



## Spring Greetings!

*From Your Friends at Salmon Ventures*



### Salmon Ventures Welcomes Two New Members to the Firm



#### **Frederick Butler—Executive Vice President**

Fred Butler recently concluded an outstanding eleven-year tenure as Commissioner on the NJ Board of Public Utilities (BPU). During that time, Mr. Butler was a highly active member of the National Association of Regulatory Utility Commissioners (NARUC). He chaired the Water, International Relations and Ad Hoc Global Climate Change Committees and most recently served a term as the Association's President. He also served as President of the Mid-Atlantic Conference of Regulatory Utility Commissioners, a board member of the National Regulatory Research Institute, and an advisory board member for a number of university public utility programs.

"Thanks to his superb professionalism and personality, Fred is one the most highly respected regulatory leaders in our nation," said Kimberly Schalek Downes, CEO. "We are confident that his industry expertise and leadership skills will provide great strategic advice to our company and our clients."

Prior to being appointed to the NJ BPU in 1999 by Governor Christine Todd Whitman, Mr. Butler served as Executive Director of the NJ General Assembly Democratic Office. He received a Bachelor's degree in Modern Languages and Political Science from Villanova University in 1968. He earned his Master's degree in International Relations in 1973 from Johns Hopkins University School of Advanced International Studies. Mr. Butler and his wife of 41 years, Carol Soban Butler, currently reside in Belle Mead, NJ.

#### **Robert Marshall—Senior Vice President**

Bob Marshall recently retired from Atlantic City Electric, Pepco Holding's Southern New Jersey electric delivery subsidiary. During his 33 year career with the company, Marshall held several management positions, including Regional Vice President for Government and External Affairs. Marshall's business, professional and community affiliations include serving on the boards of the Salem County Chamber of Commerce, Plan Smart NJ, South Jersey Cultural Alliance, Ronald McDonald House of Southern New Jersey, Southern New Jersey Development Council, City of Linwood Economic Development Committee and The Leadership New Jersey Graduate Organization. Marshall also chaired the New Jersey Utilities Association Government Affairs Committee.



Marshall's educational background includes a Bachelor of Arts degree in Secondary Education from Rowan University and a Masters of Business Administration from Monmouth University. Marshall is also a graduate of Leadership New Jersey, Class of 2005. He resides in Linwood, Atlantic County with his wife Pat.

"We are confident that Bob will quickly become a valued asset to the Salmon Ventures legislative and regulatory affairs team," said Dr. Edward H. Salmon, Chairman. "We are pleased to have someone with his extensive résumé in utility, energy and industry issues join our staff"

### Testimonial Luncheon Honoring Frederick F. Butler

April 16, 2010 at Forsgate Country Club

Reception 11:30am-12:30pm, Lunch 12:30pm-2:00pm

\$50 per person. Please contact June Campbell at 856-825-0500 for more information.



*From left to right: Salmon Ventures President Richard Mroz, Vermont Governor Jim Douglas and NARUC President David Coen at the Salmon/Quain/Sullivan Commissioners Reception held at the Willard Hotel*

## **Dr. Edward H. Salmon Re-elected to NARUC Commissioners Emeritus**

For the ninth straight year, Dr. Edward H. Salmon was elected President of the NARUC Commissioners Emeritus organization. Formed in 1979, NARUC Commissioners Emeritus represents former State public utility commissioners from around the country and serves as a resource and network of experience for NARUC, its officers and members.

"Ed has been actively involved with NARUC and the national utility arena for nearly twenty years," said NARUC President David Coen of Vermont. "He has been an invaluable resource and mentor to many in the organization. We are pleased to have him continue to serve as President of NARUC's Commissioners Emeritus."

Dr. Salmon served six years as a State utility regulator and three years as President of the New Jersey Board of Public Utilities. During that time he became a highly active member of NARUC, serving as Chairman of NARUC Executive Committee and Founder of the Washington Action Committee. Also elected as officers of NARUC's Commissioners Emeritus were Vice-President John M. Quain of Pennsylvania and Secretary/Treasurer Sandra Hochstetter Byrd of Arkansas.

