with this. The lion share of the
5 people that we get are I would say unemployable, and
6 the employers that are in this room and some in the
7 area -- you know, we're -- in some cases we're
8 taking employees from each other, and that's really
9 counterproductive when we're talking about trying to
10 do something here as a county, and we've had to go
11 further outside the county in order to get
12 employees. We have quite a few people actually
13 driving in from Pennsylvania every day.

14 So I don't know what -- I don't have a
15 specific question or something that I'm looking to
16 have an answer with, but I would tell you that on
17 the drug testing and criminal background check side
18 of things, we certainly take out a large percentage
19 of that work force there, and it makes it very
20 difficult then when -- and, again, you're really
21 taking employees from other companies, and that
22 makes it difficult to operate in this county.

23 MR. MAGAZZU: Let me just respond -- ask
24 a question while Mr. Catalana is still here. Is
25 there a statistic as to how many folks are

1 institutional -- or chronically unemployed or
2 unemployable? I mean that 6 percent -- what's
3 really available? Does anybody have that kind of
4 data?

5 MR. RIETI: I don't have a specific
6 statistic on that, Lou, but I can certainly find
7 that out. A guess would be about one-half that
8 population is a transient unemployed, just moving
9 from one job to the other, lost employment due to a
10 layoff at a facility, has skill capability to go
11 back.

12 The other half is that chronically
13 unemployed group. You know through your use of the
14 One-Stop Center what we try to do. We look at
15 ourselves as a value added situation for
16 individuals. If someone comes into our One-Stop
17 Center, lacks those skills, we can do everything
18 possible to increase their academic skills to help
19 them improve their work ethic, which is probably the
20 biggest barrier that we run into outside of the drug
21 and alcohol and the criminal background checks, and
22 we also provide the occupational skill assistance
23 necessary through our connections with the colleges
24 and whatnot. So all we can do is try to add that
25 value of service to its individuals.

1 There is a population that's very, very
2 difficult to work with. They are -- we can place
3 them, and we see them again two or three months
4 later. We place them again, and we will see them
5 two or three months later. It's a development
6 process. It's something that doesn't get cured
7 overnight.

8 I will tell you Cumberland County is not
9 alone. If you were in Salem County, if you were in
10 Bergen County, if you were in most other states in
11 this country, you would find the same information
12 coming from employers. There is a part of the work
13 force that's very difficult to be employed. We will
14 continue to work on that. We will continue to put
15 the resources of One-Stop full services activity.
16 We will do the best we can.

17 MR. CATALANA: Just a quick comment on
18 that, and we have worked with the One-Stop Center
19 trying to do that. My only caveat with that is that
20 when listening to the media or what have you --
21 we're talking about -- again, this is not exclusive
22 to our company and many of the other people that are
23 in here. We're talking competitive wages, we're
24 talking about fine benefits, we're talking about a
25 worker friendly environment, all of those kind of

1 things, and it's still difficult to get people.

2 So respectfully, again, I don't have a
3 specific response I'm looking for. You wanted to
4 hear what's -- know the things that are affecting
5 our businesses, and when I hear about we want to
6 bring in new stuff -- I'm a motorsports fan. I'm
7 glad to see the Motorsports Park coming here; but as
8 new businesses come in, those of us that are in the
9 room, it makes it even more difficult for us,
10 especially in this county.

11 MR. MAGAZZU: And I think that's a
12 double-edge sword certainly, and one of the points
13 to follow up on Mr. Catalana, we're not going to
14 come up with solutions today. This is the beginning
15 of a dialogue certainly, but we are -- we will
16 within thirty days have a responsive paper on the
17 things that we hear today and develop a game plan.

18 The only other point that I'll reference
19 is Dante and I talked about a month ago about
20 another project with Atlantic City about the
21 possibility of doing a bus service with the casinos,
22 to use some of our folks for the next wave, and he
23 made the observation to me that unlike fifteen or
24 twenty years or twenty-five years ago when the
25 casinos came into the area, Cumberland County is in

1 a much less distressed state in terms of
2 unemployment than it was. We probably were in
3 15 percent or 18 percent unemployment twenty-five
4 years ago as opposed to 6 now. So that the \$8 or
5 \$10 an hour jobs just are not worth it for people to
6 bus to Atlantic City. The same type of dynamic
7 here. The more success you have in bringing folks
8 in, the more difficult it becomes, and we understand
9 that.

10 I think -- I don't know if Ken Ender or
11 Darlene Barber want to respond in terms of any kinds
12 of programs that the college or the technical school
13 have in this regard.

14 MS. BARBER: Darlene Barber, Cumberland
15 County Tech. I think if you listen, business and
16 industry talk about those unemployable people and
17 their needs in the industry, and it's difficult for
18 us as well as you to pull those people out of the
19 walls and make them available to you, but we tried
20 that this year with an Industrial Maintenance
21 Program. We put that together. Hopefully we will
22 have some people that are available, and we do have
23 some people that are currently working out of that
24 program. So we will continue to listen and
25 hopefully develop that population.

