

# ESSENTIAL LINES™



## NJUA Comments on the Energy Master Plan

New Jersey's Energy Master Plan (EMP) is the State's plan to achieve its vision for reliable, environmentally responsible and affordable energy. The State of New Jersey is statutorily required to produce an EMP every ten years and examine and make revisions to the plan every 3 years. The Christie Administration released the much anticipated draft 2011 Energy Master Plan on June 7. Since then, NJUA, many of its member companies and other organizations have submitted comments on the draft EMP to the Board of Public Utilities.

The revised plan modifies the very ambitious 2008 goal of deriving 30 percent of the State's energy from renewable energy sources, such as wind and solar by 2020 to the statutorily required minimum level of 22.5 percent. NJUA believes that this revision is appropriate, allowing the State to continue to meet its important environmental goals while taking into account the current state of the economy, other energy needs and the ultimate costs to customers. A number of NJUA member energy utilities are active participants in the advancement of renewable energy and energy efficiency and all recognize that these efforts alone are not sufficient to address all of New Jersey's future energy needs.

NJUA also notes that utilities are uniquely positioned to contribute to the economic growth of the State through investments made in their infrastructure while simultaneously working to achieve the goals of the EMP. Increasing efficiency, reliability, safety and capacity through investments will ensure that New Jersey's energy infrastructure is best positioned to support the State's economic growth.

The utilities support the equitable expansion of electric and natural gas transmission infrastructure. The utilities also believe that the reinforcements of the gas pipeline system to make natural gas available in areas that it was previously unavailable and to lessen New Jersey's reliance on diesel fuel and oil are important. The expansion and reinforcement of the electric transmission system will enhance reliability and would likely reduce congestion, which should also provide benefits to consumers in the form of lower prices.

NJUA supports the consideration of alternative fuel vehicles that provide superior emission profiles, and reduce dependence

on foreign oil, as recognized in the EMP. As noted in the EMP, different vehicle types benefit from different fuel sources. There is value in examining how the State can best be positioned to take advantage of the latest advances in alternative fuel vehicles, including compressed natural gas and electric vehicles. Such investments will also lay the foundation to help enhance clean energy technologies, an area for sustained and growing businesses in New Jersey.

One of the most critical aspects of the EMP is the effect of any long term shifts in energy policy on the financial health of the utilities. Goals and programs which result in reduced sales can affect companies' ability to attract capital at reasonable costs. Excessive risk associated with requirements placed on utilities in order to achieve the EMP goals can affect utilities' ability to meet their principal mission of providing safe, adequate, reliable and cost-effective service to customers.

Achieving the goals of the EMP will not only require dramatic behavioral changes among customers, but also will directly affect the manner in which utilities conduct business. New Jersey's investor-owned energy companies are committed to meeting the energy needs of the most densely populated State in the nation in an efficient and cost effective manner, while promoting the EMP goals of economic development and environmental protection.

### Highlights from NJUA's 96th Annual Conference on Page 4

Governor Chris Christie's Chief of Staff, Richard Bagger was the keynote speaker at the Annual Dinner on June 9. Bagger shared with guests the key points of the newly released Energy Master Plan.



# Message from NJUA Leadership



Welcome to the summer issue of *Essential Lines*, the newsletter of the New Jersey Utilities Association (NJUA). My name is Don

Carter and I am the new chairman of NJUA and Vice President and General Manager of Elizabethtown Gas. I am delighted to have the opportunity to lead this important trade association.

I assumed the role of chairman at the NJUA Annual Membership Meeting on June 8 that was followed by the NJUA 96th Annual Conference. The Annual Conference was a huge success and was an informative time for the nearly 200 attendees, speakers, and distinguished guests that came out to the industry's largest event. A photo collage of the 3-day conference is on pages 4 and 5.

This newsletter features NJUA's comments on the Christie Administration's draft Energy Master Plan. NJUA member companies are uniquely positioned to aide the Administration in fulfilling the State's vision of environmentally conscious, reliable, and affordable energy. Serving approximately 4.5 million residential accounts and nearly 600 thousand business accounts year-round,

NJUA member energy companies have and continue to make a significant investment in and contribution to achieving this vision.

No clearer demonstration of the importance and value of utility service can be made than when utilities are working around the clock to restore and secure services in the aftermath of a major storm such as Hurricane Irene. On page 6, the importance of vegetation management is addressed. Vegetation Management is a means of lessening the probability of electrical service outages when ice or wind storms hit and is just one of many preventative measures utilities undertake to provide reliable service.

