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Welcome to BeiGene's New R&D Center in New Jersey

It will fight cancer and bring hundreds of jobs to the Garden State.

By Anthony Russo
President, CIANJ

I was honored to be invited to the groundbreaking ceremony at the Princeton West Innovation Center for a new manufacturing and clinical research and development facility being built by BeiGene, a global biotechnology firm.

This impressive new center in Hopewell will bring hundreds of jobs to the Garden State as it focuses on developing innovative and affordable medicine to improve cancer treatment outcomes and access for patients worldwide.

It reasserts New Jersey's distinction as the "Medicine Chest of the World." The description refers to our state's high concentration of life sciences companies within its borders. Our colleagues at the HealthCare Institute of New Jersey (HINJ) proudly tell us the life sciences industry is one of our state's premiere economic drivers. Fourteen of the world's top 20 biopharmaceutical companies and 11 of the world's top medical technology companies maintain a significant presence in New Jersey.

Many of CIANJ's members are life science companies and/or provide service or products to the industry. Healthcare has always been a prime focus of our organization and we are pleased to support its growth.

John Oyler, co-founder and CEO of BeiGene, said: "Our planned flagship U.S. R&D and manufacturing center supports our commitment to fight for life for people living with cancer around the world, through state-of-the-art, commercial-stage biological pharmaceutical manufacturing, late-stage research and clinical development capabilities.

"The Princeton-Hopewell area is an excellent location for BeiGene and the thriving life science community, with a deep talent pool as we continue to advance our pipeline of innovative cancer medicines and work to diversify our global supply chain."

Gov. Phil Murphy saluted BeiGene at the ceremony, emphasizing the company's job creation. The governor welcomed BeiGene to the Princeton area and expressed his hope that the move was a response to New Jersey's commitment to grow the state's business-friendly environment and dedication to fostering innovation.

Last year BeiGene acquired the Hopewell property from Lincoln Equities Group and retained DPR Construction as the construction manager and IPS-Integrated Project Services, LLC as the architectural and engineering firm for the project. The tract has more than 1 million square feet of developable property, providing great opportunity for future expansion.

"The Princeton-Hopewell area is an excellent location for BeiGene and the thriving life science community, with a deep talent pool as we continue to advance our pipeline of innovative cancer medicines and work to diversify our global supply chain."

In the initial construction phase, BeiGene will create approximately 400,000 square feet of dedicated commercial-state biological pharmaceutical manufacturing space. The Princeton area plant is the second New Jersey site for BeiGene; with the other located in Ridgefield Park. Across the United States, BeiGene also has four

other operations, in San Mateo and Emeryville, California, Cambridge, Massachusetts, and Fulton, Maryland. The 12-year-old company also has offices in China, Australia and across Europe.

BeiGene is committed to advancing best- and first-in-class clinical candidates internally or with like-minded partners to develop impactful and affordable medicine for patients across the globe. The company has a growing R&D and medical affairs team of approximately 2,900 colleagues dedicated to advancing more than 100 clinicals that have involved more than 14,500 subjects.

Dr. Shereef Elnahal, the former state health commissioner who now serves as president and CEO of University Hospital in Newark, welcomed BeiGene also, and eagerly anticipated collaborating on cancer research.

Last year BeiGene allied with Novartis in a special program that granted Novartis the rights to co-develop, manufacture and commercialize BeiGene's anti-PD1 antibody tislelizumab for the treatment of esophageal and lung cancers in North America, Europe and Japan. This initial partnering led to more collaboration between the two companies with the latest development being an agreement through which BeiGene will promote five approved Novartis oncology products across designated regions of China.

It is exhilarating to see the collaboration between these two giants in the industry. Their efforts will not only help patients across the world by offering innovative therapies, they will boost local and regional economies, enabling them to thrive. At CIANJ, we enthusiastically welcome BeiGene to New Jersey and pledge our support to its success. 📌



BeiGene's new manufacturing and clinical research and development facility being built in New Jersey.

Photo: BeiGene



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CDI Secures NIH Funding for Thymus Immunotherapy R&D

Zakrzewski Lab aims to train immune system to make its own CAR T cells.

Compiled by John Joseph Parker
Contributing Editor

A new grant from the National Institutes of Health and the National Cancer Institute (NCI) will fund a physician-scientist from the Hackensack Meridian Center for Discovery and Innovation (CDI) to investigate ways to harness the body's natural ability to create CAR (Chimeric antigen receptor) T cells for long-term treatment of pediatric blood cancers.

The \$2.78 million grant will run over five years and will support the work of Johannes Zakrzewski, M.D., who is an associate member of the CDI and a pediatric stem cell transplant attending physician at Joseph M. Sanzari Children's Hospital at Hackensack University Medical Center and the John Theurer Cancer Center, which is part of the NCI-designated Georgetown Lombardi Comprehensive Cancer Center.

The grant, entitled "Harnessing the Thymus for Long-term Tumor Control with Hematopoietic Stem Cell-derived Naïve CAR T Cells," seeks to educate the thymus to manufacture tailored immune cells to continue to keep blood cancers in check for years after remission.

"This is translational science. We are hoping to help patients in new critical ways in the future using the latest lab discoveries," said Zakrzewski, who is also an associate professor in the Department of Pediatrics and in the Department of Medical Sciences at the Hackensack Meridian School of Medicine and in the Department of Oncology at Georgetown University.

"The work Johannes is doing is at the cutting edge of next-generation, cell-based immunotherapies, and this embodies the CDI's mission

to accelerate life-saving science from the bench to the bedside," said David Perlin, Ph.D., the chief scientific officer and senior vice president of the CDI.

"This important funding from the NIH/National Cancer Institute will accelerate Johannes's innovative and groundbreaking research to discover novel therapeutic approaches to achieve long-term remission in childhood cancers," said Judy Aschner, M.D., physician-in-chief, Hackensack Meridian Children's Health. "His success in this competitive funding environment is a reflection of the promise and novelty of his work and advances the national reputation of the Children's Cancer Institute at the Joseph M Sanzari Children's Hospital."

Chimeric receptor antigen (CAR) T cells are transforming cancer treatment by providing tumor-specific, molecularly targeted therapies. But while the therapies can induce remission in most cases, long-term disease control remains a major clinical challenge — especially in pediatric and young adult cancer patients with high-risk malignancies.

Zakrzewski and his team plan on implementing a novel platform for long-lasting tumor immunosurveillance based on continuous in-vivo generation of naïve CAR T cells.

Their hypothesis: after the completion of the initial course of intensive chemotherapy, long-lasting T-cell immunity to cancer antigens can be established by using hematopoietic stem and progenitor cells (HSPCs) engineered to express a tumor cell-targeting CAR and delivered into the patient's thymus.


The minimally invasive procedure would thus harness the thymus of cancer patients as an in-vivo bioreactor, offering an innovative

and also relatively simple and low-toxic clinical method for sustainable production of highly potent naïve designer T cells from genetically manipulated HSPCs.

The work is based on the laboratory's years of published and unpublished data, all of which have been supported by various grants and groups, most recently the Tackle Kids Cancer program of the Hackensack Meridian Health Foundation.

"Physician-scientists harnessing their expertise to drive innovation forward is our mission," said Ihor Sawczuk, M.D., FACS, Hackensack Meridian Health's president of Academics, Research and Innovation, and also associate dean of Clinical Integration and professor and chair emeritus of Urology at the Hackensack Meridian School of Medicine. "This grant will support work which has the potential to change lives in our hospitals in years to come."

The Center for Discovery and Innovation, a member of Hackensack Meridian Health, translates current innovations in science to improve clinical outcomes for patients. More than 21 laboratories, 155 professional researchers and physician-scientists at the CDI have set their sights on cancer, infectious diseases, autoimmune disorders, and other acute and chronic diseases.

Clinical need drives the scientific insights, and their application, for these researchers, as shown in the real-time response to the COVID-19 pandemic, resulting in new diagnostics, therapies and surveillance abilities. The CDI leverages a new wave of scientific advances involving genetics, cell engineering of the human immune system, and imaging to better diagnose, treat and prevent disease through personalized medicine approaches. 



Johannes Zakrzewski, M.D.



Ihor Sawczuk, M.D.



David Perlin, Ph.D.

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American Cancer Society Data Shows Drop in Cancer Deaths

At an accelerated pace, the number of people dying from cancer is dropping.

Compiled by Staff, Researchers
American Cancer Society

The risk of dying from cancer in the United States has decreased over the past 28 years according to annual statistics reported by the American Cancer Society (ACS). The cancer death rate for men and women combined fell 32 percent from its peak in 1991 to 2019, the most recent year for which data were available.

Some of this drop appears to be related to an increase in the percentage of people with lung cancer who are living longer after diagnosis, partly because more people are being diagnosed at an early stage of the disease.

Cancer continues to be the second most common cause of death in the US, after heart disease. A total of 1.9 million new cancer cases and 609,360 deaths from cancer are expected to occur in the United States in 2022, which is about 1,670 deaths a day.

These statistics don't include either basal cell or squamous cell skin cancers because U.S. cancer registries are not required to collect information on these cancers. These numbers also do not account for the effect the COVID-19 pandemic has likely had on cancer diagnoses and deaths because they are projections based on reported cases through 2018 and deaths through 2019.

"Cancer Statistics, 2022," published in the American Cancer Society's journal *CA: A Cancer Journal for Clinicians*, provides the estimated numbers of new cancer cases and deaths expected in the United States this year. The estimates are some of the most widely quoted cancer statistics in the world.

