

# The CHRONICLE

A SOUTHERN NEW JERSEY DEVELOPMENT COUNCIL PUBLICATION

2019 VOL. 3

## Stockton University *Programs Link* CANNABIS STUDIES *to* CAREERS

**Camden County College Helps Businesses Grow**

**NJ State Library – Supporting Business Owners at Your Local Library**

**Today's Business Email: Even the Back-Up Needs a Back-Up**

**Breaking Ground: The Performing Arts Academy to Open New Facility**



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# The CHRONICLE

TABLE OF CONTENTS

Camden County College Helps Businesses Grow .....	2
Breaking Ground: The Performing Arts Academy to Open New Facility, Expanding Opportunities for Students .....	4
Today's Business Email: Even the Back-Up Needs a Back-Up .....	6
Supporting Business Owners at Your Local Library .....	8
Stockton University Programs Link Cannabis Studies to Careers .....	12
Serving Our Veterans: Rutgers-Camden Offers Support for Student-Veterans .....	16
Mayors Committee Award Celebrates Patients .....	18



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## President's Message

Southern New Jersey has become a leader in education and innovation, fostering the necessary skills for the workforce of tomorrow. Many of our public institutions, community colleges and public libraries, are leading the way. Our third issue of 2019 exemplifies just how well South Jersey excels in these areas.

Community colleges play an important role in the development of our region's next business leaders. Camden County College is committed to providing low cost education and workforce readiness training programs to support the employment demands of the South Jersey business community. In *Camden County College Helps Businesses Grow* we see how they are creating such new pathways for workforce ready graduates.

*Breaking Ground: The Performing Arts Academy to Open New Facility, Expanding Opportunities for Students* outlines the partnership between Ocean County College and Ocean County Vocational Technical School that will serve to enhance the Nationally recognized Blue-Ribbon School academic excellence and the community it serves.

New Jersey's libraries play an important role in fostering the economic growth of our region. In *Supporting Business Owners at Your Local Library*, we see how the New Jersey State Library provides access to market research, analysis, and marketing through their online portal JerseyClicks.org.

As the digital world continues to expand, protecting information is a priority. In *Today's Business Email: Even the Back-Up Needs a Back-Up*, PCH's Tim Guim warns businesses that reliance on software program's built in protections do not go far enough.

Our cover story: *Stockton University Programs Link Cannabis Studies to Careers* outlines the great potential for students in this burgeoning industry. Offering both a minor and online Cannabis Studies Certificate, Stockton is preparing students for potential job opportunities in the expanding cannabis economy of South Jersey.

*Serving Our Veterans: Rutgers-Camden Offers Support for Student-Veterans* details the establishment of an Office of Military and Veterans Affairs to provide services and programs to veterans of our Armed Services.

We conclude this issue by highlighting the Mayors Committee Patient Courage Awards which acknowledges those individuals in our communities that have overcome adversity and positively impacted the lives of others.



We hope you enjoy the content within this issue and are able to take away some interesting new information and learn more about South Jersey. We welcome your comments at [marlene@snjdc.org](mailto:marlene@snjdc.org). To learn more about the SNJDC, contact us at **856-228-7500** or visit our website at [snjdc.org](http://snjdc.org).

Sincerely,

*Marlene Z. Asselta*

Marlene Z. Asselta  
President  
Southern New Jersey Development Council

# Camden County College Helps Businesses Grow

Camden County College is one of the largest community colleges in New Jersey and maintains the lowest tuition rates in the Delaware Valley. Offering more than 100 programs of study in Blackwood, Camden, Cherry Hill and online, the college is committed to preparing students for gainful employment in their chosen fields and assisting area businesses with workforce-ready employees.

## Corporate Training Institute

Camden County College's Corporate Training Institute is a full-service business resource center, providing customized training solutions for business, government, and non-profit organizations. Our training is based on employer demand. We partner with employers by implementing customized training programs for the current workforce and provide training to the unemployed to support employer hiring demands.

Training can be contracted as fee-for-service or connected to grant funding to subsidize employee training costs. Training schedules are flexible and can be delivered to your company's location or at one of our conveniently located campuses. Our instructors are highly credentialed, industry-experienced training consultants with varied backgrounds and technical real-world experience.

## New Jersey Business and Industry Association Grant

Camden County College assists companies secure funding for employee training programs from the New Jersey Business and Industry Association (NJBIA), the New Jersey Community College Consortium for Workforce and Economic Development and the New Jersey Department of Labor and Workforce Development.

The NJBIA grant funds are available for training programs including PC Skills, Communications, Customer Service, Spanish in the Workplace, English as a Second Language, and Mathematics & Measurement. Courses are available at your site or ours with a minimum of ten students. Open enrollment classes are also available at the William G. Rohrer Center in Cherry Hill.

*(continued on page 9)*

Camden County College's Mobile Learning Labs were funded by a grant from the United States Department of Labor. The 48-foot by 8-foot trailers are equipped with 384-square-foot of classroom space with computers, flat-screen televisions and current industry training equipment to provide hands-on training for up to 10 students.