## **NARUC Commissioners Brave the Snow for Winter Meetings in Washington, D.C.**

From February 14 to 18, Salmon Ventures attended the National Association of Regulatory Utility Commissioner's Annual Winter Committee Meetings held at the Renaissance Hotel in Washington, D.C. According to NARUC officials, the conference hosted 1,173 registered attendees representing state utility commissioners, regulatory staffers, consumer groups, financial institutions and the utility industry. Of the 202 state utility commissioners that are members of NARUC, 121 were in attendance. Two FCC Commissioners and two FERC Commissioners also participated.

Commissioners Emeritus held their regular luncheon at The Penn Quarter Room in the Renaissance. 42 former state utility commissioners representing 35 states attended this NARUC-sponsored event.

At the conclusion of the meetings, the NARUC Executive Committee adopted a number of policy resolutions including actions on cyber security, a national policy for the management and disposal of spent fuel from commercial nuclear power plants and support of the EPA's WaterSense "Fix-a-Leak Week".



*From left to right: FCC Commissioner Mignon Clyburn, Tom Hawes of World Energy and NJ BPU Commissioner Jeanne Fox*

## Client Spotlight

### American Water's Laura Monica Named to New Jersey's 2010 Best 50 Women in Business

On February 16, American Water announced that Laura Monica, Senior Vice President of Corporate Communications and External Affairs, was named one of *New Jersey's 2010 Best 50 Women in Business* by NJBIZ. Ms. Monica, along with her fellow honorees, will be recognized in a gala awards ceremony in Somerset, NJ on April 7<sup>th</sup> and featured in the April 12<sup>th</sup> edition of NJBIZ.



NJBIZ honors 50 women who share a commitment to business growth, professional excellence and the community. Ms. Monica is being honored for her extraordinary leadership in re-engineering American Water's external affairs functions, spearheading a national education and communications campaign, initiating the company's first formal corporate social responsibility program, and serving as a role model within the New Jersey-based national company.

Ms. Monica has served in her current position at American Water since October 2006. Prior to that, she was president of High Point Communications Group, a strategic communications firm she founded located in Bow, New Hampshire. Before forming High Point, Ms. Monica was head of corporate communications for Numerica Financial Corporation.

Headquartered in Voorhees, NJ, American Water is the largest investor-owned water and wastewater utility company in the United States. The company employs more than 7,000 professionals and provides drinking water, wastewater and other related services to approximately 15 million people.

### Vineland Ramada Unveils New Solar Installation

On Friday, March 5, the Vineland Ramada unveiled its newly completed solar installation that will provide the hotel with 80 percent of its electricity needs. In cooperation with Pfister Energy, the Ramada recently completed a 500kW ground-mounted system that consists of 2200 solar photovoltaic panels.

Congressman Frank LoBiondo, Assemblyman Matt Milam and Vineland Mayor Robert Romano attended a Ribbon Cutting Ceremony hosted by owner John Scipione celebrating the project's completion.

The solar system will generate approximately 620,620 kW hours of electricity per year, enough to power the equivalent of 50 households annually. The Vineland Ramada will be the first member of the Wyndam Hotel family to be powered by the sun in the state of New Jersey.



*Assemblyman Matt Milam (left) and Vineland Mayor Robert Romano address the crowd at the Solar Ribbon Cutting. The solar installation can be viewed in the background.*



### Burnley Adoption Update

On December 29, 2009, Ed and Marilyn's daughter Kristine and son-in-law Scott successfully brought their four new adopted daughters home to New Jersey. In the months since, Erika, Lupita, Miriam and Rosa Burnley have easily settled into their family home and naturally bonded with their parents, brothers and sisters. The girls were adopted from a church-sponsored orphanage in Acuna, Mexico through an exhaustive adoption process that took nearly 3 years to complete. They had never seen snow, so you can imagine their delight and excitement with the historic snow accumulations over the past months. Ed, Marilyn and their family thank everyone for their continued best wishes and prayers. (From left to right) Front Row: Leigha, Erika, Luræ, Lupita, Miriam & Preston. Back Row: Rosa, Kristine, Scott & Josh.