Because it is not possible to predict with 100 percent accuracy the path or extent of damage that can be inflicted by Mother Nature, even the best plans and preparedness measures can be thwarted. Utilities are acutely aware of the inconvenience and hardship experienced by many customers during these extraordinary weather events and work extremely hard to minimize the impact and restore service as soon as possible. We greatly appreciate the cooperation and patience of our customers during such difficult times.

**Donald F. Carter**  
*Vice President and General Manager  
Elizabethtown Gas  
NJUA Chairman, 2011–2013*

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## About NJUA

The New Jersey Utilities Association (NJUA) is the statewide trade association for investor-owned utilities that provide essential water, wastewater, electric, natural gas and telecommunications services to New Jersey residents and businesses 24 hours a day, 7 days a week, 365 days a year. NJUA has provided a forum for the exchange of ideas and a unified voice in the public policy arena for its members since 1915. NJUA's 16 member utility companies are dedicated to the delivery of essential services to more than 9 million residential customer accounts and nearly 2.3 million non-residential customer accounts across the Garden State. For more information on NJUA, visit [www.njua.com](http://www.njua.com).

# NJUA Presents Utility Industry's Highest Honor to Gail P. Brady

NJUA has bestowed the utility industry's highest honor, the *NJUA Distinguished Service Award*, to Ms. Gail P. Brady, President of GB Consulting Services, a utility regulatory consulting firm, for her highly accomplished and influential 40-plus year career in the water industry.

The award was presented during the utility industry's 96th Annual Conference on June 9 at Seaview Resort in Galloway, NJ. For many years, NJUA has selected outstanding professionals from the private or public sector whose contributions have helped to advance the public policy interests of the industry and its customers as well as the broader New Jersey community.

Brady is a former Senior Vice President, Chief Financial Officer and Treasurer of Elizabethtown Water Company and Treasurer of E'town Corporation for a combined 30 years. She has been a member of the faculty of the National Association of Regulatory Utility Commissioners (NARUC) Utility Rate School for over 35 years and a key architect of the mock rate case portion of the curriculum that has taught thousands of public and private sector individuals across the nation in the regulation of water, wastewater, electric, natural

gas, and telecommunications industries.

Brady continues to be a tireless volunteer and hold leadership roles in various activities supporting NJUA, the National Association of Water Companies-New Jersey Chapter and the Executive Women of New Jersey.

Brady is the 23rd recipient of the NJUA Distinguished Service Award, and joins the ranks of past recipients, among them former Board of Public Utilities presidents, including Governor Brendan Byrne; utility company executives, attorneys and others that have made significant contributions to the industry.



Above: Dennis W. Doll, NJUA Board Member and Chairman, President, and CEO of Middlesex Water Company presented the award to Gail P. Brady at the Annual Conference on June 9 at Seaview Resort.

## NJUA Awards College Scholarships to Five Deserving Students

NJUA's scholarship review committee selected five promising New Jersey students to award scholarship funds made possible only through members' support each year of the NJUA Scholarship Golf Tournament.

"The investor-owned utility industry understands and appreciates the value of higher education and is pleased to be able to award funds to these five promising students to help them afford to attend college," said NJUA President and Chief Executive Officer, Karen Alexander.

The *James R. Leva Scholarship Awards* are awarded to assist one or more NJUA member company employees who are employed in New Jersey or a member of their family in pursuing their higher education goals. The scholarships are named in honor of James R. Leva, a former Jersey Central Power & Light (JCP&L) executive and NJUA President from 1990-1991, whose professional achievements serve as a model for those who seek to advance themselves professionally through continuing education.

A one-time award of \$4000 was given to: Janell Poindexter,

Bloomfield, NJ and PSE&G employee since 2005; and Dean Rottau, Tabernacle, NJ and son of JCP&L employee Paul Rottau.

The *Excellence in Diversity Scholarship Awards* are awarded to three minority, female or disabled students pursuing a bachelor's degree at an accredited college or university. The scholarship awards are valued at \$1500 per academic year and were given to: Danielle Judka, Barnegat, NJ; Meaghan Mann, Cape May, NJ; and Kevin Sun, Bridgewater, NJ.



Above: Students were recognized at the utility industry's 96th Annual Conference on June 9 at Seaview Resort. (L. to R.) Danielle Judka, Kevin Sun, Meaghan Mann, Dean Rottau, and NJUA Human Resources Chairman and Vice President of Human Resources at Middlesex Water, Jim Garrett.



