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NEW JERSEY ASSOCIATION of COUNTIES

County Government with a Unified Voice!

Business Associates Monthly



MRA
INTERNATIONAL

Helping Save Money and Getting a Handle on a “Black Hole” of Spending

Bruno Tirone, President & CEO, MRA International

Everybody is concerned about saving money these days, especially local governments bracing for the impact of Superstorm Sandy on budgets. One local Long Branch business, MRA International, has helped the County of Bergen with a solution that will help save money and get a handle on a former “black hole” of spending.

MRA International, which has been in business for 18 years, is an HP Elite Partner that specializes in the sale and servicing of computers and printers to the public sector – schools, colleges, universities, local governments, and medical services companies. The company is based in Long Branch, but also has a satellite office in Trenton. They serve clients all over New Jersey, metro New York and Philadelphia.

Ben Kezmarsky, CIO/Director of Information Technology for Bergen County, knew that a lot of money was being wasted on toner and printing supplies; he found closets full of expired toner cartridges when he started his job in January 2011. His department consists of five people to oversee the technology and phone system needs of the entire county. In addition to the main building at One Bergen Plaza in Hackensack, they also service 10 – 15 offsite locations around the county. It amounts to well over 400 printers, plus the associated computers, servers and laptops.

Because the technology the county was using was outdated, Ben started a replacement program for new computers and printers. MRA International, an HP Elite Partner specializing in the public sector, was already doing business with the County. The County is replacing approximately 20% of their equipment each year over the course of three years. It was then that Bruno Tirone, President and CEO of MRA International started talking to Ben about Managed Printing.

Bruno knew a managed print program would not only save the county money (on average clients see a cost savings of anywhere from 20% – 30%), but he knew it would also alleviate the workload for the county’s technology department and free up their time for more important tasks.

Ben liked the idea. In March of 2012, the County of Bergen awarded the bid to MRA International for what they believe is the first county-wide managed print program in New Jersey. “For me, the main goal of my relationship with MRA International is to create uniformity and consistency throughout the county for our technology platforms” He continued, “I’m always looking to be efficient and save money, and the managed print program offered by MRA is great from both a cost perspective and a time management one.”

(Continued on page 3)

NJAC Congratulates

**Genova Burns
Giantomasi &
Webster
named
Litigation
Department
of the
Year**

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CONFERENCE
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**MORE THAN \$18 MILLION IN CLEAN COMMUNITIES GRANTS
FOR MUNICIPALITIES AND COUNTIES**
FUNDS WILL HELP IN CONTINUING POST-SANDY CLEANUPS

By: Lawrence Ragonese, Communications, NJ DEP

The Christie Administration announced the award of \$18.3 million in Clean Communities grants to help municipalities and counties fund litter cleanup efforts that help beautify New Jersey's communities and roadsides

"This money is used for litter removal efforts that show the Christie Administration's commitment to protecting our natural resources, enhancing our quality of life and building an important sense of pride in our communities across the state," said Department of Environmental Protection (DEP) Commissioner Bob Martin. "This year, in the wake of devastation caused by Superstorm Sandy, these cleanup funds are more important to our towns and counties than ever."

The DEP is awarding a total of \$18.3 million, including \$16.2 million to 559 eligible municipalities, an increase of \$2.3 million over the 2012 awards. Seven municipalities are not eligible because they have fewer than 200 housing units. An additional \$2.1 million is being awarded to all 21 counties.

"These grants help enable our cities, towns and counties to move ahead with programs that eliminate litter from our neighborhoods and along our roads and highways, making our state a better place to live and work," said Jane Kozinski, Assistant Commissioner for Environmental Management.

As established by law, the nonprofit Clean Communities Council oversees the reporting requirements for the program.

"Clean Communities funding is more important than ever in the aftermath of Superstorm Sandy," said Clean Communities Council Executive Director Sandy Huber. "Grant money can be used for cleanup of debris that ended up on our streets and beaches as a result of the storm. We are calling on volunteers to work with us to restore New Jersey. What better use of Clean Communities funds, and for a program that has a 20-year legacy in New Jersey as the only fully funded, statewide anti-litter program."

The Clean Communities grants are funded by a legislated user-fee on manufacturers, wholesalers and distributors that produce litter-generating products. Disbursements to municipalities are based on the number of housing units and miles of municipally owned roadways within each municipality. Disbursements to counties are based on the number of miles of roads each county owns.