1 MR. MAGAZZU: Thank you. Ken?

2 DR. ENDER: The other only thing I would
3 add is I think there is a large segment of jobs that
4 require fairly sophisticated technical skills, and
5 most of the employers are not looking out for
6 college graduates, but they are looking for high
7 school graduates that have strong skill sets and
8 have the capacity to learn, which is more important
9 than anything else when you're changing jobs.

10 My own feeling is that we lose a ton of
11 talent in high school that simply are just not
12 aware, and parents aren't aware about the kind of
13 opportunities that could be available in Cumberland
14 County if they had the necessary skill sets to go
15 into those jobs and then to continue on with the
16 rest of their lives; and I think we have got to do a
17 much better job county-wide in exposing talented
18 kids in high school to the kind of skills that they
19 are going to need to acquire to sustain a lifestyle
20 here in this county.

21 And, Carmine, I think your kind of job
22 fits that more specifically, and most kids don't
23 have any idea (inaudible), and by the time they
24 become aware, it is too late for them to get started
25 learning what they should learn. We can't do much

1 with them except continue to work with a very tough
2 population.

3 (Inaudible.)

4 MR. MAGAZZU: Ken, can you add another
5 minute or two to talk about the work that you've
6 done working with the high school superintendents on
7 the core areas. I think that also speaks to Mr.
8 Catalana's issue.

9 DR. ENDER: All right.

10 MR. MAGAZZU: We also need you to talk
11 just a little bit louder.

12 DR. ENDER: I really am not -- I just
13 don't have it all here today. I think one of the
14 most promising signs to this county have been the
15 kind of partnerships that are being developed and
16 continue to evolve between the county college, the
17 county technical education center, and the
18 vocational public institutions.

19 The fact of the matter is across our
20 county, 40 to 50 percent of our kids that start
21 ninth grade don't graduate. I mean like it or not,
22 that's the reality. The fact is that most of those
23 kids have got a ton of potential, and we've got to
24 figure out a way early on to expose them to what's
25 out here and to challenge them to do things

1 differently and work with them in ways that we have
2 not worked with before with our high school partners
3 to expose them to these types of jobs and also to
4 ensure that when they graduate, they have got the
5 kind of skill sets required of them for the rest of
6 their lives.

7 I have -- one of the things that -- one
8 of the things that I have never been able to find I
9 think in my entire career -- I don't care how long
10 I've looked -- is the kind of openness and
11 receptivity that I have found from our county
12 superintendents to try to develop these types of
13 alliances with, and, frankly, I think that's our
14 future. I absolutely believe that if we don't get
15 that right here in this county, in the region,
16 across this state, in this country, we have got a
17 long road to hoe with respect to being able to
18 compete with the Chinas of the world.

19 The good news for Cumberland County is
20 we're heading in that direction, and I think we have
21 got to continue to hear voices like Carmen to remind
22 us.

23 MR. MAGAZZU: Thank you. Yes, sir.
24 Please identify yourself and who you represent.

25 MR. KUHAR: Thank you. My name is Tom

1 Kuhar. I'm here to introduce both to the panel and
2 to our audience the development that I am involved
3 with that I'm very excited about. We call it The
4 Glassworks, Where Business Comes Together. I'm sure
5 you won't recognize that by name as we just came up
6 with the name about a week ago. I actually have our
7 first fax sheet on the property today, but I think
8 you will -- most of you will know the property as
9 the former Wheaton Industry Worldwide headquarters.
10 This facility is a 168,000 square foot facility in
11 Millville at the corner of Wheaton Avenue and G
12 Streets.

13 Three friends of mine purchased that
14 property two years ago, and it is their vision and
15 my charge to try and bring this property back to its
16 former hay day. At one time not too long ago, this
17 property had about 400 employees just at that one
18 property for Wheaton Industries. Today we have
19 approximately 100 to 125 people working at the
20 facility, and we think that we can get it back to at
21 least 300 people working there on a daily basis.

22 What our vision is is to basically
23 create a unique environment for working people to do
24 their business, and when we say Where Business Comes
25 Together, what we're talking about is basically

1 shared facilities. We are going to have -- we have
2 very unique conference facilities. We have a
3 200-seat auditorium on site. We have on-site
4 sleeping rooms, and the craftsmanship in this
5 building is something really to see. So I invite
6 all of you sincerely to take a look at this facility
7 at your convenience. We would welcome you to come
8 over and see what we're doing; but we're going to
9 have a day-care service, we're going to have a
10 health and wellness center, we're looking to have an
11 on-site valet cleaning service, and things like
12 that, but it's going to be a challenge. To bring
13 200 people to Millville today is not going to be an
14 easy task. I welcome any assistance that can be
15 given.