The 32 percent drop in cancer death rate between 1991 and 2019 translates to almost 3.5 million fewer cancer deaths during these years than what would have been expected if the death rate had not fallen. This success is largely because of fewer people smoking, which resulted in declines in lung and other smoking-related cancers.

Other factors that contributed to the reduced death rate include:

- Chemotherapy after surgery for breast and colon cancer;
- Combination treatments for many cancers;
- Prevention and/or early detection through screening for some cancers, including cancer in the breast, cervix, colon, prostate, rectum and more recently, lung.



Chemotherapy after breast and colon surgery results in a higher survival rate.

The risk of death from cancer dropped by about 2 percent per year from 2015 through 2019 compared to 1 percent per year during the 1990s. Accelerating declines in the cancer death rate show the power of prevention, screening, early diagnosis, treatment and an overall potential to move closer to a world without cancer.

The researchers note that improving upon the success of the reduced cancer death rate will require more investments from national, state and local levels in two equally important areas:

- Cancer research that expands knowledge and advances treatment options;
- Making sure that successful, targeted cancer control interventions are more broadly and equitably applied to all populations.

The outlook is more promising than ever for lung cancer at all stages of disease. In recent years, more people with lung cancer are being diagnosed when the cancer is at an early stage and living longer as a result.

The rate of localized-stage disease diagnosis increased by 4.5 percent yearly from 2014 to 2018, while there were steep declines in advanced disease diagnoses. The result was an overall increase in 3-year survival rates. In 2004,

21 out of 100 people diagnosed with lung cancer were living three years after their diagnosis. By 2018, that number had risen to 31 out of 100 people.

Increased survival is also largely due to improvements in:

- Tests to diagnose lung cancer;
- Video-assisted thoracoscopic surgery;
- Updates to pathologic staging;
- Drugs that target the most common gene mutations in lung cancer.

"Improved lung cancer outcomes may also reflect increased access to care through the Affordable Care Act," says Rebecca Siegel, MPH, lead author of *Cancer Statistics, 2022*, and Senior Scientific Director of Surveillance Research at ACS. "Plus, the ACS and USPSTF first recommended screening for lung cancer in 2013, so screening — even with low rates — still could have helped increase the diagnosis of localized-stage disease," she says.

Here are some other statistics about lung cancer:

- Lung cancer still causes more than 350 deaths each day, which is the highest number of deaths for all types of cancer

Continued On Page 12

I've got cancer

but I also have researchers who will stop at nothing until there's a cure.

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Continued From Page 10

— more than breast, prostate and pancreatic cancers combined. It causes 2.5 times more deaths than colorectal cancer, the second leading cause of death from cancer in the US.

- About 8 out of 10 (81 percent) of deaths from lung cancer in 2022 are expected to be caused from smoking cigarettes. Both the amount and how long someone smokes increase the risk of dying from lung cancer. People who smoke are about 25 times more likely to develop lung cancer than those who never smoked.
- Second-hand smoke causes almost 3 percent of new diagnoses of lung cancer and is expected to cause about 3 percent of deaths from it in 2022.
- After smoking, the next leading cause of lung cancer is exposure to radon gas, which is released from soil and can build up indoors.
- Nonsmoking-related deaths from lung cancer would rank as the 8th leading cause of death from cancer if they were classified separately.

The risk of dying from prostate cancer decreased by about 50 percent from the mid-1990s to the mid-2010s due to improved treatment and earlier detection through screening with prostate specific antigen (PSA) testing, which helps find cancer when it is only in the prostate (localized). But in recent years, the risk of dying from prostate cancer is only decreasing by 0.6 percent a year. The cause for this slowing progress may be related to changes in screening guidelines.

Despite the contribution of screening to a reduction in mortality, there was increasing evidence that PSA testing was causing undue harm through overdiagnosis and overtreatment of prostate cancer. As a result, the U.S. Preventive Services Task Force (USPSTF) changed their screening guidelines.

In 2008, the USPSTF recommended against routine screening with PSA testing for men age

“Cancer continues to be the second most common cause of death in the U.S. after heart disease. A total of 1.9 million new cancer cases and 609,360 deaths from cancer are expected to occur in the United States in 2022.”

75 and older and in 2012 for all men, which led to fewer men being screened.

At first, reduced PSA testing was followed by rapid declines in the diagnosis of prostate cancer. But from 2014 to 2018, the incidence rate for local-stage disease stayed stable, whereas incidence rates for regional-stage disease rose each year by 4 percent and by 6 percent for distant-stage disease.

As a result, the proportion of prostate cancers diagnosed at a distant stage has more than doubled over the past 10 years, from 3.9 percent to 8.2 percent.

ACS researchers note that “controversy remains about the underutilized potential of the PSA test” to reduce deaths from prostate cancer by detecting potentially fatal disease earlier.

“One study found that after the 2012 USPSTF guideline changes, there was a steeper drop in PSA testing in Black men than in White men,” says Siegel. “That’s concerning because early detection is especially important for Black men, who are twice as likely to die from prostate cancer as White men.”

In females, breast cancer incidence rates have been slowly increasing by about 0.5 percent a year since the mid-2000s. This rise in diagnoses is due in part to more women having obesity, having fewer children or having their first baby after age 30. Declines in breast cancer mortality have slowed in recent years, probably related to rising incidence as well as unchanged mammography rates.

Racial/ethnic, socioeconomic, and geographic disparities in cancer occurrence and outcomes largely show longstanding inequalities in wealth that make access to high-quality healthcare difficult for some people. These disparities can be attributed in large part to historical and persistent structural racism in the United States experienced by all people of color.

Cancer disparities occur when barriers to high-quality cancer prevention, early detection and treatment create differences in cancer occurrence and outcomes based on

Continued On Page 14



Photo: Getty Images/Stockphoto/kallio

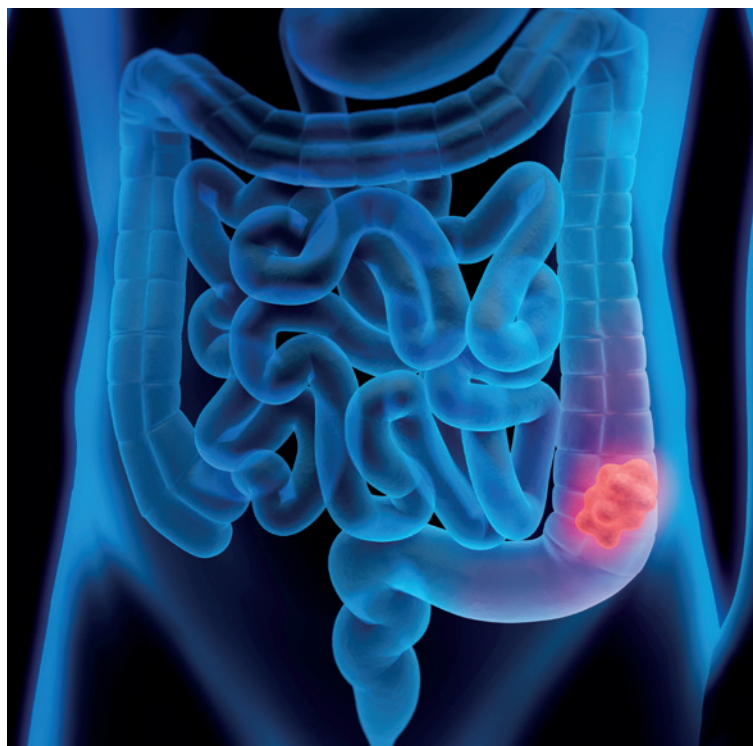


Photo: Getty Images/Stockphoto/ Mohammed Haneef/Nizamudeen

Screenings for breast and colon cancers are an essential part of early detection, and therefore, better outcomes.

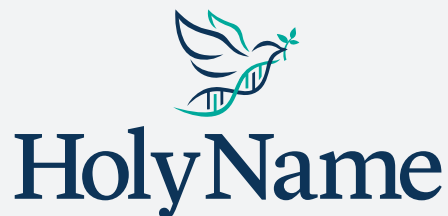


Cindy C.
Cancer Survivor

CINDY COULDN'T EVEN RISK GOING TO THE GROCERY STORE. BUT SHE *never thought twice* ABOUT COMING TO HOLY NAME.

Cindy's cancer wasn't supposed to come back. But it did—for the second time—in the middle of the pandemic. Putting her at even higher risk for COVID than she thought. So she stayed strict and stayed home. She even wore her mask to take out the trash. Yet, she visited Holy Name over 20 times in 2020. Yes, for appointments. But sometimes, just to say hi and bring the nurses lunch. Because to Cindy, there was nowhere she felt safer than at Holy Name.

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Read Cindy's story at
ThisPlaceIsDifferent.org

T H I S P L A C E I S D I F F E R E N T

Continued From Page 12

sociodemographic factors such as race, ethnicity, age, income, sexual orientation, gender identity, or the place where a person lives. Most inequities in wealth, education and overall standard of living among people of color stem from historical and persistent structural racism and discriminatory practices.

The COVID-19 pandemic greatly reduced people's ability to find available services for cancer prevention, early detection and treatment. These delays in care will probably worsen cancer disparities given the unequal burden the pandemic is having on communities of color.

Here are examples of statistics showing these disparities:

- In 2019, 27 percent of men without a high school education smoked cigarettes, compared to 6 percent of men with a college degree. This is partly due to tobacco companies specifically marketing in neighborhoods where many people have low incomes.
- Black women have a 41 percent higher breast cancer death rate than White women even though their incidence of breast cancer is 4 percent lower.
- Cancer survival rates are lower for Black people than for White people for almost every cancer type.
- American Indians and Alaska Natives (AIANs) have the highest liver cancer incidence of any major racial/ethnic group in the United States. The risk of

developing liver cancer among AIANs is more than double that in White people.