*(continued on page 9)*

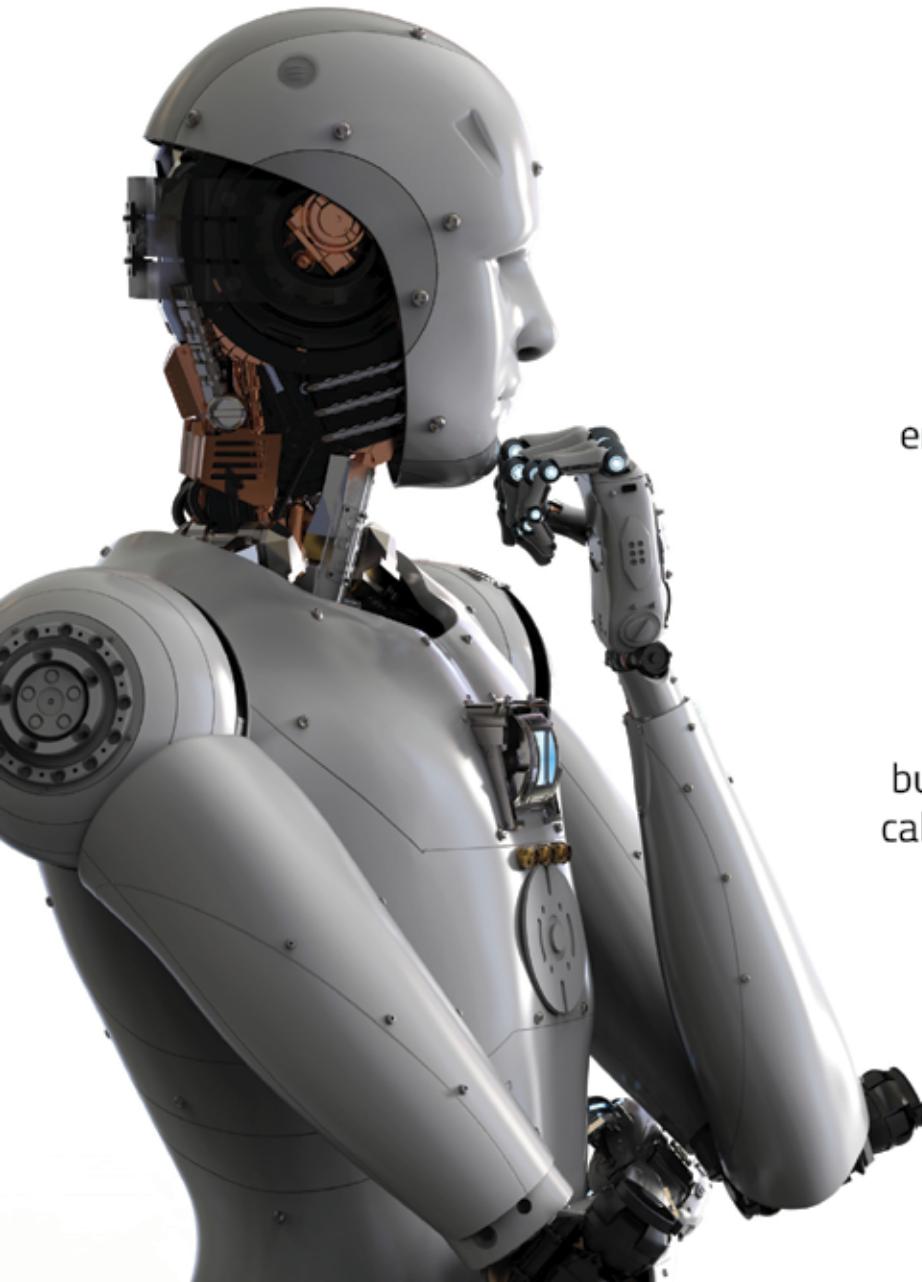




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Rendering of the new OCVTS Performing Arts Academy, courtesy of RSC Architects who provided the architectural design of the new state-of-the-art facility\*

## Breaking Ground: The Performing Arts Academy to Open New Facility, Expanding Opportunities for Students



Julia Moroney & Jonathan Crawford, PE  
*French & Parrello Associates*

Construction is underway for a new, innovative educational facility located on Ocean County College's (OCC) campus in Toms River, just adjacent to the Jay & Linda Grunin Center. Breaking ground in October of 2018, this 57,000 SF facility will be the new home to the Ocean County Vocational Technical School's (OCVTS) Performing Arts Academy, a full-time, four-year public high school program developed specifically for students wishing to study disciplines in the performing arts. Expected to be completed in December 2019, this new facility will provide students of the Performing Arts Academy a new space to cultivate their creativity, while also providing students of Ocean County College with an opportunity to take courses during the evenings.

While this facility will include state-of-the-art features that aid in fostering the performing arts and related technical disciplines, what's also unique about this project is that the partnership between OCVTS and OCC will enable high school students the unique opportunity to earn college credit concurrently with high school credits, allowing graduates to earn both a high school diploma and an OCC associates degree. The Performing Arts Academy's students currently attend classes at Hangar One at Joint Base McGuire-Dix-Lakehurst, and the relocation of the Academy will allow for additional enrollees and an easier commute for students to a more accessible, centralized location.