16 One of the things we're certainly
17 looking forward to is getting the word out about
18 this facility. I've worked with Kim Wood to this
19 point, and I have an appointment this coming week
20 with Denise Jackson, which I appreciate. So little
21 by little, we're going to start to see how we can
22 work together to do this, but I can assure you we
23 need all the help we can, and I think you would be
24 very proud of the results that we're going to
25 achieve at this facility.

1 So I thank Lou, and I thank all of you
2 for taking the time this morning. I look forward to
3 speaking with some of you on a continual basis.

4 MR. MAGAZZU: Thank you very much.

5 MR. KELLY: Mr. Magazzu?

6 MR. MAGAZZU: Yes, Mr. Kelly.

7 MR. KELLY: One of the things that
8 Tri-County does I think rather well is childcare,
9 and I would be very interested in working with
10 Glassworks in helping them develop the childcare,
11 because we know that's the basis of everyone having
12 a job, is the need for childcare. So we are very
13 interested in talking to you after this meeting so
14 that you can develop that and work with you to
15 develop that.

16 MR. KUHAR: Thank you very much.

17 MR. MAGAZZU: Thank you.

18 MR. MYERS: I'm Richard Myers. I'm the
19 senior pastor of the New Life Church, and I am here
20 with two issues. We worked with a consortium of
21 churches in Vineland, Bridgeton, and Millville, and
22 we deal with a lot of the people that you place over
23 and over again. We have Help and Hope Ministries.
24 We have a Second Chance Training Program that trains
25 these people to go into middle management level. We

1 have Prescription Drug that helps them get their
2 medicines when they don't have it, fuel oil help for
3 their homes, feed them. A new program coming out is
4 called Everybody Eats in Millville.

5 And one of the biggest problems we have
6 is getting the people to the facilities.
7 Transportation is a problem here for us. We've got
8 the resources, but we can't deliver it to these
9 families, and most of the families that need this
10 kind of help, they can't hop the public bus because
11 there is no public bus around them.

12 So, number one, anything we can do to
13 help in that transportation mode of getting these
14 people just once a week -- that's all they need to
15 get there -- we can give them enough food for the
16 week, we can get them their prescription medicines,
17 we can get them whatever it is they need. We worked
18 with Tri-County. We worked with the different
19 pastors, Pastor Ennis and Pastor Wilkins, and I know
20 he works with you in some of the programs that we
21 have. So transportation is a serious problem.

22 The second issue, being a church still
23 does not alleviate us from paying salaries and
24 benefits, and I was wondering if there was a way --
25 because the second probably biggest expense we have

1 as a church and many of the small businesses is
2 healthcare for our employees.

3 Is there any way that we could possibly
4 form some kind of a coalition, an organization, that
5 small businesses can join, thus negotiating with
6 healthcare, health insurers, a lower price and
7 better benefits for us as a corporate group rather
8 than for each of us individually having to pay these
9 benefits out. I know for us, we cover four
10 employees, and our cost is over \$56,000 a year just
11 in health insurance. So if there is anything we can
12 do in that area, in forming some kind of
13 conglomerate that small businesses could join and
14 that could be the negotiating arm for this, it would
15 be a powerful entity and help us perhaps to reduce
16 some of those healthcare costs.

17 MR. MAGAZZU: Let me follow up on that,
18 and then I'll go back to the panel. There is
19 something called a Health Insurance Fund that is a
20 joint fund that's put together. It's been done
21 successfully in some of the areas of the country
22 that I'm researching that businesses could
23 participate in.

24 How many businesses would at least be
25 interested in looking at participating in a more

1 global health insurance fund that would be a
2 county-wide type program? Well, that's pretty much
3 everybody.

4 Okay. Mr. Kelly, did you raise your
5 hand in agreement or --

6 MR. KELLY: Yes. Two things. I was
7 sitting here thinking that we have a Business
8 Retention, but we also need to have the same type of
9 summit for social services and nonprofits in
10 Cumberland County and the surrounding area because
11 of the problems that Pastor Myers was talking about.

12 Tomorrow I have a meeting in Trenton
13 with Social Services Agency on exactly what you're
14 talking about, trying to put together a coalition of
15 nonprofits so that we can have a practical census so
16 that we can make it affordable for everyone in the
17 nonprofit sector to have health insurance, because
18 that's the thing that's driving all of us to the
19 brink of disaster.

20 And so I got a model that I'm looking at
21 out of the State of Kentucky who was successful in
22 developing that, and I'm presenting that tomorrow
23 at the Department of Human Services tomorrow
24 morning. So I will be interested in talking to you
25 more about that.

1 MR. MAGAZZU: In your Evaluation Form,
2 please indicate that you would have interest in
3 participating or learning more about -- not even
4 participating -- learning more about a county-wide
5 health insurance fund. That will help us.

