

Adler Memorial Event Honors Nation's Veterans



From left to right: US Senator John Kerry; House Minority Leader Nancy Pelosi; Shelley Adler

On November 2nd, 2011, Honorary Co-chairs US Senators John Kerry and John McCain hosted a fundraiser in support of the John H. Adler Memorial Fund for Veterans' Affairs at Harvard University in Washington, DC.

Congressman Adler was a fervent advocate for our veterans as both a New Jersey State Senator and a US Congressman. His family and friends are honoring his memory by establishing an interdisciplinary study of veterans' issues at Adler's alma mater, Harvard University. The endeavor strives to create a prestigious field of study to formulate the best public policy for our nation's veterans.

Congressman Adler's wife, Shelley and his three sons Jeffery, Andrew, and Oliver spoke at the event. His fourth son, Alex, a student at Cornell was unable to attend due to mid-semester testing. Also in attendance was US Senator Bob Menendez, US Congressman Frank Pallone, US Congressman Leonard Lance, and House Minority Leader Nancy Pelosi.

What a great way to honor John and help our veterans who service America on the field of battle. Would you consider a \$25 or more donation to this important cause, donations to the fund can be made payable to "Harvard

University" and write "John H. Adler Memorial Fund for Veterans' Affairs" on the memo portion of the check. Send checks to: John H. Adler Memorial Fund for Veterans' Affairs; c/o Shelley Levitan Adler; 61 Cameo Drive; Cherry Hill, NJ 08003.



*From left to right:
Dr. Edward H. Salmon; US Senator John McCain*

Inside this issue:

SENATOR MENENDEZ VISITS NEXT GEN AVIATION PARK	2
CIVILITY IN GOVERNMENT AND POLITICS AWARD	2
MOORE JOINS SVL AS MANAGER OF COMMUNICATIONS	3
ARTP HONORS TOM CARVER	3
NJ ENERGY COALITION ANNUAL MEETING	3
SVL ASSOCIATE ELECTED FREEHOLDER	4

Senator Bob Menendez Visits Next Generation Aviation Park

U.S. Senator Bob Menendez visited the FAA William J. Hughes Technical Center on August 11th and was provided with an update on the status of the Next Generation Aviation Research & Technology Park in Atlantic County, NJ. The Park is expected to generate more than 2000 jobs.

"Investments in NextGen and the aviation park will produce jobs in the process of creating that long term economic growth," Menendez said. "The employees here at the FAA facility in Atlantic County are spearheading the development of NextGen technology that is of significant national importance."

During the visit, Senator Menendez was joined by State Senator Jim Whelan. Whelan also highlighted the research center's importance to passenger safety.

"We need this Aviation Research Park to bring in the other companies so they can



From left to right: US Senator Bob Menendez; Gordon Dahl, South Jersey Economic Development District; Freeholder Alisa Cooper; Howard Kyle, Atlantic County Chief of Staff; NJ State Senator Jim Whelan; Dr. Edward H. Salmon, Board President, NextGen ARTP.

partner with the FAA and that synergy can move us forward and we can all fly more safely," said Senator Whelan.

The Senator was briefed by ARTP Board President Dr. Edward Salmon and Executive Director Ron Esposito on the development of the research park.

The ARTP is a nonprofit corporation tasked with developing a Next Generation

Aviation and Technology Research Park on the campus of the William J. Hughes FAA Technical Center in Atlantic County, NJ. The ARTP's mission is to leverage the core expertise at the FAA Tech Center with academic and private sector expansion of aviation technologies, making this area the epicenter for the transformation of the National Airspace System.

Civility in Government and Politics Award

On September 13, 2011, W. Cary Edwards was honored with the first William J. Hughes Center for Public Policy's Civility in Government and Politics Award at Stockton College.

Edwards (who passed away last year) was honored for his 30 years of service to New Jersey. Edwards was a member of the General Assembly, Chief Counsel to Governor Tom Kean, NJ Attorney General, and

chairman of the State Commission of Investigation.

Edwards was well-known for fostering engagement and dialogue regardless of political affiliation. Mrs. Lynn Edwards accepted the award in his honor.

Dr. Edward H. Salmon, Chairman of the Hughes Center Steering Committee, served as Master of Ceremonies for the event which featured former Congressman Jim Saxton as keynote speaker.



From left to right: Dr. Edward H. Salmon, Chair of Hughes Center Steering Committee Chair; Jim Saxton, former Congressman; Mrs. Lynn Edwards; Bill Hughes, former Congressman and Ambassador; Dr. Herman J. Saatkamp, Jr.

David Moore Joins Salmon Ventures as Manager of Communications

SVL is pleased to announce the appointment of David Moore to the position of Manager of Communications.

Moore joins the firm from the Fifth Legislative District office of Senator Donald Norcross, Assemblyman Angel Fuentes and Assemblyman Gilbert "Whip" Wilson and previously worked for U.S. Senator Frank R. Lautenberg. Moore has significant experience with constituent services, policy initiatives and public affairs.

"We are extremely excited to have David join our firm as our Manager of Communications," said Dr. Edward H. Salmon, Chairman of SVL. "His diverse experiences and enthusiasm will make him a definite asset to our professional team," continued Salmon.