Municipalities receiving the largest 2013 grant awards in their respective counties are: Galloway Township, Atlantic County (\$78,865); Hackensack, Bergen County (\$68,276); Evesham Township, Burlington County (\$85,794); Cherry Hill, Camden County (\$133,176); Ocean City, Cape May County (\$83,701); Vineland, Cumberland County (\$116,754); Newark, Essex County (\$399,117); Washington Township, Gloucester County (\$83,388); Jersey City, Hudson County (\$349,580); and Raritan Township, Hunterdon County (\$555,77).

Other top fund recipients in their respective counties are Hamilton Township, Mercer County (\$167,595); Edison, Middlesex County (\$157,738); Middletown, Monmouth County (\$134,945); Parsippany, Morris County (\$97,923); Toms River, Ocean County (\$197,594); Paterson, Passaic County (\$169,792); Pennsville, Salem

(Continued on page 7)

MRA International

(Continued from page 1)

The county is about 98% HP products at this point, and every department and division within the county is moving to managed print. Ben points out they've even been able to include law enforcement (sheriff's department, county police, and Prosecutor's office) in the managed print program because of the collaborative nature of his relationship with officials. Although State Attorney General rules have specific requirements for law enforcement technology systems which prevent them from being part of a county-wide network, by at least having the same brand of equipment it makes the technology department's life simpler.

So what is a managed print program? Every printer that is networked for the County of Bergen is monitored through its IP address by MRA International via a special software program. The software monitors the number of pages printed and when supplies are needed (toner and maintenance kits) and regular maintenance visit. Those supplies are automatically shipped direct to the department with the printer. The program also notifies MRA if a printer breaks down or needs servicing. MRA staff will order the part indicated by the monitoring software, then schedule a service call. MRA generates one bill on a monthly basis that breaks down charges by department.

MRA clients pay a negotiated per sheet fee for pages printed. Some providers charge a minimum usage fee and overage charge, but MRA International only charges based on the actual print usage.

As Ben points out, "now, managers in every department can see what each printer is printing and can monitor employee productivity." He continued, "After the first year, the county will have a baseline on spending for printing. Before

this, no one knew exactly how much was being spent because it was just lumped into office supplies. We had employees whose job was to order toner every three months, and they had no idea if it was needed or not, or if it even got to the printer that it was ordered for. That doesn't happen anymore."

The managed print program in Bergen is available for co-op. Because the County already put it out for bid, any town within the county can take advantage of the program at the negotiated pricing. So far, three towns have jumped on board.

Ben added, "In addition to the cost savings, the service provided by MRA International is what really makes this program stand out. No matter what the problem is or when it occurs, we can get someone on the phone and get the situation taken care of right away. And with over 400 printers just on this program, that is significant."

Tirone takes pride in his company on providing top notch customer service, from a live person to answer the office phone through delivery and set up of systems and ongoing technical help and repairs. For Bruno, customer service is one of the important ways he differentiates his company from the rest. He is also proud to have helped Bergen implement the managed print program. He says, "It might seem like a small line item, office supplies, but as we all know, every penny counts these days, especially when it's belongs to the taxpayers."

For more information contact *Bruno Tirone* at 732-222-0997 or visit www.mrainternational.com.



Helping the Public Sector Deliver Better Services, More Efficiently

By: Jane Ann Altar, Director of Marketing



Like their counterparts in the private sector, executives in government agencies are challenged with doing more, better, with less! New Jersey-based value added solutions provider TechXtend has a unique approach that merits close attention!

With a 30-year history in serving Public Sector professionals, TechXtend has a clear understanding of how organizations plan and manage their investments in technology. We have excellent insights into how and where license overspending and budget wastage occur. We find our clients are invariably facing increasing software maintenance costs, are under pressure to deliver more services – with fewer resources, are deferring important projects due to budgetary limitations, and are unable to track true application usage across their networks.

TechXtend Focus: Technology Investments to Help Deliver Better Services

TechXtend begins by helping our clients identify under-utilized assets, uncover areas where IT spending can be reduced and recover budget that can be returned to stakeholders – or used to fund critical information technology projects. Typically, savings can be found of between \$200-\$300 per end-user.

So what would you do if you could recover that amount of money back into your IT budget – without negatively impacting staff or infrastructure? How and where would you reinvest so you could deliver better services, more efficiently to your tax payers?