6 Mayor Barse, the great City of
7 Vineland.

8 MAYOR BARSE: Thank you, Director. Good
9 morning everyone.

10 Two points that I'm going to direct
11 primarily to Mr. Moore but just to the group in
12 general. I've had the good fortune to be part of
13 the Vineland/Millville Urban Enterprise Zone Board
14 of Directors since its inception back in the mid
15 '80s, and we've ridden the peaks and valleys with
16 that program, and it's been just a tremendous,
17 tremendous success story in Cumberland County with
18 Vineland, Millville, and Bridgeton; but speaking for
19 Vineland and Millville and wearing two hats, as a
20 board member and also as a mayor and also as CPA in
21 private practice, I can tell you we are hellbent for
22 failure with this program with the way things have
23 become more and more onerous and more difficult to
24 operate, small and large businesses alike.

25 I am here to support those who made

1 those comments previously. Something has to be
2 done. I have been to meetings with the League of
3 Municipalities and spoke to the different people
4 from around the state and spoke with my colleagues,
5 who have worked very hard to try to keep this
6 program alive, and it's dying a slow death right
7 now, and someone has got to start to answer these
8 problems. Everyone says, well, we're looking at it,
9 we're trying to be more responsive, we're trying to
10 be more authoritative with this program. Whatever
11 the case may be, it's still dying a slow death.

12 MR. MOORE: You're specifically talking
13 about the reimbursement --

14 MAYOR BARSE: All different areas of the
15 Urban Enterprise Zone from across the board. I'll
16 be happy to spend time with you, go through the
17 detail with our director, Denise, and we're hearing
18 these all the time. We did not used to hear these
19 problems because it was having a tremendous positive
20 effect in our county, particularly in Vineland and
21 Millville where I'm actively involved.

22 But I can tell you as a private
23 practitioner and wearing a governmental hat, you're
24 dying a slow death. It almost seems like a
25 self-fulfilling prophecy, and it's scary because

1 right now the State of New Jersey is not doing their
2 fair share to keep business here and to attract
3 business here.

4 The second point I would like to make is
5 something that just took place quite recently in my
6 city. We've had the good fortune to be working with
7 a company from another part of the state who had
8 made a decision to leave the state. Five to six
9 hundred jobs. We met with them a week ago Saturday.
10 Director Jim Lelli and I met with them on a
11 Saturday. They came into town with a representative
12 from Commerce and Economic Growth. Had a great
13 meeting. We're working very hard to try to keep
14 them here, but the state's incentives, number one,
15 aren't coming up to par with what other states are
16 offering, and we're suffering, and we've seen that
17 time and time again.

18 And the second point I would like to
19 make is to commend your department because the
20 gentleman who came down to bring this company here
21 said he came on his own time on a Saturday because
22 of situations where he could not come during the
23 week, and he had to come on his own time on a
24 Saturday to bring this company into Vineland to talk
25 to us.

1 Now, I admire that gentleman. He is
2 doing a great job on his own time to try to keep a
3 company here in New Jersey. I think it's a little
4 disconcerting that he is on a Saturday morning
5 coming to bring this company -- this gentleman in
6 from this company who is trying to maybe relocate
7 here. I think there is a message there. I think we
8 have to be more aggressive with keeping business as
9 well as to attract business.

10 MR. MAGAZZU: Thank you.

11 MR. MOORE: That's a little different
12 than the version that you have on why he came down
13 Saturday, but we can talk about that.

14 MAYOR BARSE: The fact of the matter is
15 we spent a Saturday, which we're happy to do. If
16 it's a Saturday, Sunday, weekends, nights, we don't
17 care. If we're able to create jobs -- in the last
18 eight years just in Vineland, we created 4,500 new
19 jobs. We're proud of that, but we want to create
20 more, but we need help from the top.

21 Assemblyman Milam made it very clear.
22 There are problems. Things have to be fixed.
23 Sooner or later we got to stop talking and we got to
24 start fixing, and we have been in the trenches
25 fighting for jobs and trying to retain jobs here.

1 We need help. To spend money will help generate
2 money as far as I'm concerned as far as the economic
3 growth is concerned. We need to do something, and
4 we got to stop talking.

5 MR. MOORE: I think we're here to help,
6 and that's why the gentleman came down, because we
7 were juggling the schedules.

8 MR. MAGAZZU: Well, we certainly have
9 time to have a dialogue privately afterwards. I
10 don't want to -- because we are going to break in a
11 few minutes to go to the private meeting.

12 Denise, do you want to follow up?

13 MS. JACKSON: Yes. What Mayor Barse
14 said -- I mean I have a great board of directors,
15 both mayors of the cities, and as the administrator
16 of this program, they know it's a struggle all the
17 time. We have 249 certified businesses in
18 Millville. It's a struggle to keep them certified
19 because of all the new regulations, all the
20 different changes to where -- if you don't have
21 advanced warning, it's just this is changing today,
22 quick, notify your businesses. In Vineland we have
23 680 businesses. Same thing. It's a struggle every
24 day to keep them certified to take advantage of the
25 program because of all the different changes in

1 regulations to where -- it seems like the state does
2 not want this program to last. It doesn't want this
3 in effect, and our assemblymen, our senators, they
4 fight for this program all the time.