Cancer is the second most common cause of death among children ages 1 to 14 years in the United States. Accidents are the most common cause.

- In 2022, it is estimated that 10,470 children will be diagnosed with cancer, and 1,050 will die from the disease.
- Although the cancer incidence rate among children has been increasing some since the mid-1970s, cancer death rates in children have declined by 71 percent since 1970, largely due to improvements in treatment and more children taking part in clinical trials.
- Leukemia remains the most common childhood cancer, accounting for 28 percent of all cancers in children. Death rates for leukemia went down by 84 percent from 1970 through 2019.
- Brain and other nervous system tumors are the second-most common type, accounting for 26 percent of all childhood cancers.

Cancer is the fourth most common cause of death among adolescents ages 15 to 19.

- In 2022, it is estimated that 5,480 adolescents will be diagnosed with cancer, and 550 will die from the disease.
- Similar to children, cancer incidence rates among adolescents have increased slightly for decades, while the cancer death rate declined by 61 percent from 1970 to 2019

- Brain and other nervous system tumors are the most common type, accounting for about 21 percent of cancers in adolescents, followed by lymphoma (19 percent).

Progress among adolescents has lagged somewhat behind children for complex reasons that include lower enrollment in clinical trials, differences in tumor biology and treatment protocols, as well as treatment tolerance and compliance.

Other Highlights from the Report

- According to ACS research, at least 42 percent of the projected new cancers are potentially avoidable. This includes 19 percent of cancers that are caused by smoking and at least 18 percent that are caused by a combination of excess body weight, drinking alcohol, poor nutrition and physical inactivity.
- New combination immunotherapies for metastatic melanoma — a historically hard-to-treat cancer — have been a game changer for survival. In 2004, only 15 out of 100 people diagnosed with distant-stage melanoma were alive after 5 years. For those diagnosed during 2011 through 2017, since these new treatments have been available, twice as many — 30 out of 100 people — were alive after 5 years.
- The occurrence of liver cancer — one of the most fatal cancers — has finally stabilized. Just a few years ago, it was the most rapidly increasing cancer. 📈



In 2022, it is estimated that 10,470 children will be diagnosed with cancer, with 9,420 expected to beat the disease.

Some of cancer's finest minds are here.



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COMPREHENSIVE CANCER CARE

How Experimental Drugs Can Curb Opioid Abuse and More

Rowan researchers awarded 13 NJ Health Foundation grants.

By John Joseph Parker
Contributing Editor

Preclinical studies on how experimental drugs reduce opioid abuse, multiple studies of new cancer treatments and the testing of antiviral medications are just a few of the 13 projects for which Rowan University researchers were awarded grants this spring from New Jersey Health Foundation (NJHF).

Each year, NJHF awards grants to advance health research and innovation at New Jersey organizations. In 2022, Rowan researchers received more than \$433,000 in the form of research and community health grants from NJHF.

Dr. Daniel Manvich, assistant professor in the Department of Cell Biology & Neuroscience at Rowan University School of Osteopathic Medicine, is using his \$34,878 grant to learn how an experimental class of drugs reduces the rewarding effects of opioids.

Opioids affect the brain in part by increasing levels of dopamine, a neurotransmitter involved in the brain's rewards systems. Dopamine binds to five proteins called dopamine receptors. In preclinical testing, experimental compounds that selectively targeted D3 receptors blocked abuse-related effects of opioids.

"We know that D3 receptors are important for these drugs' effects, but what we don't know, from a neuropharmacological or neurobiological perspective, are the precise mechanisms by which these drugs are reducing the impact of opioids," said Manvich. "There's value to figuring out how these drugs are working to achieve their therapeutic effects, because that can help us develop more effective and selective medications to bring to clinical trials."

With the NJHF grant, Manvich can now start unraveling these mechanisms by using a relatively new technique called in vivo fiber photometry, which makes use of biosensors that can program dopamine neurons to emit fluorescent light when they are activated.


"This grant from New Jersey Health Foundation gives us an opportunity to get brand-new equipment up and running at Rowan," Manvich said, thus enabling him to apply for more extensive funding from the National Institutes of Health for the next phase of his research.

"We are proud to continue to support the valuable research and innovation of scientists and others throughout our state," explained George F. Heinrich, M.D., vice chair and CEO of New Jersey Health Foundation. "We are energized by the potentially breakthrough science being performed at this outstanding organization."

Other Rowan faculty with new NJHF funding include:

- **Dr. Claude Krummenacher**, *Molecular & Cellular Biosciences and Biological Sciences*, for research in the development of broad-spectrum antiviral compounds against coronaviruses and herpes viruses;
- **Dr. Ping Lu**, *Chemistry & Biochemistry*, for research into a delivery system for a widely used anti-cancer drug that uses 3D scaffolds made from nanofibers;
- **Dr. Gary L. Thompson**, *Chemical Engineering*, for research in the uses of precisely tuned electrical treatments to inhibit the migration and metastasis of cells of a brain tumor type that's particularly difficult to treat;
- **Dr. Randy Strich**, *Molecular Biology*, for the analysis of drug concentrations and

combinations used in animal studies of a new anti-cancer drug regimen for pancreatic adenocarcinoma tumors;

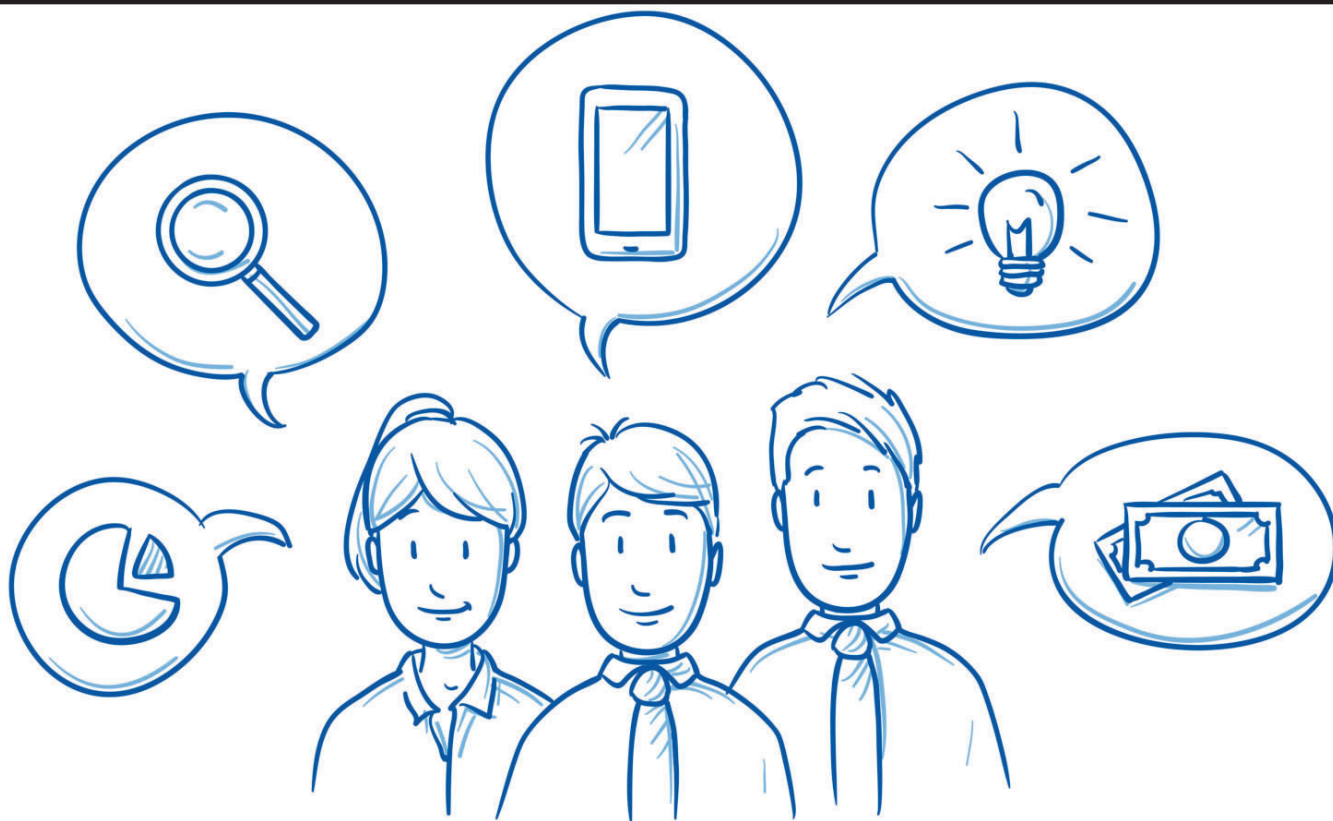
- **Dr. Jeremy Francis**, *Cell Biology & Neuroscience*, for research in metabolic risk factors in age-related dementia;
- **Dr. Rachel Riley**, *Biomedical Engineering*, for research in engineering lipid nanoparticles as a novel approach for treating preeclampsia;
- **Dr. Rashanique Quarels**, *Chemistry & Biochemistry*, for research in developing a flexible platform for the synthesis of antibiotics vancomycin and related glycopeptides;
- **Dr. Katrina Cooper**, *Molecular Biology*, for research in the role of the protein Cyclin C in disorders involving structural abnormalities of the TDP-43 protein;
- **Dr. Mitja Trkov**, *Mechanical Engineering*, for research in the use of a soft robotic instrumented pad to prevent pressure injuries among bed-bound patients and wheelchair users;
- **Dr. Behrad Koohbor**, *Mechanical Engineering*, for research in the correlations between the mechanical properties of orthopedic shoe midsoles and user performance;
- **Dr. Christina Simmons**, *Psychology*, for the development and testing of virtual reality physician training on compassionate treatment of patients with autism; and
- **Lisa Bodenheimer**, *New Jersey Institute for Successful Aging*, to train facilitators in advanced-care planning for state-funded programs and senior congregate housing sites. 