*(continued on page 11)*



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# Today's Business Email: Even the Back-Up Needs a Back-Up



By Tim Guim,  
*President/CEO  
PCH Technologies*

In an ever-hostile cyber landscape, businesses are adding advanced protections to keep their critical emails safe and accessible regardless of threat or emergency. While many businesses rely on the protections Office365 provides, there are limits to its capabilities and the program itself can be hacked. Microsoft is not resting in protecting its system, but hackers have not stopped trying either.

Third-party cloud-based email systems are becoming efficient options in this fight. They work to secure email communication from end to end, can safely archive what is stored and can be accessed no matter the emergency.

## **Just Good Enough Security is Not an Option**

Because of its widely adopted use, Office365 is a constant target of cybercriminals in their efforts to attack and hijack critical data from wherever they can find it. As a result, the popular software program can itself be compromised, giving hackers access to infiltrate and seize all Outlook functions. This includes calendars, all files and folders and every bit of email communication it has stored.

Once in, hackers encrypt the data and hold it for ransom. Only by paying that ransom, in the form of bitcoin, can the company get its email and cloud file back. Companies that have been subject to ransom demands are also more likely to be targeted again in the future.

Another limitation is that Office365 is often unable to block today's phishing expeditions. It cannot fully detect malicious links or attachments, which is one of the primary ways hackers get into the system. It also cannot detect imposter email addresses coming from what appears to be known senders who then ask for bank or credit account information. (This is a popular and growing trend in hacker practices.)

Third-party cloud protections safely secure all email communications from end to end. It can detect those phishing links and suspicious attachments before they make it into any company inbox.

Businesses using Office365 also use third party cloud email services because of Microsoft's limits on how long it stores data from a former employee's closed account. If an administrator inadvertently deletes the account before backing it up, that information will be permanently lost. These cloud services safeguard all archived email from accidental or deliberate deletions by untrained or rogue employees.

*(continued on page 21)*





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## Supporting Business Owners at Your Local Library

By Andrea Simzak Levandowski,

*Library Consultant for Small Business Development and Technology, New Jersey State Library*

For over 18 years, the New Jersey State Library has supported the information needs of business owners and entrepreneurs across the state.

After all, when it comes to making important business decisions, it is crucial to have the right information. Business owners who are not taking advantage of every tool at their fingertips to identify new customers, locate new markets, and build prospecting lists are missing opportunities to grow.

On July 1, 2019, the contracts for statewide resources provided through the State Library's online portal, JerseyClicks.org, were renewed, ensuring businesses can continue to take advantage of ReferenceUSA, Business Source Elite, Rosetta Stone, and other research tools.

JerseyClicks.org, paid for with federal funds from the Institute of Museum and Library Services, is a collection of twenty-two databases covering thirteen subjects available to New Jersey residents with a State Library or public library card. Use of these resources is available at no additional cost to the user.

With a library card, business owners can use ReferenceUSA, a prospect management tool, to find information on over 44 million U.S. companies nationwide, including over 1.3 million in New Jersey and an additional 5 million in Pennsylvania, New York, and Delaware.

Infogroup, the parent company of ReferenceUSA, is a mass information compiler of business and consumer information. Infogroup aggregates business data from Secretary of State filings, county-level public records, Yellow Page directories, SEC filings & exchanges, press articles, and news feeds, as well as web mining and internet research. Research staff then verify and audit the information provided in ReferenceUSA to ensure that information is accurate before being released to the public.

ReferenceUSA can level the playing field for business owners who cannot afford to purchase these lists from the state or private sources. In addition to building client lists, the tool can be used to conduct market research, competitive analysis, and direct

*(continued on page 15)*

# Camden County College Helps Businesses Grow

(continued from page 2)

This year over 100 employers were served in various industries. A few of our partner employers include Zallies Shoprite, Cooper University Health Care, Puratos, Holman Automotive, Delaware River Port Authority, and AdvancedEnviro Systems.