5 So we definitely need changes to make it
6 easier for businesses to take advantage of programs
7 and to relocate here.

8 MR. MAGAZZU: I would ask any business
9 that's part of the UEZ program to also put that in
10 their evaluation sheet.

11 I'm going to ask Denise. Do the
12 businesses have any kind of group where they work
13 together, they have dialogue together, they lobby
14 together, they advocate together?

15 MS. JACKSON: Basically through the
16 Chamber of Commerce. They are a great advocacy for
17 businesses. We work with them personally, and we do
18 let them know issues or any tax changes, and they do
19 get that for businesses. We do try and hold
20 quarterly workshops and seminars free to the
21 businesses just on these issues.

22 MR. MAGAZZU: Okay. Thank you. Is
23 there anyone else who wants to speak, because then
24 we're going to -- okay.

25 We're going to do a couple more, and

1 then we're going to break in about five or ten
2 minutes to go across the way for individual
3 meetings. I would urge you, particularly since
4 we've not had every participant have a question
5 posed to them, to meet with them.

6 To answer his question why we started at
7 eight-thirty instead of seven-thirty, some of these
8 folks drove about two hours, some even longer, some
9 a little less. So we thought eight-thirty was a
10 good time. Maybe we will move it up to eight next
11 time.

12 MR. BURNLEY: Thank you very much. My
13 name is Scott Burnley, and actually I'm here -- it's
14 my honor to represent Dutch Neck Village. We are
15 one of the proud owners of the Village.

16 And one of the questions I had was with
17 respect to the More to Offer Program. My question
18 is is there a grant funding or any application
19 towards the marketing via web on that aspect in
20 terms of ways people work together, having web
21 pages, hits, where we can maybe, you know,
22 cross-multiply our businesses with regard to
23 county-based businesses.

24 MR. WYMBS: We have absolutely no
25 problem with that. We have a program that is

1 partnered with all three chambers. That's an
2 interactive site. All of the participating chamber
3 members actually have links through the More to
4 Offer website. Each one of those then is
5 individually connected to a Map Quest type program
6 and/or an individual link to your own businesses.
7 There are advertising offers on the More to Offer
8 website, and we need to talk about additional
9 partnerships and whatever ideas you might think of.

10 MR. BURNLEY: In the project we're
11 doing -- you may have had heard about it -- we're
12 doing a 47-unit age-restricted housing development
13 around the Village. The Village is going to remain,
14 and all the festivals and all the activities are
15 going to be celebrated and continue to go, but
16 that's very important as we move ahead to sort of
17 have that marketing campaign established. Thank you
18 very much.

19 MR. WYMBS: No problem.

20 MR. MAGAZZU: Anyone else? Yes, Mr.
21 Brunner.

22 MR. BRUNNER: Serge Brunner with The
23 Espoma Company in Millville, New Jersey. We're a
24 manufacturer that's been there for -- next year will
25 be our 80th year in the town.

1 A general comment that I would like to
2 make is that -- and in general I want to thank Lou
3 and everyone involved for this Business Retention
4 meeting, because like many business owners, I shake
5 my head sometimes at what's available to try and
6 bring someone in here and on the other end of the
7 scale to help someone who is just starting out; but
8 I would like to speak as someone from a successful
9 company and some of the problems we have as a
10 successful company.

11 One, I'm really -- there has only been
12 two things in 80 years that government has ever
13 helped The Espoma Company in its growth. The Urban
14 Enterprise Zone designation, and that help -- it was
15 only one phase of it that helps us because we're not
16 a retail organization. We're a manufacturer, and
17 that was the relief we got with the sales tax.

18 It's so onerous now that we're in the
19 midst of evaluating whether to drop it because of
20 the paperwork and the person we have got to put on
21 dedicated to getting the reimbursement. We need to
22 figure out whether that's really worth our while or
23 just forget about it. So we are contemplating
24 dropping out of it because it's just not the win/win
25 that it once was.

1 The only other time that we participated
2 in a program and it failed for us was -- the New
3 Jersey Manufacturing Extension Service came to us
4 and said geez, we really think it's a great thing to
5 keep manufacturers in the country, in New Jersey,
6 and in our county, and is there anything that we can
7 do to help you.

8 And they came up with a deal that would
9 help us become ISO 9000 certified, and we said, you
10 know, it's not critical to us, but we think this
11 would help us in our marketing and in our PR, and we
12 would like to do that; and we went through all the
13 procedures, we did everything, and then we were
14 turned down at the last moment, and we were turned
15 down because we're too successful. We were too
16 profitable, and the Department of Labor nixed the
17 deal.

18 And my point in bringing the story up to
19 the panel is, well, if we don't want to help
20 successful companies, who do you want to help. So
21 the general comment that I would like to make is
22 that as a successful company -- and the definition
23 keeps changes on what is a small business. I can
24 tell you that \$35,000 doesn't help me, doesn't help
25 a successful business, and yet I consider myself a

1 small business.