Panelists during the General Session, on June 8. (L. to R.) Dennis Bone, Chairman, NJ State Chamber of Commerce, President, Verizon NJ, and NJUA Director; Linda Kellner, Acting Executive Director, NJ Business Action Center, NJ Department of State; Michael Aron, Senior Political Correspondent and Acting News Director, NJN News; Tracye McDaniel, President and CEO, Choose NJ; Wayne Staub, Director, Office of Economic Growth and Sustainability, NJ Department of Environmental Protection



(L. to R.) Kevin Lynott, Director, Government Relations, Elizabethtown Gas; Senator Steven Oroho (R-24); John Bigelow, President, NJ American Water speaking in the hallway before the Opening Conference Luncheon on June 8.



(Clockwise, L. to R.) Susan Coan, State Relations Director, Atlantic City Electric; Julie Holman, State Governmental Affairs Director, JCP&L; Bill Walsh, Vice President - Government Affairs, NJ American Water; Dan Sperrazza, Legislative Consultant, Atlantic City Electric at the Chairman's Reception on June 9.



Senator Steven Oroho (R-24), spoke at the Opening Conference Luncheon on June 8. He shared what the Red Tape Review Commission is doing to keep and attract business to NJ.



(L. to R.) Former NJ BPU Commissioner Carol Murphy, NJBPU Commissioner Jeanne Fox, and Larry Sweeney, Director, Rates and Regulatory Affairs, JCP&L at the Chairman's Reception on June 9.



On June 9, BPU President Lee Solomon spoke at an NJUA committee meeting and was the moderator of the General Session, *Ensuring Safety and Security in the Delivery of NJ's Natural Gas Supplies.*



(L. to R.) Stefanie Brand, Esq., Director, Division of Rate Counsel and Lillian Federico, Senior Vice President, Regulatory Research Associates at the General Session June 8. Both spoke on the panel, *Utility Ratemaking in the 21st Century: Is the Traditional Model Working?*



(L. to R.) NJUA Directors, Bill Davis, President, Aqua New Jersey, Inc., and Dennis Doll, Chairman, President, and CEO, Middlesex Water Company at the Opening Conference Luncheon on June 8.



BPU Commissioner Joseph Fiordaliso moderated a session, *New Jersey's Energy Conundrum: Can Cheap and Green Co-Exist?* on June 9.

# NJUA 96th Annual Conference -- *Securing New Jersey's Future: Government, Utilities and Economic Growth* Seaview Resort June 8-10, 2011



(L. to R.) NJUA Associate Member, Gail Brady, President, GB Consulting and the 2011 Distinguished Service Award Recipient; Ken Quinn, Vice President, General Counsel, Secretary and Treasurer, Middlesex Water Company; and Steve Genzer, Partner, Saul Ewing LLP, NJUA conference sponsor and former Distinguished Service Award recipient at the Chairman's Reception on June 9.

Over the course of the three day event, attendees heard from experts in the utility industry and government on various topics including: what the Christie Administration, the State Legislature, and business leaders are doing to move New Jersey forward to a more prosperous future; what utilities are doing to ensure that natural gas is delivered safely and securely; how utilities are using social media to communicate with customers; and whether or not the goals of affordable and green are compatible. NJUA wishes to thank all those who attended, participated, and sponsored NJUA's 96th Annual Conference for making it a success!

(L. to R.) Dr. Ed Salmon, Chairman, Salmon Ventures Ltd., and former NJ BPU Commissioner, and Don Carter, Vice President and General Manager, Elizabethtown Gas and NJUA Chairman.



(L. to R.) Governor Jim Florio and Dennis Bone, President, Verizon NJ and NJUA Director at the Opening Conference Luncheon on June 8.



(L. to R.) Rick Thigpen, VP - State Governmental Affairs, PSE&G; Mark Kahrer, Director Performance Management, PSE&G and NJUA Director; Karen Alexander, President and CEO, NJUA at the Dessert Reception on June 9.

Commissioner Nicholas Asselta, NJ BPU at the Opening Conference Luncheon on June 8, asking Sen. Oroho a question.



(L. to R.) Richard Mroz, Consultant, Mroz Government Affairs, and Karen Alexander, President and CEO, NJUA at the Dessert Reception on June 9.



(L. to R.) NJUA Associate Member, Rob Curley, Vice President, Birdsall Services Group, and Robert Revelle, Vice President, Atlantic City Electric at the Chairman's Reception on June 9.

Commissioner Jeanne Fox, NJ BPU, at the General Session on June 8. Fox was a moderator at the breakout session, *Successful Customer Communications in the New Millennium*.