## The Christie Cabinet

**Douglas H. Fisher** – Acting Secretary  
Department of Agriculture

**Tom Considine** – Acting Commissioner  
Department of Banking and Insurance

**Dr. Janet Rosenzweig** – Acting Commissioner  
Department of Children and Families

**Lori Grifa** - Acting Commissioner  
Department of Community Affairs

**Gary Lanigan** – Acting Commissioner  
Department of Corrections

**Bret Schundler** - Acting Commissioner  
Department of Education

**Bob Martin** – Acting Commissioner  
Department of Environmental Protection

**Dr. Poonam Alaigh** – Acting Commissioner  
Department of Health & Senior Services

**Jennifer Velez, Esq.** – Acting Commissioner  
Department of Human Services

**Harold J. Wirths** – Acting Commissioner  
Department of Labor & Workforce Development

**Paula Dow** – Attorney General  
Department of Law & Public Safety

**Maj. General Glenn K. Rieth** – Adjutant General  
Department of Military and Veteran Affairs

**Jim Simpson** – Acting Commissioner  
Department of Transportation

**Andrew Sidamon-Eristoff** – State Treasurer  
Department of the Treasury

**Robert Czech** – Chair  
Civil Service Commission

**Jerry Zaro** – Acting Chief  
Office of Economic Growth

**Charles B. McKenna** – Acting Director  
Homeland Security and Preparedness

**Raymond Martinez** – Acting Chair  
Motor Vehicle Commission

**Lee Solomon** – President  
Board of Public Utilities

**Matthew Boxer** – Acting State Comptroller  
Office of the State Comptroller Colonel

**Joseph R. Fuentes** – Acting Superintendent  
New Jersey State Police

## Governor Christie Delivers FY2011 Budget Address

On Tuesday, March 16, Governor Chris Christie spoke before members of the NJ Legislature to deliver his budget plan for the fiscal year of 2011. The Governor laid out an aggressive new course for the state budget aimed at bringing spending in line with revenue and stabilizing the state's economic future. His proposal calls for a \$28.3 billion budget, which matches projected revenue but is \$10 billion less than currently projected spending. Every department of state government is being asked to make reductions. Some of Governor Christie's more significant proposed changes include the following measures:



- \$820 million reduction in state aid to schools. No school district would lose more than 5 percent of its budget.
- Decrease state aid to counties and municipalities by \$446 million.
- Pledge to provide towns and school districts with tools to deal with cuts in state aid, including enabling changes to collective bargaining for police, fire and teacher contracts, public pensions and benefits, and the civil service system.
- Elimination of property tax rebates and conversion into direct credits on homeowners' tax bills by May 2011.
- 2.5 percent cap on annual property tax increases and state spending increases through constitutional amendments.
- Reduction of state work force by 1,300 employees.
- Privatization of some state government operations.
- Businesses in Urban Enterprise Zones will continue to receive the benefit of 3.5 percent sales tax, but towns will no longer receive payment from the state.
- A \$3 billion payment to the state pension system will not be made pending review and reform measures.
- Reduction of the earned income tax credit from 25 percent of the federal income tax credit to 20 percent.

American Heart Association   
*Learn and Live*

**SAVE THE DATE!**  
2010 Southern NJ Spring Heart Walk  
Saturday, May 22, 2010 @ 9am  
6th and Boardwalk, Ocean City, NJ  
Event Goal: \$340,000

SVL serves on the Heart Walk Executive Committee and helps recruit companies and government agencies to participate. In lieu of holiday gifts this past year, SVL made a contribution to the American Heart Association in the sum of \$2,150. The American Heart Association is the largest voluntary health organization working to prevent and treat heart disease, stroke and other cardiovascular diseases.

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 Andrew Young at 856-825-0500 or [ayoung@salmonventures.com](mailto:ayoung@salmonventures.com).