2 Okay, and I don't keep up with all the
3 government things. I remember once when SBA said
4 that anything under \$20 million was a small
5 business, and I know Wall Street considers anything
6 less than a billion dollars a small business.

7 But my question is what -- we, like all
8 growing businesses, have capital constraints. We
9 already committed to our capital improvements for
10 this coming year. We could do a lot more projects
11 if we could get more money. No one ever comes to us
12 or makes us aware of what's available for a
13 successful, profitable company that wants to keep
14 growing and wants to keep the jobs here, and I can
15 tell you with the -- from the New Jersey Commerce
16 Economic Growth Department, there isn't a year that
17 goes by and really not a month that goes by that
18 some other state isn't luring us, and I joke within
19 my company and to my employees that they offer me
20 tax abatements, they offer me work force assistance
21 and training, they offer to find me a place at low
22 cost because of the vacant buildings that exist in
23 other states, and I said the day they come to me and
24 say they will help me move, I'm gone, because this
25 is a very expensive state to operate in.

1 And what we're looking for and what I
2 would appreciate is help for successful companies,
3 manufacturing companies, paying high wages to stay
4 here and help rationalize it. Thank you.

5 MR. MAGAZZU: Thank you. Let me just
6 have a follow-up, and first of all, I have to give
7 applause to all successful businesses. If you see
8 the gentleman from Commerce or Labor, they can
9 respond to you. I'm particularly interested in the
10 ISO 9000. It seems to me to be a little bit
11 inconsistent to say that you're too successful, that
12 they are not going to give you --

13 MR. MOORE: I didn't understand the
14 comment. I can certainly do some research on that,
15 but I thought he mentioned that he was working with
16 the Department of Labor on that, on the ISO --

17 MR. MAGAZZU: Yeah.

18 MR. MOORE: -- training. Is that
19 accurate?

20 MR. BRUNNER: Yeah. What happened was
21 New Jersey Manufacturing Extension Service came in
22 and said look, there is a cost to implementing ISO
23 9000, and the deal that we struck was that we would
24 pay a small percentage of that cost, and there were
25 grants that the state would give us to help us

1 retain manufacturing companies in the state.

2 When it finally got to the Department of
3 Labor, they nixed it because they said look, they
4 are too profitable. Let them pay the whole cost
5 themselves, and it all fell through.

6 MR. MAGAZZU: The Labor issue, how long
7 ago was it, Serge?

8 MR. BRUNNER: A couple years.

9 MR. MOORE: Sounds like it was the Work
10 Force Training Grant to help them through the ISO
11 training, and they put an application in to Labor
12 for that; and we can certainly look into it, and
13 certainly Sherry can look into it as well to
14 see what's --

15 MR. MAGAZZU: Yeah. Let me just speak
16 to the larger point. When those kinds of things
17 happen -- and this is no -- in any way disrespect to
18 Serge, who does a terrific job. I would ask you,
19 though, to reach to your -- maybe Serge did, and I'm
20 not aware of it -- to your city economic development
21 directors or your county economic development
22 directors, get it to your mayor's attention in your
23 community or, frankly, a freeholder's attention,
24 because maybe we can follow up, because then we can
25 at least go to the state senator or assemblyman and

1 say this doesn't make any sense. Now, maybe on the
2 merits we can't change it, but maybe then you have
3 another look at the regs that these people are bound
4 by.

5 My point is I think that -- particularly
6 if the economy gets tough -- no one should accept no
7 as the first answer or even maybe necessarily the
8 second answer, and I would urge you to try to follow
9 up with the municipal economic development
10 directors, between the townships, with the CCC, or
11 with Kim Wood, who does great work with the county,
12 because we want to be proactive. Although it's a
13 cliché, we try to find ways to be of assistance.
14 There are a number of companies in this room where
15 we have been an assistance to, and I take it in some
16 instances, it's because the inquiry is not made.

17 Let me follow up on the second point,
18 and that is about finding ways to assist businesses
19 that aren't in trouble, businesses that are good
20 businesses, businesses that aren't coming in but all
21 they want to do is expand their employees, expand
22 their inventory.

23 Does anybody up here, without getting
24 into too much detail, have programs like that that
25 can be helpful to people or entities as Serge has

1 described, or do they not exist? Yes.

2 MS. JACKSON: The UEZ loan program --

3 MR. MAGAZZU: But I think that his point
4 is in terms of numbers, what's the biggest number
5 you lend out at this point?

6 MS. JACKSON: Don Ayres is here. You
7 can speak to him afterwards. The loan program is
8 tailored depending on what your specific needs are,
9 but they do help with expansion of business.