Rowan University



Biomedical research at Rowan University



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NJ, Irish Centre for Maternal and Child Health Research to Partner

First Lady Tammy Murphy's Nurture NJ Initiative advances.

Compiled by John Joseph Parker
Contributing Editor

New Jersey First Lady Tammy Murphy and New Jersey Economic Development Authority (NJEDA) Chief Executive Officer Tim Sullivan visited the Irish Centre for Maternal and Child Health Research, Ireland's first translational research center for maternal and child health, known as "INFANT." Hosted at University College Cork (UCC), one of Ireland's leading universities, INFANT is answering the international need for innovation and research on pregnancy, birth, infancy and childhood health to improve maternal and infant health outcomes.

The visit included the signing of a Memorandum of Understanding between the NJEDA and INFANT, which establishes collaboration through sharing of research findings, clinical work and best practices that will support the mission of both parties to be at the forefront of groundbreaking research and accelerate efforts to advance health outcomes of mothers and infants.

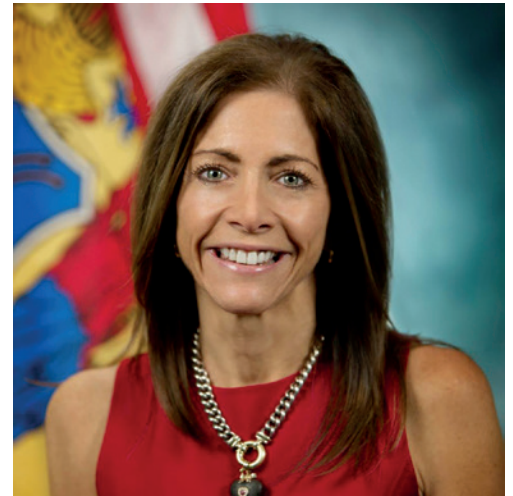
As part of First Lady Murphy's Nurture NJ initiative, the First Lady and members of a New Jersey delegation to Ireland visited INFANT to gather information as the Garden State works to launch a Maternal and Infant Health Innovation Center in Trenton. The Center is a key recommendation from First Lady Murphy's Nurture NJ Strategic Plan, which aims to make New Jersey the safest and most equitable state in the United States to deliver and raise a baby.

"INFANT Centre is tackling maternal and infant health issues in a creative and innovative way," said First Lady Murphy. "Their model is something we can learn from as we develop the Maternal and Infant Health Innovation Center in Trenton, and we hope INFANT can benefit from our experience as well. Our research center will continue the work of Nurture NJ and put New Jersey on the cutting edge of maternal health, helping us to not only solve our maternal health crisis in the Garden State, but making us a national leader in the field. Together, we are committed to improving outcomes for our mothers and babies in both New Jersey and Ireland. We are thrilled to establish a lasting and fruitful relationship with INFANT, and look forward to sharing best practices and supporting each other's work."

"The First Lady Murphy's plans to launch a Maternal and Infant Health Innovation Centre in Trenton as part of the NJ Nurture initiative is excellent news for mothers and their babies in the state of New Jersey," said Professor Geraldine Boylan, director of the INFANT Centre. "It is essential for strong teams in this area to work together so that we can deliver the best research informed healthcare to improve maternal and infant health outcomes worldwide. INFANT's success to date has been achieved through excellent research and innovation, a highly committed multidisciplinary team of researchers, strong national and international partnerships and generous support from UCC, funding agencies and philanthropists. INFANT looks forward to learning from, and with, the Trenton team as they embark on this exciting journey; and in partnership, we aim to build a coalition of support for research and innovation in maternal and infant health on both sides of the Atlantic."

"Under Governor Murphy and First Lady Murphy's leadership, New Jersey is making ground-breaking investments in research, innovation, and community revitalization practices that will help eliminate the staggering racial disparities currently present in maternal and infant health outcomes," said Sullivan. "By learning from, and collaborating with, leading organizations like INFANT, New Jersey will be better equipped to address these disparities while making informed decisions about the development of New Jersey's own Maternal and Infant Health Innovation Center."

New Jersey ranks 47th in the nation for maternal deaths and has one of the widest racial



New Jersey First Lady Tammy Murphy

disparities for both maternal and infant mortality. A Black mother in New Jersey is over seven times more likely than a white mother to die from maternity-related complications, and a Black baby is over three times more likely than a white baby to die before his or her first birthday.

In 2019, First Lady Murphy launched Nurture NJ in response to New Jersey's need to improve access to care for expectant mothers and babies, with a commitment to both reducing maternal and infant mortality and morbidity and ensuring equitable care among women and children of all races and ethnicities. This awareness campaign focuses on improving collaboration and programming between all departments, agencies, and stakeholders to make New Jersey the safest and most equitable place in the United States to give birth and raise a baby.

In April, the NJEDA entered into a Memorandum of Understanding (MOU) with the John S. Watson Institute of Urban Policy and Research at Kean University to undertake an iterative community engagement process to further the development of the Maternal and Infant Health Innovation Center. This process is designed to build trust and support from Trenton residents and organizational stakeholders, as well as understand the services needed to improve maternal and infant health outcomes for Trenton's new and expectant mothers and children. The NJEDA has also expanded an existing contract with Jones Lang LaSalle Americas, Inc. (JLL), enabling JLL to undertake the initial real estate planning for the Maternal and Infant Health Innovation Center. 📌



Photo: Getty Images/Stockphoto/mehnikyak

NJ First Lady Tammy Murphy is working with INFANT to address the international need for modern, high quality healthcare for mothers and infants.

Great Britain's \$12 Billion Trade Relationship with New Jersey

How to build on already strong ties and synergies.

By Diane C. Walsh
Contributing Editor

The new British Consul General in New York, who also serves as Her Majesty's Trade Commissioner for North America, is eager to strengthen the \$12 billion, two-way trade relationship her country has with New Jersey.

Emma Wade Smith recently met with Gov. Phil Murphy and was impressed by his pro-business stance. She hopes to entice the governor and his staff to visit the United Kingdom soon. "He is keen to see how we can build upon the relationship we've got," said Wade Smith.

Many of Britain's most renowned businesses already play a significant role in New Jersey's economy, including these marquee names: HSBC, Barclays, Verizon, BAP Pharma, Archimedes Pharma, Primark and LK Bennett. In 2018, Jaguar Land Rover also completed a \$30 million investment in its U.S. headquarters in Mahwah, where 300 people are employed.

The NJ Economic Development Authority ranks the United Kingdom as the Garden State's 5th largest trading partner. It is the second biggest export market and the sixth-largest supplier of imported goods.

More than 26,000 Brits call the Garden State home and 40,000 jobs in New Jersey are sustained by UK companies and investments. The statistics show how critical the state is to Wade Smith's new responsibilities which extend across New York, Pennsylvania and Fairfield County, Connecticut too.

As counsel general and trade commissioner, her mission is to promote and project the United Kingdom and its economic security. Her focus is on increasing trade and investment with an emphasis on sustainability and climate change issues. Through economic benefits and trade investment, the United Kingdom wants to create prosperity for any many as possible. The philosophy is akin to President Biden's goals in his "Build Back Better" campaign.

Wade Smith explained the British describe it as a "leveling up agenda." It has never been more important than now to engender prosperity as the world emerges from two darks years of a pandemic and now faces the challenge of inflation, she said.

"It's the prism through which we are looking at what we are doing, and it drives the way we work and project our values across the United States," she said.

Wade Smith was appointed to her new post in November 2021. She had previously led the United Kingdom's pan-African regional trade investment team as Her Majesty's Trade Commissioner for Africa for six years.

Before focusing on trade and investment, Wade Smith served at the British Embassy in Washington, D.C., as the UK's Counsellor for Foreign and Security Policy. She was awarded the distinguished title of Officer of the British Empire (OBE) by Her Majesty The Queen for her role helping British nationals get to safety from hot spots around the world during her tenure as head of the Government's International Crisis Response Team from 2001 to 2009.

The new consul general has more than two decades of experience as a diplomat, serving in postings in Mexico and Chile, as well as work in the United Nations in New York and the European Commission in Brussels.

"It's the prism through which we are looking at what we are doing, and it drives the way we work and project our values across the United States."

In her assignment as trade commissioner, Wade Smith can drill down in the trade and investment world and determine the best ways to promote companies and effect change in the business environment.

There have been attempts to draft a free trade agreement between the United States and the United Kingdom in the past. Wade Smith said she would like to return to the negotiation table. "We're keen to do it. It would make a difference to our countries. We're ready to rock and roll as soon as we get a green light," she said.

In the absence of a formal agreement, Wade Smith said there is still much that can be done, such as improving procurement and establishing a mutual recognition for professional standards. A new standard would facilitate the use of experts on infrastructure projects and other ventures important to those on both sides of the Atlantic. "We are exploring ways to unlock



Her Majesty's Trade Commissioner for North America Emma Wade Smith

more potential to build business partnerships," the trade commissioner said.

Wade Smith's tenure will also focus on promoting her county's commitment to diversity, equity and inclusion. The consulate previously sponsored a black tech founders trade mission that emphasized balanced access to opportunity and financing. It was such a success that a female founders' mission was devised and there are now plans for an LGBTQ program. She well understands New Jersey's shared resolve in these values and wants to involve it in these programs.

Great Britain and New Jersey have many strong, well developed business partnerships, especially in the life sciences industry. Wade Smith wants to expand on these, while nurturing new opportunities in technology, financial services and offshore wind.

New Jersey was nicknamed the nation's "medicine chest" because of its high concentration of life sciences companies. Top New Jersey firms, such as Johnson & Johnson, Merck, Bristol Myer Squibb, Becton Dickinson and Quest, have established research and development offices in Great Britain. The state's 3,200 firms and the United Kingdom's 5,600 are engaged in an active exchange of trade and investment.

For example, Wade Smith said 100 top UK companies are developing a "Digital

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International Business

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Health Playbook” aimed at increasing a healthcare system’s efficiency through innovation. The playbook will examine ways to use artificial intelligence, remote and virtual care, as well as diagnostics and systems management. The consulate’s Department of International Trade (DIT) plans to share the playbook findings with Hackensack Meridian Health, Atlantic Health and RWJBarnabas Health as the initial steps in building bridges with them.

Gov. Murphy will find the British trade commissioner an ally in his drive to make the Garden State a technology center. Wade Smith said the DIT is working with major New Jersey tech companies that have headquarters in the United Kingdom, including Cognizant, Xerox and Thorlabs, as well as “unicorns” like OwnBackup and Attentive.

New Jersey’s aspirations in the tech industry were recently buoyed when the tech accelerator HAX relocated its headquarters to Newark. Wade Smith said her staff is promoting the HAX accelerator to UK companies interested in entering the U.S. market.

The financial services industry also offers many opportunities to enhance trade and investment. Many New Jersey financial service firms, such as Chubb, Verisk Analytics, Prudential, Broadridge and Lord Abbett, are invested in the United Kingdom.

New Jersey may find the United Kingdom a critical resource for its new venture into offshore wind energy. The state raised its offshore wind energy goal from 3,500 megawatts by 2030 to 7,500 megawatts by 2035.

The United Kingdom has great expertise since it built the world’s largest wind farm, generating more than 8 gigawatts of energy to power the equivalent of seven million homes each year.

Wade Smith said she is inviting New Jersey officials to participate in an Inward Mission to the United Kingdom to attend the Global

Offshore Wind Conference in Manchester later this month to learn more about her country’s experiences in the industry and discuss how it can support New Jersey’s efforts.


The new consul general is very enthusiastic over developing stronger relationships with New Jersey and Gov. Murphy. “I was struck by how aligned we are on the importance of supporting our companies and creating the right business environment and supporting education links and science and innovation links and research and development links as well, to bring prosperity and access to opportunity to all our people,” she said. 



Photo: Getty Images/Stockphoto/rararorro

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Canada: A Friendly Neighbor That Means Business for NJ

Canada is the Garden State's No. 1 customer.

By Diane C. Walsh
Contributing Editor

Canada buys more than \$11 billion worth of goods and services every year from the Garden State and thus is New Jersey's No. 1 customer.

The trade bonanza works in reverse too with New Jersey importing more than \$8 billion in goods from our neighbor to the north.

The robust relationship is a testament to the 200-year-old commitment Canada and the entire United States enjoy as friends, neighbors, partners and allies.

Did you know that every day nearly \$2 billion worth of goods and services cross the Canada-U.S. border safely and securely? Khawar Nasim, Acting Consul General at the Consulate General of Canada in New York, emphasized the thriving trade when he recently spoke with *Commerce*.

"Even when the pandemic forced us all to restrict access to our countries, our countries worked in lock-step to ensure the continued flow of those goods and services," Nasim noted. "From trade in life-saving goods such as food and medical supplies, to our integrated energy market, to the movement of healthcare and critical infrastructure workers, we kept things moving."

The vast majority of Canadian imports are raw materials, parts and components used in U.S. manufacturing plants. Nasim also described his country as "the largest, most secure, reliable and competitive supplier of energy to the United States, including crude and refined petroleum products, natural gas, hydropower and uranium." He said 20 percent of the oil consumed in the United States is derived from Canada, supplied through one of the more than 70 pipelines.

Many New Jersey-based companies, like Catalent, Johnson & Johnson, and Campbell's Soup, understand the importance of the Canadian market and the role that integrated supply chains play in helping companies flourish. "They also recognize that Canada is an attractive and exciting investment destination, one that allows them to expand their operations. Why? Because Canada is committed to trade and innovation," Nasim said.

The Consul General stressed that companies that invest in his country gain preferential market access to 51 countries with nearly 1.5 billion consumers through 14 trade agreements.

Canada's highly educated workforce also makes it very attractive for investment. Much of this success stems from the universities, which nurture domestic talent and attract diverse foreign talent through strong immigration programs. A Global Skills Strategy is used by Canada, which allows employers to bring in talent quickly. Within two weeks a company can bring on board its needed talent. Nasim said his country also brings together federal, provincial, and city partners to provide tailored, confidential and coordinated support for any expansion project.

Nasim said he and his colleagues are ready to help companies every step of the way. "We are your one-stop shop for your company for all things Canada." A range of complimentary services are offered, including:

"They also recognize that Canada is an attractive and exciting investment destination, one that allows them to expand their operations. Why? Because Canada is committed to trade and innovation."

- Helping you develop a business case for investing in Canada;
- Referring you to tax, legal, employment and immigration experts;
- Working with you to access government incentives and tax credits;
- Introducing you to Canadian provincial and municipal partners and the Canadian business community;
- Assisting you in finding a site for your company's Canadian operations;
- Helping you build your Canadian workforce.

Nasim was quick to note that his office's goal is not simply to have U.S. companies invest in Canada, but to also have Canadian companies expand and thrive in New Jersey and elsewhere. This work is primarily done by the consulate's international business section, a team of 16 operating from offices in New York City, Buffalo, Pittsburgh and Philadelphia.



Acting Consul General at the Consulate General of Canada in New York, Khawar Nasim

The team is part of Canada's Trade Commissioner Service — a global network of more than 1,000 trade professionals in 161 cities around the globe, operating in Canadian embassies or consulates. Sixteen of these offices are situated in the United States. Together, they work seamlessly to grow bilateral business.

He said Canadian companies like Bausch, CGI, Bombardier, TD Bank, Nova Chemicals, Cascades and Lululemon have already invested in the Garden State. Some 297 Canadian-owned businesses employ more than 20,000 workers in New Jersey.

For Canada, the United States is the "market of markets," Nasim maintained. He said "it will always be our most important partner across the board."

Canada exports more to the five-state territory covered by the consulate (Connecticut, New Jersey, New York, Pennsylvania and Delaware) than to the entire European Union. The U.S.-Mexico-Canada Agreement which has been in force since July 1, 2020 established the "gold standard" for a free trade agreement and brings important benefits for exporters on all three sides of the border among the three countries.

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INTERNATIONAL BUSINESS

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The agreement's region includes 490 million consumers and has a combined GDP of more than \$23.5 trillion. Together the three countries account for more than a quarter of the world's GDP but less than 7 percent of its population.

"This trade powerhouse has built a continental network of supply chains across a range of sectors, driven job-creating direct investment and made us all more competitive globally," Nasim said.

As the consulate works to fulfill its mission, it is prioritizing innovation and technology by helping disruptive Canadian tech start-ups scale by matching them with sources of capital, partners and customers. This year the consulate will run 12 Canadian Technology Accelerators (CTA) and similar bootcamps, focusing on cybersecurity, climate-tech, retail-tech, smart cities, digital health, ed-tech, seed-stage capital raising, advanced therapeutics, and artificial intelligence and machine learning. These programs are the Canadian government's most visible and high-touch services for companies in emerging tech verticals.

The programs provide innovative, high-growth and high-potential, early-stage Canadian companies access to industry-leading mentoring along with curated direct introductions to strategic partners, investors and customers. Nasim said "it's this scaling and capital

raising that grows our client base to tackle other international markets." Since its inception in 2009, the program helped more than 600 companies. It raised upwards of \$500 million in capital and created more than 2,200 jobs.

The late President Ronald Reagan had a fitting description of the U.S.-Canadian relationship. He said: "We're more than friends and neighbors and allies; we are kin, who together

have built the most productive relationship between any two countries in the world today."

The consulate is very aware of special bonds. "We are indeed kin," Nasim said. "Sometimes quite literally, with cousins, siblings and sometimes parents living on the other side of the border. But it is this familiarity and kinship that allows us to have the thriving relationship that we do."



The vast majority of Canadian imports are raw materials, parts and components used in U.S. manufacturing plants.

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Pictured: Centenary University President Dr. Bruce Murphy (left) is pictured with Dr. Tal Ben-Shahar, internationally renowned teacher and author in the fields of happiness and leadership.



Spencer Savings Bank Donates Humanitarian Relief to Ukraine

\$100,000 and supplies for refugees are on the way.

Compiled by John Joseph Parker
Contributing Editor

Spencer Savings Bank, a leading New Jersey-based community bank, is donating \$100,000 to support humanitarian relief efforts in Ukraine. In addition to this, the bank also held a successful supply drive to support Ukrainian refugees, collecting more than 10 vehicles loaded with hygiene items and vital supplies and then spending the day volunteering at a local Ukrainian church sorting and boxing supplies. The Russia-Ukraine war has created the largest humanitarian crisis Europe has seen in decades.

“Our thoughts are with the people of Ukraine and all that they are suffering,” says Spencer’s Chairman and CEO Jose B. Guerrero. “As citizens of the world, we are proud to lend our support to them. It is our sincerest hope that this donation, along with many others across the world, will help bring some relief to Ukraine and Ukrainian refugees facing so much devastation. Our entire team, many of whom have family members in surrounding areas, are thinking of them.”

The United Nations says more than 10 million people have now fled their homes since the invasion. The Ukraine Red Cross is leading humanitarian response efforts in Ukraine and is being supported by the International Federation of Red Cross and Red Crescent Societies (IFRC) and International Committee of the Red Cross (ICRC). The donation was made to the American Red Cross, which is supporting the global Red Cross network response (which includes the efforts of the ICRC, IFRC and other Red Cross societies involved in the response). All financial donations raised by the American Red Cross for the Ukraine crisis, will support international Red Cross teams to provide humanitarian relief in Ukraine and neighboring countries. Aid includes items such as food, water, hygiene supplies, medical care and SIM cards to help people stay in touch with their loved ones.

“As conflict continues to escalate in Ukraine, the global Red Cross network is providing around-the-clock support, care and comfort to help people affected by this devastating humanitarian crisis,” says Matthew Teter, executive director, American Red Cross Northern New Jersey Chapter. “Spencer’s generous contribution will help provide much-needed relief and help support people facing immediate needs in



Spencer Savings Bank Chairman and CEO Jose B. Guerrero

Ukraine, as well as in neighboring countries. On behalf of the American Red Cross and our global partners, thank you to Spencer’s leadership and employees for answering the call to support this critical mission.”

Jim Donovan: Unity Bank’s New Chief Lending Officer

Banking industry veteran Jim Donovan has joined Unity Bank as Chief Lending Officer (CLO), bringing more than 35 years of financial services industry leadership experience to the community bank.

“Jim Donovan is an accomplished leader with a commitment to banking excellence and we are pleased to have him join our management team,” says Unity Bank President and CEO James A. Hughes. “He has an impressive background guiding and developing teams and achieving measurable goals, which will be valuable as our small business lending program continues to grow. We look forward to Jim’s future success with Unity.”


Donovan previously served as a Senior Vice President with Bryn Mawr Trust and a Group Vice President with M&T Bank. He started his banking career as a Credit Analyst



Unity Bank Chief Lending Officer Jim Donovan

with Corestates Bank and also served as Vice President and Commercial Relationship Manager with Meridian Bank. Donovan earned a Master of Business Administration from St. Joseph’s University and a Bachelor’s in Accounting from Shippensburg University of Pennsylvania.

“I am thrilled and honored to join Unity Bank’s team,” said Donovan. “I look forward to leading the bank’s lending team in partnership with management to provide outstanding commercial banking services to small businesses and companies of all sizes. We will build on Unity’s strong history of success in business banking and continue to drive growth and sustainability for our investors, employees, customers and communities.”

Unity Bancorp, Inc., the parent company of Unity Bank, its primary and wholly owned subsidiary, is a financial services organization headquartered in Clinton, New Jersey. Unity Bank provides financial services to businesses and consumers at 19 branches throughout New Jersey and the Lehigh Valley, Pennsylvania. Unity Bank provides community-oriented commercial banking services, including deposit accounts, loans, online and mobile services. 

One Energy Source for France is Blowing in the Winds

France set a target to more than double its onshore wind power capacity by 2023.

By Bethany Coleman-Atherton
Contributing Editor

If there is one much-maligned commodity Provence possesses, it is the wind. Unlike fossil fuels which are an abundant but fundamentally limited resource, the wind in this part of France bordering Italy and the Mediterranean Sea has proven itself ample and infinite.

The Romans in their beloved “province” of Rome spoke of this wind and gave it the name *Circius* due to its circular motion. According to the Latin author, Seneca, Emperor Augustus erected a temple to honor this wind. The Greek geographer, Strabon, described it as a violent, terrible wind...which “hastens men from the heights of their chariots, and whose strength strips them of their weapons and their cloths.”

In fact, there are 32 different winds in Provence, France. The two most famous being the *Sirocco*, a wind that comes from the Sahara, covers Provence in yellow dust and has the potential to reach hurricane speeds in North Africa and Southern Europe, and the *Mistral*.

The Mistral blows, on average, 100 days out of the year, has been recorded at 320 km/h (199 mph) and, consequently, has had a profound impact on the life, literature and culture of Provence. An archaeological site called Terra Amata near modern Nice revealed that the inhabitants built a low stone wall to protect their foyer (fire) from the Mistral’s force 40,000 years ago. The architecture of Provence acquiesces to the will of the Mistral. The traditional stone farmhouse, the *mas*, faces south with its back to the wind and the fields contain a network of hedges planted to protect the crops. Church steeples are typically open iron frameworks that allow the wind to pass through unimpeded. Then, there are the windmills.

From my upstairs window, I can see the remains of a windmill built by two brothers in 1782. At one point in the history of Provence, there was a windmill on just about every accessible hilltop close to a village or hamlet. I have personally counted 126 (most in ruin, some restored). The first windmill appeared in AD 600 in the territory of present-day Afghanistan. The Crusaders brought home many innovations from the Crusades and in particular this concept of a wind turbine with a vertical axis confined inside a mill performing the work previously done by hand or beasts of burden. The turbine was operated by wind rushing into the tower. The first attestation of a windmill in

France was in AD 1170 in the city of Arles, in Provence. It was redesigned to have a turbine with a horizontal axis and external sails to catch the power of the wind.

With other forms of energy usurping the wind’s role, the average resident no longer considers its turbulent presence an asset. However, with the advent of the Millennium Development Goals (MDGs) and the subsequent Sustainable Development Goals (SDGs) — which added affordable and clean energy to the already daunting list — France committed, amongst other objectives, to producing 21 percent of its electricity consumption with renewable energy by 2010. By year-end 2014, still falling short, 19.5 percent of the country’s electricity was generated by renewable energy. Wind energy from onshore turbines made up 3.5 percent of that figure.

In 2016, with its typical coming-up-from-the-back-of-the-pack zeal, France and the French parliament set a target to more than double its onshore wind power capacity from 2015 levels by 2023. They suddenly took it to heart that they have the second largest wind potential in Europe after Poland. With the prospect of offshore wind power added to the mix, France could potentially experience a significant paradigm shift with respect to

energy production. As the ministers of parliament were hashing out the details, a company determined to harness the energy and potential of offshore wind concluded a 5-year testing campaign of its WindFloat prototype. Principle Power based in Berkeley, California, had already tendered for Floating Projects in France in the summer of 2015 and was striving to establish a consortium abroad. The WindFloat, a floating foundation for offshore wind turbines with its ability to dampen wave- and turbine-induced motion, had proven itself in water depths exceeding 40 meters (132 feet), in waves measuring 18 meters (+/- 60 feet = about 6 stories) and in winds of 41 m/s (92 mph). Wind blows much more consistently on the sea than on land, thus the need for a reliable platform to harvest that energy and to “provide access to transitional and deep-water offshore wind sites.” The turbine-equipped WindFloat features an anticipated capacity of up to 25 MW which is enough to power 10,000 homes.

In September 2016, Principle Power withdrew a lease request it had made for a site 15 miles off the Oregon coast in 2013; a site they had chosen for their WindFloat Pacific Demonstration project. When one door closes, another opens, the maxim goes. France’s commitment is firmly

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The Mistral blows, on average, 100 days out of the year, and has been recorded at 320 km/h (199 mph).

Photo: Getty Images/Stockphoto/Photo: Principle Power

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established and Principle Power continues to seek new marine renewable energy test sites. With coastlines on the Mediterranean Sea, the Atlantic Ocean and the English Channel, France's Renewable Energy Syndicate estimated France's offshore wind potential to be 90 TWh annually, which translates to 90000 GWh. Given that the Mediterranean is particularly deep, France foresees harvesting a significant portion of the resource in its waters. So far, France has approved a total of four pilot floating wind projects.

In 2010, Spain reinforced its credentials as a world leader in renewable energy by exporting electricity to France for the first time after a year of strong wind and heavy rain. By 2017, the roles were changing. Reuters wrote, "France is set to become Europe's second biggest generator of electricity from wind power behind Germany by 2030."

Providentially, Principle Power established offices in Provence, in the town of Aix-en-Provence, in 2013. Christian Cermelli, Chief Naval Architect, with an intriguing Ph.D. in Philosophy, Naval Architecture and Offshore Engineering from U.C. Berkeley, heads up the office in Aix. Cermelli is the co-inventor of the WindFloat. With fellow entrepreneur, Dominique Roddier (Ph.D., Naval Architecture), whom he met at Berkeley, Cermelli is bringing the unique solution to life.

When Cermelli and Roddier were working at Shell and ExxonMobil, respectively, on offshore platforms, the seed for WindFloat was planted. When they realized the economic potential of creating a scaled-down, floating oil and gas platform, they left to start their own company in California. Working on consulting projects in the wind energy industry to finance their startup, the two engineers put two and two together and their concept of the scaled-down, floating platform met the wind turbine. WindFloat was born.

Conventional fixed-turbine offshore wind structures are constrained to water depths of less than 50 or 60 meters because of their need to be fixed to the sea floor. "Floating platforms open up areas of the sea not previously suitable for offshore wind power, including areas where the continental shelf drops off too fast for fixed turbines to be viable." The plan is to place wind farms at least 20 km from shore to reduce the visual impact. Further addressing environmental issues, the platforms can be located away from seabird gatherings, fishing grounds and shipping channels. The platforms can be constructed close to shore and delivered to their destination by low-cost ships. This eliminates heavy, expensive vessels to construct the turbines out at sea on permanent foundations.