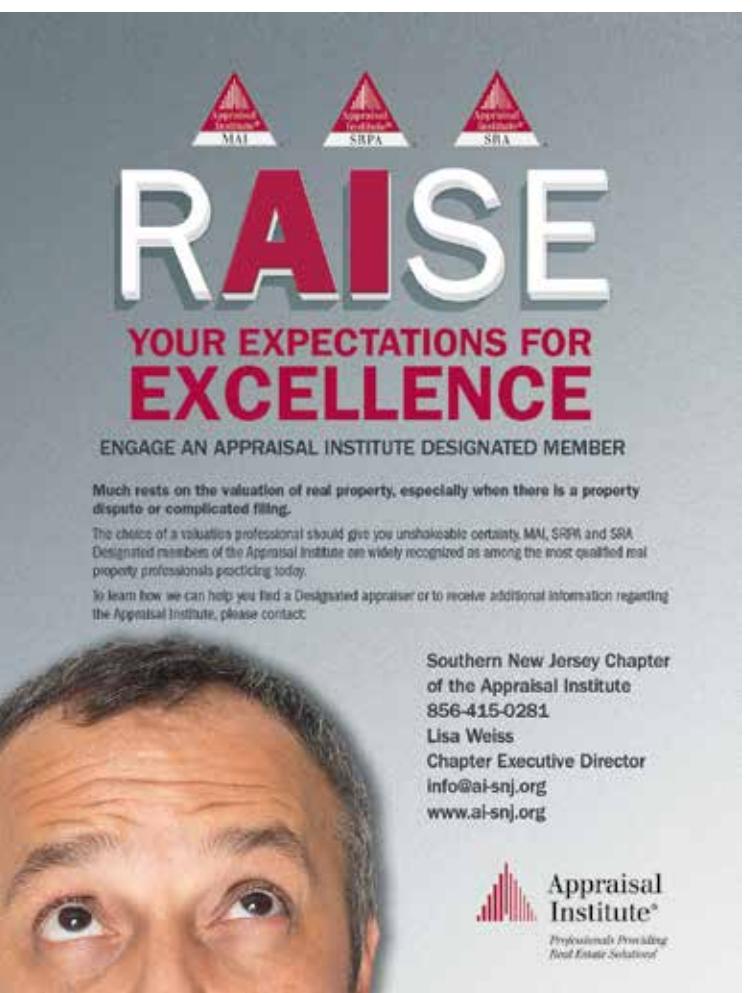
## Advanced Manufacturing Talent Development Center

For the past two years, Camden County College has been designated the Advanced Manufacturing Talent Development Center by the New Jersey Department of Labor and Workforce Development. As an integral part of the New Jersey Talent Development System, the Talent Development Center served as a Center of Excellence to expand the state's higher education capacity in the Advanced Manufacturing sector.

The \$1.2 million state-funded grant provided training for over 600 incumbent workers and 45 dislocated workers. Training programs included CNC, Welding, Lean Manufacturing, AutoCAD and Certified Production Technician.



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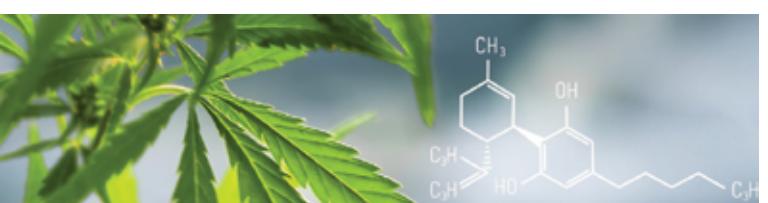
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## Breaking Ground: The Performing Arts Academy to Open New Facility, Expanding Opportunities for Students

*(continued from page 4)*

The new space will give majors in theater, vocal, dance and audio engineering a new high-tech workspace that will aid in the development of their skills and provide a new environment to encourage personal expression. In addition to classroom space, the facility will house learning labs, dance studios, recording studios, science labs, and a black box theater. The facility's architectural and engineering design provides a functional learning space while considering the flexibility needed to serve the high school and college atmospheres. The resulting facility is expected to further cultivate the creativity of the talented student population through a rigorous education in the performance arts offered by the Academy.

The \$26.6M project was a collaborative effort, drawing funding and support from the State of New Jersey, the County of Ocean, Ocean County College, and the Jay & Linda Grunin Foundation. The genesis for this project came from discussions between the Ocean County Board of Chosen Freeholders, OCC, OCVTS, and the Grunin Foundation, as the Academy's current lease with the Joint Base was set to expire. The move not only offers students the ability to study in a new innovative facility, but also allows students the opportunity to access other resources on OCC's campus, including the library, the gym, the student center, and additional theaters.

The new building will further enhance the intense, educational experience given to students already offered by the Performing Arts Academy, which is federally recognized as a "Blue Ribbon School." The National Blue Ribbon Schools Program recognizes public schools based on their overall academic excellence, and it "affirms the hard work of students, educators, families, and communities in creating safe and welcoming schools where students master challenging content," according to the Department of Education.



Ground was broken for the new PAA facility project on October 18, 2018.



Construction progress of the new OCVTS PAA building as of March 2019.



Construction progress of the new OCVTS PAA building as of June 2019.

# Stockton University Programs Link Cannabis Studies to Careers

Diane D'Amico

*Director of News and Media Relations, Stockton University*

Stockton University Professor of Biology Ekaterina “Kathy” Sedia, coordinator of Stockton’s new undergraduate minor in Cannabis Studies, has heard all the jokes about the program’s role in “higher” education.

But the potential for careers in the industry is no joke, and students from a variety of majors are registering for the courses.

Stockton introduced the new minor in fall 2018. In the spring, a non-credit online Cannabis Studies Certificate was added through the Office of Continuing Studies to accommodate adults interested in cannabusiness careers.

“This is a growing industry,” said Sedia, who can give as good as she gets when it comes to cannabis humor. “We want to prepare our students from a variety of academic and career viewpoints.”