10 MR. MAGAZZU: But what's the largest
11 that's given out? In the range, what's the max?

12 MS. JACKSON: Don Ayres is in the back.
13 I don't know.

14 MR. MAGAZZU: Don?

15 MR. AYRES: Well, it's according to what
16 the project is. I'll be glad to speak with you.

17 MR. MAGAZZU: But in terms of just a
18 range, what's the biggest given out? How many jobs
19 does that create?

20 MR. AYRES: Probably 900,000 was the
21 largest we have done. Vineland certainly has a
22 bigger loan program, but that created about 200
23 jobs.

24 MR. MAGAZZU: Okay.

25 MR. AYRES: But we are -- I wanted to

1 mention we are rolling out a brand-new program
2 strictly for existing businesses called the Grow
3 Millville Fund, and that will be a \$4 million loan
4 program, and that will be out and announced in about
5 a month, but I might as well get it out there now.

6 MR. MAGAZZU: I'm sure the mayor will
7 appreciate that. Thank you.

8 Anyone else? Yes, please.

9 MS. WALLICK: You might have heard
10 earlier when I addressed about what the EDA does.
11 The EDA can issue tax exempt bonds for manufacturing
12 concerns. That can be issued for up to \$10 million,
13 and we work in conjunction with your lender to do
14 either a direct purchase of that bond or a private
15 placement or a market issue. So there is a number
16 of ways that the bond transactions can happen.

17 And last year the federal government
18 increased the capital expenditure limitation from
19 \$10 million over a six-year period to \$20 million to
20 try to make it more meaningful to the midsize
21 manufacturing concerns. So in addition to this
22 issue of tax exempt bonds, we can also issue
23 subordinate financing to kind of fill that gap, if
24 you will, and lower the cost of financing; but
25 specifically those particular subordinate programs

1 at the lowest rate are targeted to the urban
2 municipalities, being Vineland, Millville, and
3 Bridgeton in Cumberland County.

4 MR. MAGAZZU: Okay. Yes.

5 MS. WATIES: Carol Waties. The Small
6 Business Development Administration does have loans,
7 and some of them can go up \$4 million, depending on
8 your expansion, if you're going to purchase a
9 building. There are loans for that.

10 MR. MAGAZZU: So there is some answers.
11 I'm going to wrap up with Pearl because we've got to
12 go to the next part of the session.

13 MS. GIORDANO. Okay. I want to thank
14 you for being here. I'm Pearl Giordano. I'm with
15 Limpert Brothers. It's a small company, and I'm
16 also active with Rutgers on the Board of Managers
17 with the Department of Agriculture.

18 There is a couple of things that I want
19 to say. The talent that I see before me is talent
20 that small businesses sorely need. The chamber has
21 been a great vehicle for getting what you have
22 available to us, but we need a path. We need a path
23 to success. Dr. Ender mentioned partnerships. We
24 need partnerships. We need to know the services
25 that are available to us and for us, and we need --

1 you know, our state officials work for us, and your
2 job is to help us become successful and to meet and
3 address the needs that we have as individuals.

4 One of the areas that I am really
5 concerned with is the Agriculture Department, when
6 they say that they want to do away with it. We have
7 farmers. We're a farming community. We have so
8 many farmers that are out in the fields and probably
9 couldn't be here today, but they need every ounce of
10 help that they can get to survive and to prosper, to
11 grow and to retain their farms so that they -- I've
12 heard farmers who have been in the business for four
13 generations saying I don't know whether my children
14 will ever be able to ride a tractor on their own
15 ground.

16 What I know as a small business woman is
17 that we have so many needs in our own company, and I
18 see it in the community; but I see the talent before
19 me, and all I say is please work with the Chamber of
20 Commerce, please work with our local newspapers to
21 get the stories out as to what you can do and how
22 people can access you. I would like to see that
23 path to success. It's all before us. It's all
24 before us. There is some small businesses that
25 probably couldn't be here today because they are

1 small businesses. They may have no one to take
2 their place, and they have to be there to run their
3 business, but that doesn't negate the need that they
4 have for your services.

5 So I thank you. I commend you and thank
6 you, Lou, and please get the help that you have
7 available to the small businesses.

8 MR. MAGAZZU: Thank you, Pearl. I think
9 we have two other folks, and then we really have to
10 wrap up because I have got Mr. LaTorre, and then
11 we're going to go to the other session, please.

12 MR. LaTORRE: Good morning. My name is
13 Victor LaTorre. I own LaTorre Hardware on Delsea
14 Drive in Vineland. This is our 50th year in
15 business.

16 Never before have I seen such a downward
17 turn in business as in the last six months to a year
18 in this area. We deal with people of all range of
19 income, and we also deal with large companies, small
20 companies. Everyone is suffering a cutback.
21 Homeowners especially are spending less these days.
22 They have less to spend, and their energy costs are
23 soaring out of control.

24 We as a small business -- and I only
25 employ fifteen people. I know I don't gather a lot

1 of attention from a lot of the agencies, but what I
2 know is what I see and what I hear from people.
3 It's very concerning to listen to these stories of
4 people trying to find alternative sources to heat
5 their home, not being able to afford things, not
6 being able to have expendable money, come to shop at
7 other businesses.