TechXtend specializes in infrastructure solutions for **virtualization/cloud computing, storage and data management, and business intelligence/information management.**

Cloud Computing/Virtualization Solutions

TechXtend consultants help clients with virtualization solutions from desktop, to servers, storage and applications. We work with VMware, Hyper-V, and other virtualization platforms. TechXtend's cloud computing/virtualization practice works with over 900 VMware platform customers. TechXtend is a VMware Authorized Consultant (VAC) and we were one of VMware's first five Enterprise Premier Partners.

Storage & Infrastructure Management Solutions

As information storage has moved “center stage” for IT executives, storage technology continues to evolve to meet customer needs. Designing and managing a storage infrastructure is not easy! TechXtend solutions help clients navigate the complex issues of optimizing their storage networks for availability and security, scalability and performance, capacity and manageability.

Business Intelligence & Information Management Solutions

With the Big Data “tsunami” threatening to overwhelm many organizations, TechXtend business intelligence and information management services can help public sector clients realize business value from their data resources. Our consultants can assist in a broad range of projects including traditional database design, data warehousing, Master Data Management (MDM) initiatives, and more. As a CA Enterprise Solution Provider, TechXtend provides consulting and training services for the CA ERwin Data Modeling suite, as well as for CA's storage solutions.

For more information contact *TechXtend* (732) 389-8950 x7246 or via e-mail state.gov@techxtend.

NJAC WELCOMES NEW BUSINESS MEMBERS

Community Care Behavioral Health of UPMC

Rosemary Spampinato
Manager
112 Wash. Place,
One Chatham Ctr., Ste. 700
Pittsburgh, PA 15216

Commercial Utility Consultants, Inc.

Nick Reynolds
COO
6 Enterprise Center
Sewell, NJ 08080

CREDO Technology Solutions

Bill Morgan
VP Sales
110 Sunset Avenue
Harrisburg, PA 17112

Pfizer Integrated Health

Russ Johnson
National Director, Employers/
Public Sector
8246 Ashington Drive
Baldwinsville, NY 13027-8715

Pioneer, A Sallie Mae Company

Ken Hanaway
Account Representative
701 Pennsylvania Ave., NW
Ste. 560
Washington, DC 20004

The Louis Berger Group

Teresa Carter
Technical Director of
Disaster Management
412 Mount Kemble Road
Morristown, NJ 07960

The Musial Group, PA architecture

Noel S. Musial, AIA,
President
191 Mille Lane
Mountainside, NJ 07092

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- A Minimal *Consumer fee* charged to the cardholder/payer
- **No cost, No obligation** “webinar” Online Demo of the GovTeller system, features, and benefits

Please contact: **Tony Miller @ 502-819-6019**
Sharon Smith @ 877-829-7294

Email: bassmiller1@insightbb.com “à” sharons@usms.com



National Association of Counties (NACo)

Marketplace Fairness Act—U.S. Senate Passes Online Sales Tax Legislation

In a vote that was years in the making, the U.S. Senate passed bipartisan legislation—the Marketplace Fairness Act—that grants state and local governments the ability to enforce existing sales tax laws. In a 69-27 vote, the Senate demonstrated strong bipartisan support for the legislation. The focus now turns to the U.S. House of Representatives where it remains unclear how House leaders will proceed with the measure.

THANK YOUR U.S. SENATORS for supporting the Marketplace Fairness Act!

- To see how your Senator voted, click [here](#)
- To read the NACo press release, click [here](#)

Background

The National Association of Counties (NACo), along with other state and local government groups, has long advocated for the authority to enforce existing sales tax on remote sales. This issue has compounded over recent years due to the extraordinary development of the Internet's use as a retail marketplace. As a result, state and local governments have lost billions of dollars in uncollected sales taxes and main street businesses have been put at a significant disadvantage to online retailers.

The Marketplace Fairness Act does not create a new tax, rather, the legislation would grant the authority for state and local governments to enforce existing sales and use tax laws on remote sellers. The bill simply creates a level playing field no matter the choice of venue for retailers and grants the collection authority only after states have simplified their sales tax laws.

Resources

To view a NACo legislative policy brief on the Marketplace Fairness Act, click [here](#)

If you have questions or need assistance, contact NACo Associate Legislative Director Mike Belarmino at mbelarmino@naco.org or 202.942.4254

Now is the time to get active in the National Association of Counties (NACo) by joining a steering committees!