Moore is a 2008 graduate of Gettysburg College with Bachelor of Arts degrees in Political Science and Film Studies and a current Rutgers University Masters of Public Administration candidate. While at Gettysburg, he participated in leadership activities including Student



Senate, Lambda Chi Alpha Fraternity, and served as Class President. In addition, he was a member of the Order of Omega Honor Society, Pi Lambda Sigma Honor Society, and was awarded the John M. Colestock Student Leadership Award. Moore resides in West Deptford, NJ and is a graduate of Gateway Regional High School.

"David's roots in the South Jersey community will be a valuable asset in communicating with our clients on key initiatives," added CEO Kim Schalek Downes. "We are fortunate to have found someone with David's experiences, credentials and interpersonal skills to welcome to our professional family," concluded Schalek Downes.

ARTP Honors Tom Carver



From left to right: Dr. Edward H. Salmon, ARTP Board President; Tom Carver, Founding ARTP Board Member; Dr. Anne Harlan, ARTP Board Vice President; Dr. Ron Esposito, ARTP Executive Director.

On October 27, 2011, the Board of Trustees of the Next Generation Aviation Research and Technology Park (ARTP) honored Tom Carver.

Carver, who is VP of Government Affairs for Hi-Tec Systems, was honored for the time he spent as a dedicated founding member of the Park's Board of Trustees while serving as Executive Director of the New Jersey Casino Reinvestment Development Authority.

Carver remains a true believer that the creation of the Research Park will strongly support the

advancement of aviation sciences as well as establish economic growth and job creation in the South Jersey area.

Board President Dr. Edward H. Salmon, Board VP Dr. Anne Harlan, and ARTP Executive Director Dr. Ron Esposito presented Carver with the award.

The ARTP is a nonprofit corporation tasked with developing and constructing a next generation aviation and technology research park at the FAA William J. Hughes Technical Center in Atlantic County.

NJ Energy Coalition Hosts Annual Meeting in Salem

The NJ Energy Coalition held its annual membership meeting at the PSEG Energy and Environmental Resource Center on September 15, 2011.

Presentation topics included an update on Japan Fukushima plant, legislative and regulatory perspectives on the NJ Energy Master Plan and an overview on smart grid infrastructure investment in New Jersey. The event featured President of PSEG Power Bill Levis,

Board of Public Utilities Commissioner Joe Fiordaliso, Business Transformation Vice President of Pepco Holdings Karen Lefkowitz and New Jersey Assemblyman Upendra Chivukula.

Assemblyman Chivukula was honored on the New Coalition with the Distinguished Achievement Award in recognition for his leadership on energy policy issues in New Jersey.

"Assemblyman Chivukula, in his role as chair of the Assembly Telecommunications and Utilities Committee, has demonstrated outstanding leadership in developing New Jersey energy policy and advocating for affordable, clean and reliable power sources," said Bob Marshall, Executive Director of the New Jersey Energy Coalition. "We are proud to honor the Assemblyman with this award."



SVL Associate Elected Freeholder with CEO as Campaign Manager



After retiring from teaching, Surace first served as Vice President of Salmon Ventures Limited, a government affairs firm based in Millville, and then later transitioned into an associate role at the company. In 2007, he helped produce a 170-page efficiency study on all aspects of the Passaic County government operations. Surace has also played a lead role in assisting the Bridgeton School District raise nearly \$5 million from public and private sources to build a new High School Stadium.

Surace earned his Bachelor of Science (BS) from West Chester State College in 1969 and his Master of Arts (MA) in Health & Physical Education from Glassboro State College in 1979. He received his Principal Certificate and Supervision Certificate from Glassboro State College in 1981.

SVL CEO Kim Schalek Downes volunteered to work as Cumberland County race campaign manager. She worked tirelessly for Surace and the other candidates. Her and the entire Democrat team were able to see four of their candidates elected into office.

Tony's Teammates From left to right: Tony Surace; Freeholder Rev. James Dunkins; Freeholder Director William Whelan; Deerfield Township Committeewoman Carol Musso; Sheriff Robert Austino.

Robert "Tony" Surace, a former Millville football coach and school administrator, was elected Cumberland County Freeholder November 8, 2011. Salmon Ventures CEO Kim Schalek Downes served as the campaign manager for the race.

impact on peoples' lives. If elected, I will adhere to the same principles that defined me as a successful coach and educator – honesty, discipline, integrity, teamwork and a passion for serving others."

Surace worked in the Millville School District for 37 years primarily as a teacher of Health & Physical Education. During his tenure, he served for 25 years as head coach of the Millville High School Football Team and 14 years as Supervisor of Health, Physical Education, Intramural Sports and Athletics.

Surace's long list of career accomplishments include being inducted into the South Jersey Coaches Hall of Fame, the New Jersey Football Coaches Hall of Fame and the New Jersey Interscholastic Coaches Hall of Fame. His 25 years of coaching led the Millville Senior High School football team to eight Conference Championships, ten County Championships, five State Play-off Appearances and one State Championship.

When announcing his candidacy Surace said, "There have been several opportunities for me to run for elected office in the past and when asked, I have always respectfully declined. But this is a new day. Since my retirement there has been a void in my life, and I believe that serving as County Freeholder will grant me another opportunity to have a positive



Salmon Ventures Ltd. is a national consulting firm providing professional services to utilities, government agencies, educational institutions, trade organizations and businesses. For any questions or comments on the content featured in this newsletter, please contact David Moore at 856-825-0500 or dmoore@salmonventures.com