8 I have been told over the years when I
9 have attended workshops like this and others to
10 think outside the box, to find my niche in business.
11 I've tried to do that over the years, develop
12 commercial customers like Limpert Brothers and
13 Espoma, Gerresheimer. We sell to companies like
14 that. They need your support. If they get your
15 support, that will increase -- hopefully increase
16 their work force, better paying jobs.

17 I'm a firm believer that Wal-Mart and
18 Home Depot and Lowe's will come to the area if there
19 is people here that have money to spend anyway. We
20 won't need to go out and give them these huge
21 incentives to come to our area. They will come if
22 the jobs are here.

23 I challenge this panel, our local
24 agencies, our state and local governments for you to
25 think outside the box, for you to create a niche for

1 this area to help us find jobs and make this area
2 grow and grow as it did in previous years. I think
3 it's available. Again, I think we just need to take
4 advantage of it. Thank you.

5 MR. MAGAZZU: Thank you very much.
6 Before I ask Mr. Brody, let me just say that I will
7 let Mr. Brody speak, and then I would urge you
8 please to participate in the -- across the way on
9 the one-on-one opportunities. I also would ask you
10 to do evaluations. There is one other point I would
11 like to make in the evaluations. There is -- yes.
12 I guess a questionnaire is also part of that
13 evaluation.

14 You probably read that we are also
15 beginning a ten-year plan. We're going to kick it
16 off in June of this year. We're going to spend an
17 eighteen-month study in June of this year to
18 December 31 of next year, which we call 2010 - 2020,
19 The Future is Now. The concept being to really have
20 a dialogue -- an eighteen-month dialogue within the
21 county on what the county ought to look like during
22 that ten-year period.

23 We are going to invite literally every
24 part of the county including the business community
25 to be part of that dialogue. What should we plan,

1 to go to Mr. LaTorre's point, what kind of niche
2 should we develop, but also what does your
3 transportation system look like, what does your
4 economic system look like, what does your
5 educational system look like.

6 You all plan as business people every
7 day. Government doesn't plan. We're going to
8 change that, and some people have been critical of
9 me and said, well, ten years is too long. I had
10 some -- one of my freeholders sent me an E-mail
11 saying ten years is too long. The reality is that
12 unless we begin that dialogue now, we're not going
13 to have it, and certainly it will be a tighter plan
14 in the first five years than the balance of five,
15 but we need to have that dialogue.

16 I would ask all of you to share your
17 talents with that. We're going to have public
18 hearings throughout the county. We're going to be
19 looking for input, and I can assure you your input
20 will matter and will be part of the plan as we call
21 it 2010 - 2020, The Future is Now. We I think will
22 be the only county in the state that will have that
23 type of plan, and I think it will hold us in good
24 stead.

25 And on that, I'll recognize Mr. Brody.

1 MR. BRODY: Thank you. Sid Brody,
2 Archetto Construction, Seaboard Realty. What I
3 would like to address -- I think that energy is the
4 biggest detriment to our continuing in the state
5 with everything.

6 We have a great college here, and I
7 would like to suggest to the college -- and I
8 address this to Dr. Ender -- we create a curriculum
9 of energy engineering, which should teach
10 conservation, alternative uses of energy, and
11 discovery of energy. We could become a great
12 college here. We just have one engineering
13 curriculum. I think this is something that should
14 be considered by Transportation, by the Department
15 of Labor, and everything. Especially transportation
16 today. Everything we have comes to us on wheels.
17 That necktie you're wearing, Lou, came here on
18 wheels.

19 Everything is around energy. We've got
20 to be serious about it, and with the Economic
21 Development Commission of the county, the college,
22 we have a great opportunity to lead our present
23 industries and to attract industries if we can do
24 something about energy. Thank you.

25 MR. MAGAZZU: Thanks. I note that you

1 probably misspoke. We already have a great college.
2 We're going to make it a greater college.

3 I want to thank all of you for your
4 participation. I want to urge you to please --
5 these folks, some of them or all of them came a
6 great distance, and I want to also say that it's
7 amazing we did this for an hour and not one negative
8 comment about DEP. Dan Ryan, you can consider that
9 a great day, and let's give a round of applause for
10 the folks on this stage.

11 Also Ken Ender and Al Kelly and Dante
12 Rieti see Kim. She has got something for each of
13 you to follow up on. Thank you.

14 * * *

15 (Concluded at 10:58 a.m.)

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C E R T I F I C A T I O N

* * *

I, CATHERINE M. WYBLE, a Certified Court
Reporter and Notary Public of the State of New Jersey,
do hereby certify that the foregoing is a true and
accurate transcript of the notes of the proceedings
taken by me in the above-captioned matter.

CATHERINE M. WYBLE, CMR, RPR
CCR Certificate No. XI01090

Notary Public for the State of New Jersey
My commission expires 3/15/2010.

Dated: