



Cornerstone New Jersey – Vision 20/20

Moving Forward - From Plan to Action June 11, 2009 Meeting Summary

Summary of Prior Activities

In September 2008, members of Cornerstone New Jersey, Governor Corzine and his cabinet officials, political leaders from both sides of the aisle, and other invited guests gathered for two days to begin to develop elements of a vision that, if implemented, would make New Jersey a premiere place to work, operate a business and live by 2020. Elements identified included investing in clean energy to support the green economy; ensuring New Jersey has an effective infrastructure for transportation, utilities and information data; efficient and innovative government and developing standards for measuring government accountability; and building an economy driven by innovation and education. The group also agreed to focus on encouraging citizen involvement in government; revitalizing cities and ensuring health care is affordable and accessible to all.

Cornerstone members and guests gathered two months later to prioritize the nine elements. The group identified capitalizing on the green economy, efficient government, upgrading infrastructure and creating a thriving state economy through innovation and education as keys to moving toward the vision.

Moving Forward - From Plan to Action

Cornerstone members and invited guests participated in a follow-up meeting June 11 at Prudential in Roseland to develop an action plan for implementing the group's Vision 20/20 project. They wanted to engage in activities and develop goals that are measurable and achievable and concentrate on areas they can influence. After substantive discussion, the consensus was to focus resources on two of the nine vision elements. The two areas are: creating best practices that government and schools could adopt to be more efficient, and encouraging companies to engage in energy-reducing activities. The group agreed that they could achieve some short-term gains in the next year.

New Jersey Green Companies Initiative

The members of the "green" group decided to create energy-reduction initiatives that, if implemented by New Jersey companies, would: 1) save them money, 2) reduce environmental impact and 3) create jobs.

The first action step is to determine how New Jersey companies consume energy – or identify good and bad practices. The group will simultaneously create benchmarks by industry so companies' energy use can be compared over time. The group will create an inventory of green actions that companies can implement to lower their energy consumption to meet the three goals. The group will accomplish the goals by September.

By fall, they will announce the creation of this program and start encouraging New Jersey Chamber of Commerce companies to participate. After one year, successful companies engaging in these best practices will be rewarded through some form of recognition. A marketing group will constantly refine the message and assist with promotion.

The success stories will be publicized and best practices will be shared with companies and government. The goal is for this to be a continual project that relies heavily on branding and viral marketing to spread the word and encourage more entities to participate. New Jersey Chamber companies will set an example that other businesses can follow.



Government Efficiency Initiative

The government efficiency group discussed developing best practices for local government, which could be adopted by municipalities, school districts and counties. The group proposed that a work group of accountants and town officials study local governments and determine best innovative and money-saving practices that would benefit taxpayers.

The Cornerstone members in this group will research benchmarks and best practices, and establish a pilot program in which a small number of participating towns will evaluate themselves against a set of benchmarks.

Once this evaluation is complete, pilot participants will adopt best practices – and the results will be measured. The program can then be rolled out with all towns being encouraged to participate voluntarily.

Cornerstone will provide special recognition to the towns that innovate by launching an awards program at the end of next year.

By the end of July, the Cornerstone group will convene the work team and identify the local governments that will participate in the pilot. By the end of October, it will develop a list of best practices and kick off the pilot program. The goal is to complete the pilot by July, 2010.



Timeline and Action Steps

New Jersey Green Companies Initiative

LEAD: Ralph Izzo

Launch Activity: Form Action Team and identify resources needed

Summer

- Identify data sources on energy consumption of companies (by industry)
- Begin inventory of green actions (best practices)
- Create benchmarks of current energy use – where we are now
- Develop case studies that identify best management practices in reducing energy consumption
- Establish an inventory of “green steps” companies can take now
- Sketch out publicity plan

September

- Target markets for participation
- Begin asking chamber members to “pledge” to participate (lead by example)
- Identify local service providers
- Develop and continuously refine the marketing message to companies

October and November

- Consider and include actions that maximize job creation and attract federal investment
- Coordinate an information campaign
- Promote and use the Sustainability Index

December

- Develop creative financing options
- Use viral marketing to spread the word

January and February

- Include individual/employer green savings

Victory

- Documented energy and cost savings by pledged companies
- Environmental benefits acknowledged and recognized
- Summary of jobs created

Green Team Volunteers

Ralph Izzo (Lead and Inventory/Best Practices/Standards)
Chairman of the Board, President & CEO
Public Service Enterprise Group Inc.