# The Value of Vegetation Management Programs

The recent fury of Hurricane Irene which brought more than 10 inches of rain in some areas and wind gusts up to 75 miles per hour to the Garden State underscores the role and importance of vegetation management programs in the delivery of safe and reliable utility service to the residents and businesses of New Jersey. Hurricane Irene resulted in massive devastation in many parts of New Jersey due to flooding, downed trees, and other debris causing electric power outages. While there is no perfect defense to the destruction that Mother Nature can sometimes wreak on utility service, vegetation management plays a critical role in minimizing power outages.

Vegetation management is the responsible, environmentally sensitive process of ensuring that lines and rights of way remain clear of vegetation. Each NJUA member electric company employs a comprehensive vegetation management program, subject to oversight by multiple regulatory bodies, including the New Jersey Board of Public Utilities, the Federal Energy Regulatory Commission and the North American Electric Reliability Corporation.

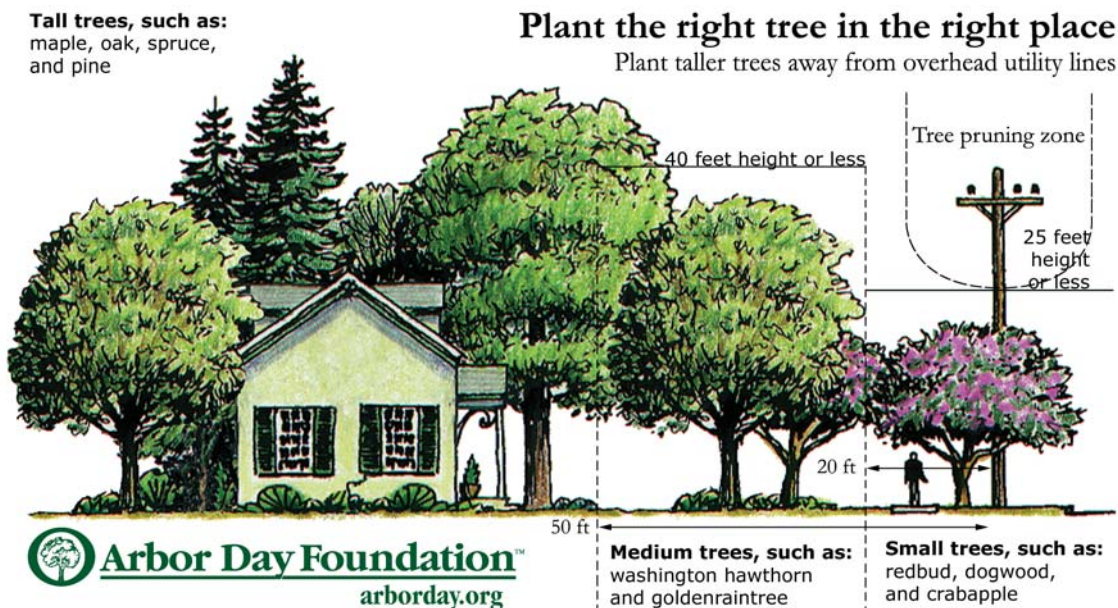
Clearing trees, limbs and brush away from overhead lines and rights of way prevents potential safety and reliability problems. Storm events with extensive flooding in addition to downed trees and poles exacerbate the problem as the ability to restore electric service when water is present is severely compromised.

There are also important steps that customers can take to support their electric utility's service reliability and safety efforts:

1. When planting vegetation around your home or business, please adhere to the guidelines established by the National Arbor Day Foundation. (see graphic below)
2. Always "Call Before You Dig" by dialing "811" to locate underground utilities so that utility infrastructure can be avoided when planting vegetation or undertaking any other excavation activities.
3. Observe and report overgrown vegetation that may impact electric lines and equipment to your electric utility company.
4. Never approach or touch a loose or downed electric line. If one is seen, immediately contact your local electric utility from a safe location.

To determine which utility serves your area: visit [njua.com/utilitylocator](http://njua.com/utilitylocator).

Atlantic City Electric: 1-800-642-3780  
Jersey Central Power & Light: 1-800-662-3115  
Public Service Electric & Gas: 1-800-436-PSEG (7734)  
Rockland Electric Company: 1-877-434-4100



# Spotlight on NJUA Members

## Elizabethtown Gas Partners with United Way to Expand Mentorship Program

**E**lizabethtown Gas is planning to expand its successful mentorship and internship program for students in Union County. The natural gas utility is now teaming with United Way of Greater Union County to help identify corporate partners willing to “adopt” schools participating in the program.

Leadership Academic Mentorship Program or L.A.M.P., began in 2006 to help 24 students at Elizabeth High School, one of the nation’s largest high schools, obtain their diplomas.