Medical marijuana is currently legal and expanding in New Jersey, though legislative efforts to decriminalize

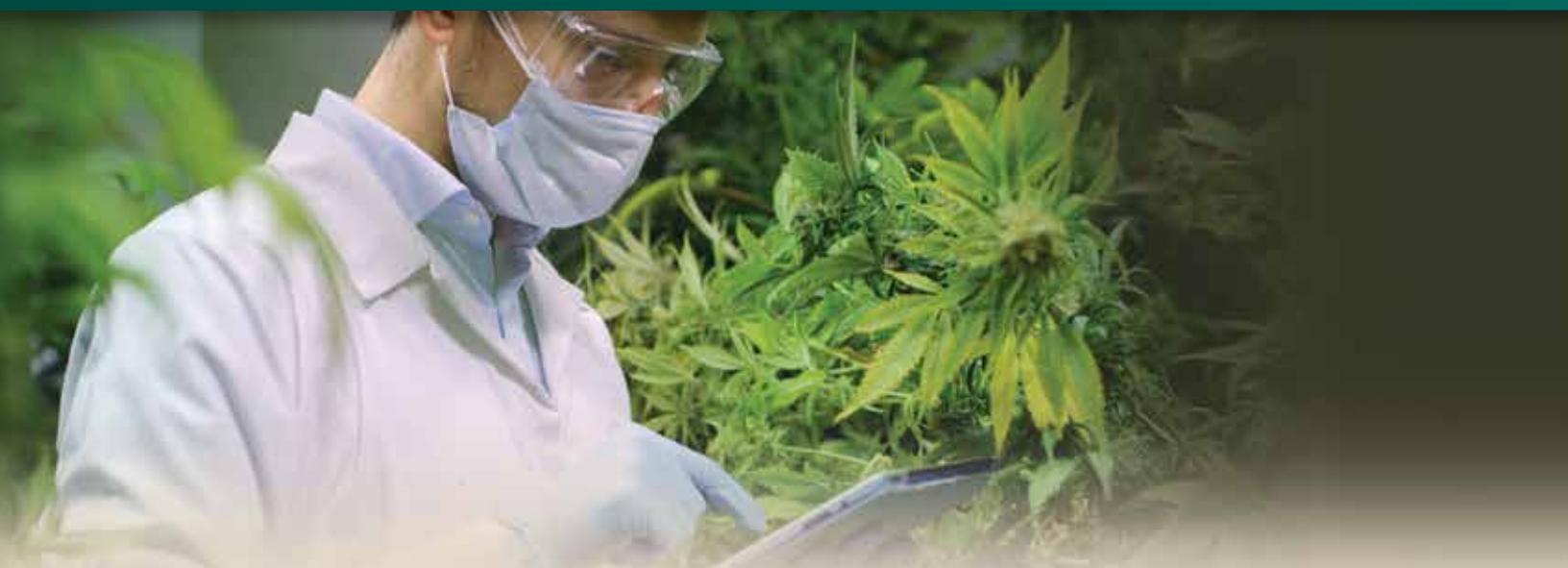
or legalize recreational marijuana remain unresolved. At the federal level, U.S. House Judiciary Chairman Jerry Nadler (D-N.Y.) said in July he would like to see legislation to remove the federal ban on the sale and use of cannabis, though no specific legislation has been proposed.

Stockton’s minor has five courses, including an internship. The online certificate program covers many of the same topics, with an additional focus on cannabis cultivation. Some participants in the online certificate program are already working in the medical marijuana industry. The first two required courses in the minor are Cannabis Law and Introduction to Medical Marijuana. Interested students are majoring in fields such as business, criminal justice, social work, and health sciences. “Having a background on the issues in a new and evolving industry will add value to our graduates’ degrees,” Sedia said.

Student Jenna Misciascio, president of the Stockton chapter of SMART, the Student Marijuana Alliance for Research and Transparency, sees the potential for cannabis tourism. In May, SMART hosted a networking and jobs panel discussion on the future of the industry moderated by attorney Bridget Hill Zayat, who also



*Attorney and Stockton University Cannabis Law Adjunct Professor Bridget Hill Zayat.*



taught the Cannabis Law class at Stockton. "There are so many potential job opportunities in cannabis," Misciascio said at the workshop. "I'm a hospitality major, so I have a lot of options. I could create something similar to the 'Ganja Goddess Getaway' or a website that's like a TripAdvisor for cannabis road trippers. The jobs in this industry will not be limited to plant-touching."

Stockton has also entered into partnerships that will give students hands-on experience in different areas of the cannabis industry. A partnership with Thomas Jefferson University in Philadelphia will allow students and faculty to collaborate with Jefferson's Lambert Center for the Study of Medicinal Cannabis and Hemp within The Institute of Emerging Health Professions. "It can be difficult to do research on marijuana because of its' federal status as a controlled drug," Sedia said. "The Lambert Center is a leader in the medicinal cannabis and industrial hemp fields."

Stockton also has agreements with Relevent, an arm of Reliance Health Care; the New Jersey CannaBusiness Association; the New Jersey Cannabis Industry Association and Leafly, a national cannabis

information resource. The partners will provide speakers, materials, and internships, sharing information on changes in the law, cultivation techniques, marketing, retail operations and industry challenges. "The partnerships will allow students from different majors to apply what they are learning to their field of interest," Sedia said.

Stockton has also hosted discussions on the issue of legalization featuring former U.S. Congressman and mental health advocate Patrick Kennedy, who has urged caution on legalization. Sedia stresses that Stockton's role is to provide information, not to advocate for or against a political viewpoint. "We are not telling students what is the right thing to do," Sedia said. "We are providing a context and information they can use to make their own decisions."



Stockton University  
Associate Professor of  
Biology Dr. Ekaterina Sedia.





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## Supporting Business Owners at Your Local Library

(continued from page 8)

mail marketing outreach. ReferenceUSA has also introduced a new social media feature, which allows businesses to directly target specific audiences across different social platforms.

ReferenceUSA is only one piece of the help libraries offer. Other resources cover a variety of business topics and sources.

Business Source Elite provides full-text coverage of scholarly business, management and economics journals.

Small Business Reference Center offers a wide variety of information on small business and entrepreneurial subject areas, common business types, and business plans that lead to successful funding. It also offers a collection of state-specific resources supported with demographic data and other local information.

Individual libraries may offer additional resources and information for business owners in their communities, such as tools for researching industry trends, writing business plans, and learning languages or other skills. In fact, JerseyClicks.org also offers Rosetta Stone, the language learning product. Rosetta Stone's

immersion method for learning foreign languages includes thirty languages to meet a range of cultural interests with core lessons to build reading, writing, speaking and listening skills.

To access all of this information and more, patrons can visit JerseyClicks.org or their local library website 24/7 from their home or office. For assistance using any of these resources, business owners should contact their local library reference department and keep an eye out for training opportunities throughout the state.

The New Jersey State Library has prioritized the economic development of the state through business services and, most importantly, key information to inform decision-makers. Yes, Google does provide millions of results, but the resources in libraries include quality information that is so valuable, companies keep it behind a paywall. Libraries purchase these resources directly for the benefit of their entire communities and do so at a cost far below what each beneficiary would pay out of pocket.



**Any business owner or entrepreneur who is unfamiliar with the true wealth of knowledge available at their local library should make every effort to visit and learn more. After all, if they don't, their competitors might.**



## **Serving Our Veterans: Rutgers–Camden Offers Support for Student-Veterans**

*Tom McLaughlin, Rutgers University–Camden*

Serving America's veterans is a priority at Rutgers University–Camden, which has gained a reputation as a national leader for student-veteran support services and programs. Emblematic of its success, in 2016, Rutgers–Camden was named a Purple Heart University by the Military Order of the Purple Heart – the first higher education institution in the state of New Jersey to earn the distinction.

Rutgers–Camden's Office of Military and Veterans Affairs currently supports more than 400 student-veterans enrolled in undergraduate and graduate programs. From the first phone call or office visit, Director Fred Davis becomes student-veterans' point of contact, helping them to navigate the application process and ensure that they are in compliance with U.S. Department of Veterans Affairs requirements for educational benefits.

The award-winning office regularly provides support services on issues specific to veterans, including matters of health and financial aid, and implements a number of successful initiatives that Rutgers–Camden has taken to help student-veterans make a smooth transition from the military to academic life.

These measures include an annual orientation program tailored for new student-veterans. The campus utilizes the Veteran Cert portal system, enabling student-veterans in any location to upload documents, which are accessible to all appropriate personnel. In addition, Rutgers–Camden established a Veterans Emergency Fund, which enables student-veterans in dire circumstances to take a temporary loan and repay it on a monthly basis using their V.A. benefits.

To further accommodate student-veterans, Rutgers-Camden offers a student-veterans lounge in the Campus Center. The space has become a popular gathering spot for student-veterans to study, talk, and share a sense of camaraderie.

Rutgers-Camden's Office of Military and Veterans Affairs is a major proponent of the student-veterans group at Rutgers-Camden and its goal of encouraging student-veteran participation in clubs and activities on campus.

An innovative new academic program at Rutgers-Camden recognizes the unique experiences and challenges that many veterans share. Veteran Nurses in Primary Care – funded by a three-year, nearly \$1.5 million grant from the Health Resources and Services Administration (HRSA) under the U.S. Department of Health and Human Services – will prepare military veterans for civilian careers as nurses who will care specifically for other veterans.

The program – the only one of its kind in the Delaware Valley and the state of New Jersey – was created with the intent of preparing veterans for a rewarding career serving as a bridge between fellow veterans and health-care providers. The Veterans in Primary Care program will also focus on providing education to community-based primary-care registered nurses

and other clinicians, nursing faculty, and clinical instructors to help meet the needs of veteran clients.

Veterans participating in the new Rutgers-Camden program will have a comprehensive support system to guide and assist them through their studies.

Rutgers School of Nursing-Camden students typically perform their clinical rotations in the community and hospital settings. Through the Veteran Nurses in Primary Care program, students will spend some of their clinical time working specifically with veterans through the university's partnerships with area organizations. Students will learn while working at the Camden County Department of Health and Human Services, Cooper University Hospital, the V.A. Medical Center in Philadelphia, and Volunteers of America's Home of the Brave program.