Maxine Ballen
President & CEO
New Jersey Technology Council

Howard C. Birdsall (Inventory/Best Practices/Standards)
President, CEO & Chairman
Birdsall Services Group, Inc.

Ruthi Byrne (Public Relations)
President
Zinn Graves & Field, Inc.

Robert H. Doherty (Creative Financing of Efficiencies)
Market President – Northern & Central NJ
Bank of America

Gregg N. Gerken (Creative Financing of Efficiencies)
Senior Vice President & Market President – North Jersey
TD Bank

Denise Kassekert (Creative Financing of Efficiencies)
Executive Vice President/Retail Banking
Beneficial Bank

Russ Molloy
Vice President, Government Relations
Meridian Health

Harry S. Pozycki, Esq. (Education)
Chairman, Citizen's Campaign
The Center for Civic Responsibility

Jay Watson (Inventory/Best Practices/Standards)
Deputy Commissioner
NJ Department of Environmental Protection

Timeline and Actions Steps

Government Efficiency Initiative

LEAD: Bob Podvey

Launch Activity: Convene workgroup

June and July

- Identify and invite workgroup
- Develop case statement for local municipalities about the value of participating
- Gather data about potential pilot sites
- Research whether this has been done – where and results
- Identify municipalities and their commitment to participate in pilot
- Develop communication and engagement strategy with affiliated groups
- Tap into employees – political strategy

August and September

- Research work already done around benchmarks for efficient, effective and innovative government practices
- Research best practices (use consulting resources)

October

- Complete benchmarks and best practices work

November

- Pilot sites and start evaluations
- Present pilots at League of Municipalities Conference
- Report progress at Cornerstone Retreat

December

- Refine best practices for NJ application

January through April

- Compile and disseminate results

May and June

- Develop award process for innovative government practices (look at Prudential Florida model)

Victory

- Benchmarks established
- Pilot completed with results and recommendations
- Best practices published

Government Efficiency Volunteers

Robert L. Podvey, Esq., President, Poday, Meanor, Catenacci, Hildner, Coccoziello & Chattman (Lead)

Dennis M. Bone, President, Verizon New Jersey, Inc.

Howard Cohen, CPA, Managing Partner & CEO, Amper, Politziner & Mattia LLP

Hon. Lucille E. Davy, Commissioner, New Jersey Department of Education

Hans Dekker, President, Community Foundation of New Jersey

Hon. Steven M. Goldman, Commissioner, NJ Department of Banking & Insurance

Mark B. Grier, Vice Chairman, Prudential Financial

William R. Hagaman, Jr., Partner, WithumSmith+Brown

Thomas Hauck, Region President, Securitas Security Services USA

Anthony P. La Rocco, Esq., Partner, K & L Gates

Jim Leonard, Sr. Vice President, NJ Chamber of Commerce

Peter G. Mangin, President, Garden State Development Inc.

William J. Marino, President & CEO, Horizon Blue Cross Blue Shield of NJ

Scott McLester, Esq., Executive Vice President & General Counsel, Wyndham Worldwide Corporation

Gil Medina, Executive Managing Director of NJ Region, Cushman & Wakefield of NJ

Ronald L. Rickles, CPA, NJ Managing Partner, Deloitte

Michael J. Rodburg, Esq., CEO & Managing Director, Lowenstein Sandler, PC

Jeffrey C. Scheininger, President, Flexline/U.S. Brass & Copper Corp.

Ralph Albert Thomas, CPA, Executive Director, New Jersey Society of CPAs

Joan Verplanck, President, New Jersey Chamber of Commerce