Since then, the program has grown to roughly 115 students at seven schools, including Abraham Clark High School in Roselle, Rahway Middle and High Schools, Hillside High School, and McManus and Soehl Middle Schools in Linden.

The in-school program provides guidance to at-risk youth by exploring the role education plays in their lives. During

sessions from college preparation to career development, volunteers spend countless hours stressing sound character development and positive leadership skills. That has led to more students going to college and earning better grades, said Tim Williams, community outreach manager, Elizabethtown Gas.

“Our program changes lives,” said Williams, who created the L.A.M.P. “Each year, the program changes me. I am constantly amazed at what the students accomplish. I can’t wait to get started this year.” The program is set to begin in November.



## Atlantic City Electric Hosts Suppliers Diversity Forum

**A**tlantic City Electric’s commitment to local and diverse suppliers of goods and services within its 2,700 square mile southern New Jersey service territory was demonstrated in a forum designed to educate qualified diverse suppliers on potential Atlantic City Electric business opportunities. The company defines diverse suppliers as certified businesses that are women and minority-owned. The event was held at Rowan University’s Student Center in Glassboro, N.J on September 8.

During the forum, brief comments were given by representatives from various Atlantic City Electric departments: Government Affairs, Customer Care, Asset Management and Operations. The program concluded with a one hour networking session with suppliers and department representatives.

“This forum not only gave women and minority-owned suppliers in our service territory an opportunity to hear from us, but it also gave us the chance to hear from them,” said Atlantic City Region Vice President Robert Revelle.

“We are pleased with the number of suppliers who participated. At the end of the day, many professionals left the forum with a new perspective on the supplier diversity process as it relates to our business ventures at Atlantic City Electric.”

### Energy Assistance Resources

Customers facing difficulty paying their energy bills will find numerous resources listed on the BPU website:

<http://www.bpu.state.nj.us/bpu/assistance/programs/index.html>

Assistance may also be available through NJShares:

<http://www.njshares.org>



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## Consumer Resources

### Electric Companies

**Atlantic City Electric Company**  
800-642-3780  
[www.atlanticcityelectric.com](http://www.atlanticcityelectric.com)

**Jersey Central Power & Light, A FirstEnergy Co.**  
800-662-3115  
[www.firstenergycorp.com/JCP\\_L/index.html](http://www.firstenergycorp.com/JCP_L/index.html)

**Public Service Electric & Gas Company**  
800-436-7734  
[www.pseg.com](http://www.pseg.com)

**Rockland Electric Company**  
877-434-4100  
[www.oru.com](http://www.oru.com)

### Natural Gas Companies

**Elizabethtown Gas**  
800-242-5830  
[www.elizabethtowngas.com](http://www.elizabethtowngas.com)

**New Jersey Natural Gas**  
800-221-0051  
[www.njng.com](http://www.njng.com)

**Public Service Electric & Gas Company**  
800-436-7734  
[www.pseg.com](http://www.pseg.com)

Customer Service representatives are just a phone call away and available to answer billing questions, dispatch technicians for service calls, or respond to any inquiry related to a customers' service. Company websites are also

**South Jersey Gas**  
888-766-9900  
[www.southjerseygas.com](http://www.southjerseygas.com)

### Water Companies

**Aqua New Jersey, Inc**  
877-987-2782  
[www.aquaamerica.com/newjersey](http://www.aquaamerica.com/newjersey)

**Gordon's Corner Water Company**  
732-946-9333  
[www.gordonscornerwater.com](http://www.gordonscornerwater.com)

**Middlesex Water Company**  
732-634-1500  
[www.middlesexwater.com](http://www.middlesexwater.com)

**New Jersey American Water Company**  
800-652-6987  
[www.amwater.com/njaw/](http://www.amwater.com/njaw/)

**Shorelands Water Company**  
732-264-5510  
[www.shorelandswater.com](http://www.shorelandswater.com)

**United Water**  
800-422-5987  
<http://www.unitedwater.com>

a great source of information for customers. Many websites contain useful tips on saving money on your utility bill, local water quality reports, and even suggestions for how to reduce your carbon footprint.

### Sewerage Companies

**Atlantic City Sewerage Company**  
609-345-0131  
<http://www.acsewerage.com/>

### Telecommunications Companies

**CenturyLink**  
888-723-8010  
[www.centurylink.com](http://www.centurylink.com)

**Verizon New Jersey**  
800-837-4966  
[www.verizon.com](http://www.verizon.com)



To learn which NJUA  
member company  
serves your area,  
go to [www.njua.com](http://www.njua.com)  
to use the Utility Locator Tool.

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