In addition to its designation as a Purple Heart University, Rutgers-Camden is consistently recognized as a highly ranked university for veterans to attend. The university earned a Yellow Ribbon School designation; gained membership in the Servicemembers Opportunity Colleges; and has repeatedly been named a "Military Friendly" school by G.I. Jobs magazine.



**For information about connecting with student-veterans at Rutgers University–Camden, visit [veterans.camden.rutgers.edu](http://veterans.camden.rutgers.edu).**



# Mayors Committee Award Celebrates Patients

The Mayors Committee on Life Sciences was formed in 2010 as a joint endeavor of the New Jersey State League of Municipalities and We Work for Health New Jersey. Since then, Committee members have worked diligently to promote economic development and innovation, educate legislators, policymakers and the public about the importance of the life sciences to New Jersey and its local communities, and benchmark best practices within host communities that help grow and nurture the industry.

In 2017, the Mayors Committee launched the Patient Courage Award (PCA) program to highlight inspiring patients in New Jersey and recognize remarkable individuals who have triumphed over adversity despite difficulties due to a serious illness or chronic disease. In order to identify potential recipients, the organization invites New Jersey mayors to nominate patients from their municipalities who have positively impacted the lives of others through their attitude, actions, and advocacy. Patient-based and healthcare provider organizations are also encouraged to recommend patients deserving of the award. From life-threatening illnesses such as cancer to rare

diseases like cystic fibrosis and Noonan syndrome, and debilitating chronic conditions, PCA recipients have amazing stories to tell and are willing to share their experiences in order to help others.

Notable PCA recipients include Karen Shepherd, a 77-year-old cancer survivor from Whiting who also suffers from Myasthenia Gravis, an autoimmune disorder. Despite needing ongoing treatments and numerous medications, Ms. Shepherd volunteers as a peer leader for Taking Care of Your Health, a support group for people facing serious illness. Another inspiring patient is Merchantville's Connor Loescher, a teenager whose lifelong struggle with congenital heart issues prompted him to advocate for craniofacial children, speaking at local schools and appearing in Children's Hospital of Philadelphia outreach videos. David Dubin of Haworth, a three-time cancer survivor with Lynch Syndrome, also received the award. After his third bout with cancer, he founded Alive N Kick'n, a foundation that promotes the HEROIC generic registry. The patient-centric database allows the patient to contribute to research and share their experiences of living with Lynch Syndrome and related cancers. Each of these patients and many others embody the

(continued on page 24)



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*For more information  
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# Today's Business Email: Even the Back-Up Needs a Back-Up

(continued from page 6)

## Setting Up the Back-Up Plan

With increasing cyber-attacks that penetrate Office365, fortifying that system with more protections has become a greater priority for company's using it. Third-party cloud-based security and backup systems that work independently outside the Office365 system provide those protections.

In the event hackers do get a hold of Office365's system, third party cloud-based backup systems provide the backup plan that keeps companies from being at the mercy of cybercriminals.

Third-party cloud-based email security and backup systems require an analysis of the company's current email structure. Once Office365's settings are properly calibrated, additional email cloud services

can be applied with strong anti-spam filters and efficient backup coverages. It is also helpful to provide email security training to all staff who use any of the company's IT systems.



**To understand any potential threats  
for your system, contact PCH  
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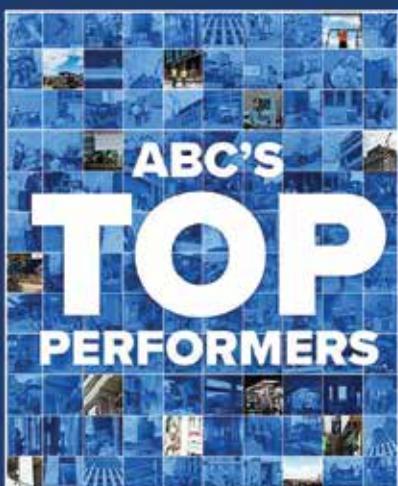


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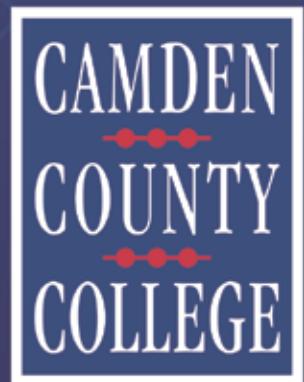
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# *Education & Workforce Development in South Jersey*



## Mayors Committee on Life Sciences

A partnership of the New Jersey State League of Municipalities  
& We Work for Health New Jersey



## Mayors Committee Award Celebrates Patients

(continued from page 18)

strength and courage it takes not only to overcome a life-threatening illness but to also help others navigate their own serious health challenges.