When asked if the structures will be left in place when they are no longer in use, Cermelli replied, "Floating wind turbines are easy to remove. The platforms will be towed back to

shore after about 20 years in service, where they can be refurbished and re-installed with the next generation of wind turbines. The mooring lines, anchors and electrical cables will be completely removed and brought back to shore for recycling. The seabed will therefore be returned to its original condition."

In 2016, Principle Power France received the "Invest in Provence Award" during a celebration held at the U.S. Consulate in Marseille, France. In receiving the award, Cermelli said, "This award shows our commitment to this region. We're very pleased to have the opportunity to highlight some of the important work we're doing for floating offshore wind, right here in Provence."



Photo: Principle Power

Principle Power's WindFloat

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NJ's First Offshore Ocean Wind Project with Ørsted

The world's largest developer of offshore wind is partnering with PSEG.

Compiled by John Joseph Parker
Contributing Editor

New Jersey Governor Phil Murphy said the New Jersey Economic Development Authority (NJEDA) signed a Letter of Intent (LOI) with Ørsted Offshore North America for New Jersey's first offshore wind project, Ocean Wind 1. Ørsted, the world's largest developer of offshore wind, is partnering with PSEG on the Ocean Wind 1 project. The project's 1,100 megawatts of power will be enough to power 500,000 New Jersey homes.

This announcement, made during the Governor's keynote address at the Business Network for Offshore Wind's International Partnering Forum (IPF) in Atlantic City, delivers on the promise of the NJ Wind Port as a key infrastructure asset that will be an economic driver in Salem County and throughout the state. When the Ocean Wind 1 project was initially approved by the New Jersey Board of Public Utilities (NJBPUI) in June of 2019, this approval was based on the project utilizing an existing out-of-state port to marshal the project.

Following the state's groundbreaking investment in developing the first purpose-built port for offshore wind in the United States, the project seized the opportunity to utilize the New Jersey Wind Port, being the first to officially join the state's effort to develop the nation-leading wind power supply chain. This development is anticipated to create more than 200 pre-assembly, load out and stevedoring jobs in South Jersey, and hundreds of indirect jobs.

The lease for the Ocean Wind 1 project is targeted to commence in April 2024 for a maximum term of two years. Binding agreements are anticipated to be submitted to the NJEDA Board by June of this year. This section of the New Jersey Wind Port is considered Phase 1 and is targeted for completion in early 2024. Subsequent phases will come online between 2024 and 2026. At full-scale, the New Jersey Wind Port is anticipated to create up to 1,500 jobs and to contribute more than \$500 million each year to New Jersey's economy.

"The New Jersey Wind Port is a historic and catalytic investment. As a state, we've committed more than \$500 million to build the essential infrastructure required to install offshore wind projects from our shores. This investment is enabling both clean energy projects and New Jersey's long term economic growth and brings us a step closer to achieving our goal of 100

percent clean energy by 2050," said New Jersey Governor Phil Murphy.

"As the nation's leading offshore wind energy company, Ørsted is committed to transforming ambition into action in order to create a world that runs entirely on green energy," said Ørsted Offshore North American CEO David Hardy. "New Jersey is on the forefront of wind energy technology, and through our partnership, the Ocean Wind 1 project will deliver hundreds of jobs, clean energy and transformative infrastructure to the region."

"We are thrilled to welcome Ocean Wind 1 to Salem County as the New Jersey Wind Port's first tenant. By partnering with Ørsted and PSEG, the New Jersey Wind Port will create hundreds of high-quality jobs and will drive millions of dollars of investment back into our communities," said NJEDA CEO Tim Sullivan.

Sullivan added that the NJEDA contracted with Rutgers University to conduct a Disparity Study to ensure meaningful inclusion of minority, woman and veteran business enterprises in the Wind Port project. The NJEDA's project delivery approach includes a focus on inclusion and supplier diversity, with a goal of 15 percent of total construction value to be subcontracted to minority, women and veteran-owned firms and a target for 18 percent minority and 6.9 percent women workers on site.

"As a global offshore wind industry leader, Ørsted recognizes Salem County's advantages for offshore wind marshalling and manufacturing," said Jane Cohen, Executive Director, Office of Climate Action and the Green Economy. "Their decision to locate at the New Jersey Wind Port solidifies New Jersey's position as the nation's hub for offshore wind and is a tangible step toward delivering on the promise of good jobs, a thriving local economy and a healthier environment for the people of New Jersey."

"New Jersey is well positioned to lead in the transition to clean energy and PSEG is committed to developing the state's clean energy economy," said PSEG Renewable Generation President Lathrop Craig. "As the state's largest owner and operator of transmission assets, we excel at creating the infrastructure to deliver power where it's needed most while creating good-paying jobs throughout our state's diverse communities. The Ocean Wind 1 project is an integral part of the state's clean energy future and we're honored to be a part of this process."



New Jersey Governor Phil Murphy

"The New Jersey Wind Port is a once-in-a-generation opportunity to establish New Jersey as the epicenter of the wind industry, providing thousands of jobs and billions of dollars of economic investment back into our state," said NJBPUI President Joseph L. Fiordaliso. The deal with Ørsted "serves as a testament to Governor Murphy's vision for a clean energy future that benefits all New Jersey residents, and furthers his commitment towards achieving the goal of 7,500 megawatts of offshore wind by 2035."

NJEDA has been collaborating with Salem County stakeholders on initiatives to support access to the offshore wind industry for small businesses and local residents. Recently, the NJEDA Board approved an agreement with Salem County Vocational Technical School for the NJEDA to provide up to \$200,000 to support the expansion of programs that will prepare students and workers for jobs in heavy steel offshore wind component manufacturing. This effort is complementary to a similar agreement between the NJEDA Gloucester County Institute of Technology, and part of a larger workforce development strategy that includes the development of the Wind Institute, and related fellowship programs and university initiatives. 📌

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USEPA Grants to Help NJ Cleanup Brownfield Sites

Four grants totaling \$6.5 million for brownfields cleanup are being sent to New Jersey.

Compiled by John Joseph Parker
Contributing Editor

The Bipartisan Infrastructure Law (BIL) is transforming communities across New Jersey and especially in Camden. That is the message delivered today by EPA Regional Administrator Lisa F. Garcia, Senator Cory Booker, Congressman Donald Norcross, Camden Mayor Victor Carstarphen and New Jersey's Department of Environmental Protection Commissioner Shawn M. LaTourette in Elijah Perry Park in Camden.

The USEPA will be awarding four grants totaling \$6.5 million in brownfields cleanup funding for communities across New Jersey. The largest of these grants — \$3.5 million — will be awarded to the Camden Redevelopment Agency and will be loaned and granted for site cleanups, including the Elijah Perry Park. There are many communities with environmental justice concerns that experience a high concentration of vacant, contaminated and underutilized areas throughout the City of Camden.

These grants are part of the larger \$254.5 million in brownfields grants to 265 communities across the nation. The grants are supported by President Biden's Bipartisan Infrastructure Law, which provides a total of \$1.5 billion to advance environmental justice, spur economic revitalization and create jobs by cleaning up contaminated, polluted or hazardous brownfield properties.

"We're turning blight into might for communities across America," said EPA Administrator Michael S. Regan. "USEPA's Brownfields Program breathes new life into communities by helping to turn contaminated and potentially dangerous sites into productive economic contributors. Thanks to President Biden's Bipartisan Infrastructure Law, we are significantly ramping up our investments in communities, with the bulk of our funding going to places that have been overburdened and underserved for far too long."

"Camden has a proven track record in transforming communities through its brownfields program, which serves as a model for other communities," said USEPA Regional Administrator Lisa F. Garcia. "The Brownfields program is a powerful tool made only more potent thanks to President Biden's Bipartisan Infrastructure Law, which provides a total of \$1.5 billion to help transform communities by promoting equitable environmental health, economic growth and job creation across the country."



USEPA Region 2 Administrator Lisa F. Garcia

Brownfield projects can range from cleaning up buildings with asbestos or lead contamination, to assessing and cleaning up abandoned properties that once managed dangerous chemicals. Once cleaned up, former brownfield properties can be redeveloped into productive uses such as grocery stores, affordable housing, health centers, museums, parks and solar farms.

The Brownfields Program advances President Biden's Justice40 Initiative, which aims to deliver at least 40 percent of the benefits of certain government programs to disadvantaged communities. Approximately 86 percent of the communities selected to receive funding as part these grants have proposed projects in historically underserved areas.

The grants include approximately \$180 million from the historic \$1.5 billion investment from President Biden's Bipartisan Infrastructure Law to help turn brownfield sites across the nation into hubs of economic growth and job creation, along with more than \$75 million from Fiscal Year 2022 appropriations.

Since its inception in 1995, the USEPA's investments in brownfield sites have leveraged more than \$35 billion in cleanup and redevelopment. This has led to significant benefits for communities across the country. For example:

- To date, this funding has led to more than 183,000 jobs in cleanup, construction, and redevelopment and more than 9,500 properties have been made ready for reuse.



NJDEP Commissioner Shawn M. LaTourette

- Based on grant recipient reporting, recipients leveraged on average \$20.43 for each USEPA brownfields dollar and 10.3 jobs per \$100,000 of USEPA brownfields grant funds expended on assessment, cleanup and revolving loan fund cooperative agreements.
- In addition, an academic peer-reviewed study has found that residential properties near brownfield sites increased in value by 5 percent to 15 percent as a result of cleanup activities.
- Finally, analyzing data near 48 brownfields, the USEPA found an estimated \$29 million to \$97 million in additional tax revenue for local governments in a single year after cleanup — two to seven times more than the \$12.4 million the USEPA contributed to the cleanup of those brownfield sites.