Every patient who receives the Patient Courage Award is invited to participate in a formal presentation ceremony. The events are typically held during meetings of the municipal council with an audience that includes family members, friends, and caregivers. The award is presented jointly by the patient's mayor and one of the We Work for Health New Jersey co-chairs. PCA recipients have the opportunity to speak about their disease(s) and treatment, and often share profound insights about how they found the courage to face their health challenges. In addition to recognizing

patients personally, the Mayors Committee award provides them and their families with a platform to inspire and educate others. Newspapers from all over the state have covered the award ceremonies and further highlighted the patient recipients.

The Mayors Committee on Life Sciences works under the auspices of the We Work for Health New Jersey coalition. The group seeks to educate elected leaders, the news media and New Jersians about the important contributions biopharmaceutical companies and their employees make to the health and economic security of individuals, local communities, and to the state of New Jersey.



**For more information about nominating a patient  
for the Patient Courage Award, please visit  
[www.njlm.org/466/Mayors-Committee-on-Life-Sciences](http://www.njlm.org/466/Mayors-Committee-on-Life-Sciences)  
or contact Terri O'Connell at 856-740-3666.**



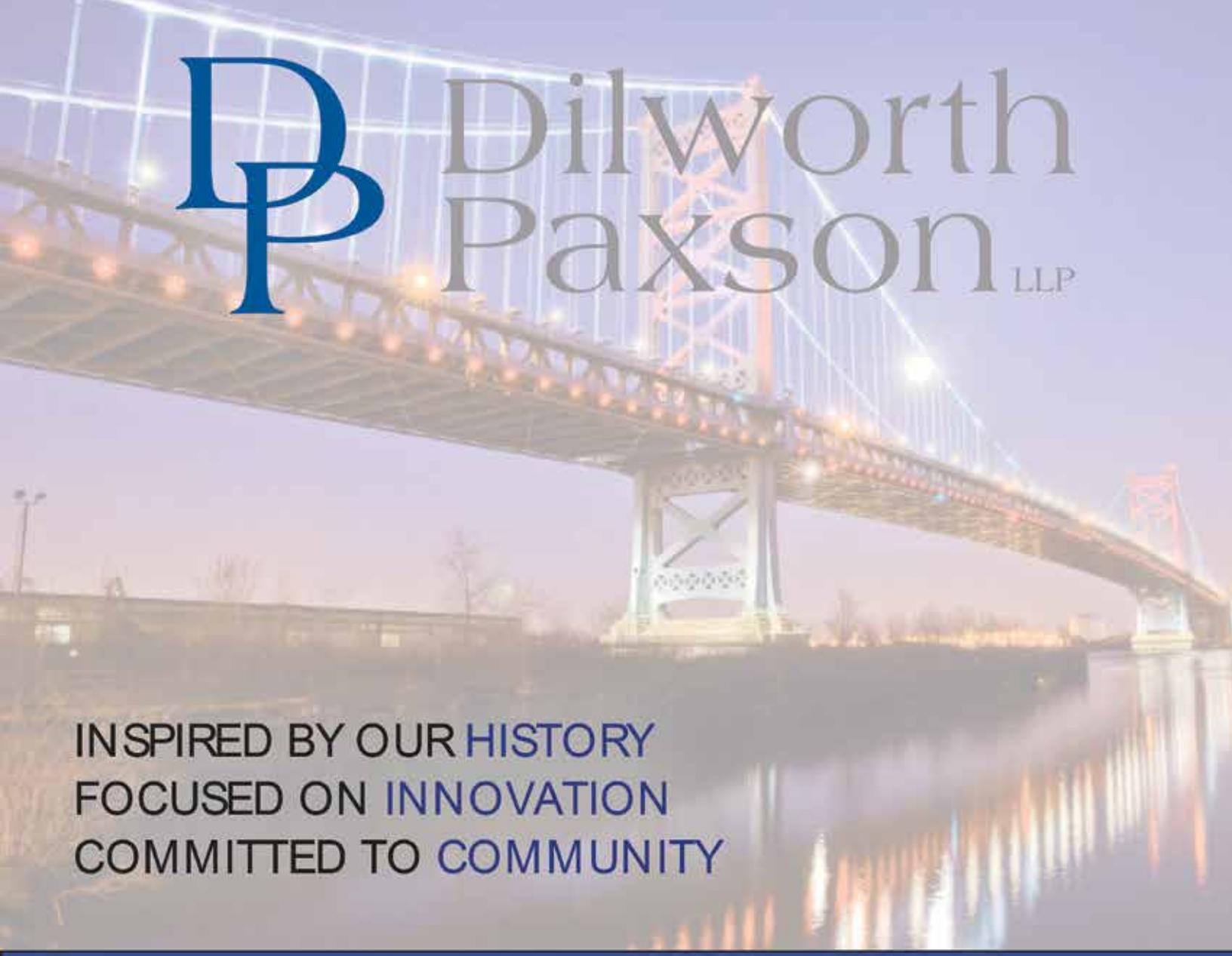
## SNJDC Public Policy Breakfast featuring N.J. Secretary of Higher Education Zakiya Smith Ellis

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Hotel ML, Mount Laurel NJ

(856) 228-7500 [snjdc.org](http://snjdc.org)

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