"This funding will allow New Jersey to transform brownfields into vibrant, productive assets, especially in under-resourced communities. Investments in the remediation of these sites are investments in future opportunities for all New Jersey residents and businesses," said New Jersey Governor Phil Murphy.

"Economic development and environmental protection go hand-in-hand, and in New Jersey, EPA's robust brownfields cleanup incentives serve as a vital resource for revitalizing vacant properties," said New Jersey Department

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Continued From Page 28

of Environmental Protection Commissioner Shawn M. LaTourette. "This funding will be especially critical in Camden, which has been undergoing a significant transformation by cleaning up brownfield sites, combatting illegal dumping and turning vacant properties into community assets, such as the Kroc Community Center. For too long, financial barriers have prevented entities from developing contaminated sites due to the limited funding available for site assessments, planning, and cleanup. Today's funding announcement will allow the NJDEP and the NJEDA to increase current programmatic efforts to remediate and redevelop contaminated sites, sparking community-wide economic revitalization and furthering Governor Murphy's commitment to a stronger and fairer New Jersey economy and environment."

"Supporting communities as they work to clean up, revitalize, and redevelop contaminated properties is critical for stimulating economic growth and building a stronger and fairer New Jersey economy," said NJEDA Chief Executive Officer Tim Sullivan. "Under Governor Murphy's leadership, New Jersey has made great strides to ensure the equitable environmental and economic well-being of every New Jersey resident, regardless of ZIP code. Funding from the USEPA Brownfields Community-wide Assessment Grant will allow the NJEDA to provide greater support for communities looking

to remediate vacant and underutilized properties, therefore prioritizing the environmental, social, and economic needs of New Jersey's neighborhoods and distressed communities."

Camden Mayor Victor Carstarphen said: "I commend President Biden's Administration and our congressional delegation of Senator Bob Menendez, Senator Cory Booker and Congressman Donald Norcross for their efforts to ensure Camden receives this critical allocation. These contaminated sites are tremendous environmental challenges, public health risks, and problematic for future growth. The \$3.5 million Brownfields Revolving Loan funding will help to provide a solution to these longtime nuisance properties. The USEPA has been an outstanding partner, and this is yet another example of their pledge to our city. This program is a step in the right direction as we improve the quality of life throughout Camden."

Camden City Council President Angel Fuentes said: "This is great news for Camden and our residents. Environmentally challenged communities like Camden have been viewed as a dumping ground for far too long. This funding will go a long way to change that mindset and clean up our city. These otherwise-useless sites can now be transformed into community assets and catalysts for new development opportunities."

Camden Redevelopment Agency Board Chairperson Ian Leonard said: "The Camden

Redevelopment Agency (CRA) is pleased to receive a \$3.5 million in supplemental Brownfield Revolving Loan Funds awarded by the USEPA. The USEPA has long been such a staunch supporter of the City of Camden, the CRA and its strategic partners' collective efforts to uplift and improve the quality of life for Camden residents. As an industrial legacy city, development in Camden almost always involves addressing contaminated property. The ability to effectuate positive change in redeveloping our city with partners like the USEPA and the NJDEP at the state and federal level is key to achieving those environmental justice changes in Camden that we all envision."

A brownfield is a property for which the expansion, redevelopment, or reuse may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. Redevelopment made possible through the program includes everything from grocery stores and affordable housing to health centers, museums, greenways and solar farms.

The next National Brownfields Training Conference will be held on August 16-19, 2022, in Oklahoma City, Oklahoma. Offered every two years, this conference is the largest gathering of stakeholders focused on cleaning up and reusing former commercial and industrial properties. The USEPA co-sponsors this event with the International City/County Management Association. Conference registration is open at www.brownfields2022.org.

Change, Innovate and Adapt

It has often been said that the only constant is change. Yet, some leaders either can't or won't adapt or innovate, regardless of the external forces around them. Since change is an inevitable fact of life, let's break down how best to deal with this reality.

--Choose your perspective. While change often involves forces that are outside of our control, what is in our control is how we choose to respond and react to change. View change as an opportunity to pivot and approach a situation differently.

--Get creative. When the world changes around us, if we proceed as we have always done, we cannot expect a positive outcome. Instead, we need to innovate and find new ways of doing things.

--"Connect the dots." Make the necessary adjustments to stay in the game. Being innovative is not an option or simply a desirable leadership trait, it is an absolute necessity.



STEVE ADUBATO'S

LESSONS IN LEADERSHIP

--Hope is not a plan. While it is impossible to know exactly what the future may hold, the one thing that is certain is that nothing stays the same. Strategic leadership involves having a plan and then creating a sense of urgency when communicating the benefits of embracing the plan and the risks of not.

--Be patient. While a sense of urgency is important, so is having patience. Try to avoid becoming frustrated when the decisions you are making do not lead to the desired results. When this happens, it may be time to pivot again, be agile and reassess the situation.

Steve Adubato, PhD, is the author of five books including his latest, **"Lessons in Leadership"**. He is an Emmy® Award-winning anchor with programs airing on Thirteen/WNET (PBS) and NJ PBS who has appeared on **CNN, FOX5 NY and NBC's Today Show**. Steve Adubato's **"Lessons in Leadership"** video podcast with co-host Mary Gamba airs **Sundays at 10:00 a.m. on News 12+**. For more information visit www.Stand-Deliver.com

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NJEDA Provides Nearly \$5.5M in Grants to 230 Small Businesses

Main Street Recovery Program will launch additional rounds of financing.

Compiled by John Joseph Parker
Contributing Editor

In celebration of National Small Business Week last month, the New Jersey Economic Development Authority (NJEDA) revealed its plans to open applications for its Micro Business Loan this month, which will make additional funding resources available through the Authority's Main Street Recovery Program. The NJEDA has already issued nearly \$5.5 million in grants through the Main Street Recovery Program.

Governor Phil Murphy's Fiscal Year 2023 budget proposal includes \$50 million for the Main Street Recovery Program. The Governor visited East Side Mags, a comic book store in Montclair, to highlight a business that has received this funding.

"Small businesses like East Side Mags are essential to New Jersey's vibrant and thriving Main Streets," said Governor Murphy. "As we transition from pandemic to endemic, we must continue to support small businesses as they recover from the devastating impact of COVID-19. I am proud to support New Jersey's small businesses and look forward to seeing their continued resiliency and contributions to our economy and communities."

"During Governor Murphy's tenure, we have made historic progress to spur economic growth and support small businesses dealing with the ongoing effects of the COVID-19 pandemic," said NJEDA Chief Executive Officer Tim Sullivan. "We're already seeing the impact of the Main Street Recovery Program, as new businesses open their doors, hire new employees and move their local communities forward."

The Main Street Recovery Program is budgeted to provide \$100 million to support the growth and success of small businesses in New Jersey. In just over six months, more than 200 small businesses have been approved for the Small Business Lease Grant and 32 small businesses have been approved for the Small Business Improvement Grant since February. The Small Business Lease Grant provides funding to help businesses who leased or expanded their commercial space in the last 12 months, while the Small Business Improvement Grant reimburses grantees for 50 percent of the cost of capital improvements, furniture, fixtures and equipment at their facilities.

Realizing the need for access to flexible capital for the early-stage micro businesses the NJEDA will open applications for its Main Street Micro

Business Loan in early June. The Main Street Micro Business Loan will offer forgivable working capital loans with a two-percent interest rate and no interest and no payments due for the first year. Eligible micro businesses in New Jersey with 10 or fewer fulltime employees and no greater than \$1.5 million in annual revenues will be able to apply for financing of up to \$50,000. The Micro Business Loan will be available to for-profit, non-profit, and home-based businesses with a business location in New Jersey and that have been in operation for at least six months. Funding will be available on a first-come, first-served basis.

Seeking support for improvements, Kosher eatery Crunch Time was reimbursed through the Small Business Improvement Grant funding for improvements made to its facility prior to opening in mid-2020 to transform the eatery known for burgers, sandwiches, soups and more to the Lakewood community.

"We had a vision to transform an old bakery into a lively and attractive place for families to gather and share a meal," said Crunch Time Owner Eliezer Kadoch. "We are grateful that funding from the NJEDA's Small Business Improvement Grant was available to support our dream."

Another success of support through NJEDA funding is Dreamweaver Equine Center, a nonprofit in Ringoes that provides equine-assisted activities and social and emotional learning for individuals of all abilities and ages, starting as

young as two years old. With support from the NJEDA's Small Business Improvement Grant, the minority- and woman-owned nonprofit has increased accessibility throughout the property.

"When we opened our doors in 2020, we knew that people were looking for ways to stay connected while staying safe and having fun," said Dreamweaver Equine Center Founder and Director Ali Cho. "Our family-friendly learning environment has been extremely well-received by the community, and we are so grateful. Improvements made to our facilities with support from the NJEDA will enable our farm to accommodate more individuals seeking opportunities to connect with our horses and farm critters, furthering our mission to promote mental health and wellness in Hunterdon County and all our surrounding communities."

The New Jersey Economic Development Authority serves as the state's principal agency for driving economic growth. The NJEDA is committed to making New Jersey a national model for inclusive and sustainable economic development by focusing on key strategies to help build strong and dynamic communities, create good jobs for New Jersey residents and provide pathways to a stronger and fairer economy. Through partnerships with a diverse range of stakeholders, the NJEDA creates and implements initiatives to enhance the economic vitality and quality of life in the state and strengthen New Jersey's long-term economic competitiveness. 🐾



Nonprofit Dreamweaver Equine Center offers equine-assisted activities and social and emotional learning for individuals starting as young as two years old.

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