If you have interest in a specific issue, expertise on a certain topic, or concerns about the impact of federal legislative and policy decisions on your county, then you should consider joining one of NACo's policy steering committees.

Serving on one of these committees enables you to become actively involved in NACo's policy process. The steering committees begin the NACo policy process by reviewing federal legislation and policy, and making recommendations on issues that impact counties.

The process of joining a steering committee is simple. You must first apply through your state association of counties. Here are the important points to remember:

- You should fill out and submit a [nomination form](#) to your state association one month before the 2013 [NACo Annual Conference](#), which occurs July 19 – 22 in Tarrant County (Fort Worth), Texas. You can find the form [here](#)
- You should mark on the nomination form your first and second choice of steering committee
- Members of NACo affiliate organizations who want to serve on a steering committee should follow the same process.

NACo makes every effort to accommodate nominees' first choice of steering committee assignments. Committee appointees serve for one year and cannot transfer membership to another committee, or serve on more than one steering committee, during that year.

For questions or more information, contact Deborah Cox, Legislative Affairs Director, at dcox@naco.org

NJ DEP

(Continued from page 2)

County (\$32,275); Franklin Township, Somerset County (\$115,567); Vernon, Sussex County (\$49,274); Elizabeth, Union County (\$155,789); Phillipsburg, Warren County (\$30,333).

The counties receiving the largest grant awards are: Ocean (\$187,903), Cumberland (\$164,570), Burlington (\$153,890), Bergen (\$133,993) and Gloucester (\$124,073).

Litter comes from pedestrians, motorists, overflowing household garbage, construction sites and uncovered trucks, and is often blown by the wind until it is trapped somewhere, as along a fence. People tend to litter when an area is already littered, and when they do not feel a sense of ownership or community pride. Litter is unsightly, unhealthy and can create a negative public image.

Activities funded by the grants include cleanups of stormwater systems that can disperse trash into streams, rivers and bays; volunteer cleanups of public properties; adoption and enforcement of local anti-littering ordinances; beach cleanups; public information and education programs; and purchases of litter collection equipment, litter receptacles, recycling bins, anti-litter signs and supplies to remove graffiti.

For lists of municipal and county grant awards, visit: <http://www.nj.gov/dep/docs/cc-muni2013.pdf> and <http://www.nj.gov/dep/docs/cc-county2013.pdf>.

HELP WANTED

CHIEF FINANCIAL OFFICER

COUNTY OF PASSAIC is seeking an experienced individual with excellent managerial skills and who holds state certification for chief financial officer, county certification a plus (successful candidate must be willing to obtain County Certification within 2 years), must have at least a minimum of 5 years' experience. Preferable knowledge of Edmunds Software is a plus. In addition to the current fund, CFO duties include general ledger maintenance, budget preparation, payroll, pension, bank reconciliations and accounts payable and receivables, as well as, any other duties assigned. Passaic County's current fund operating budget is \$400 + million. Cover letter along with resumes can be sent to the County of Passaic, c/o Anthony J DeNova, Administrator, 401 Grand Street, Suite 205, Paterson, NJ 07505.













Older Americans Month

During [Older Americans Month](#) and throughout the year, we urge Americans to appreciate and celebrate the many contributions of older individuals to our society.

More than 9 million American seniors (ages 65 and older) are veterans of the armed forces and approximately 16% are in the labor force. According to the Corporation for National and Community Service, about 1 in 3 volunteers is 55 years or older.

To older Americans: thank you for making a positive difference in our nation and in our communities!



MORE PHOTOS TO FOLLOW AT: www.njac.org



In collaboration with the Somerset County Board of Chosen Freeholders and Somerset County Planning Board, the Business Partnership is pleased to present a conference to showcase Somerset County's Economic Competitiveness. The purpose of this conference is to educate the business community on the challenges and opportunities facing Somerset County, and more importantly, the economic development strategies being implemented to help local businesses compete. Learn more.

Here is the link to "Learn more":

<http://web.scbp.org/wcevents/eventdetail.aspx?eventid=14839>

New Jersey Association of Counties

County Government with a Unified Voice!

Mission Statement

NJAC is committed to advocating for legislation, regulations, and policy directives that empower county governments to operate more effectively and efficiently. As a non-partisan organization that represents the only true regional form of government in the State with a unified and proactive voice, NJAC is dedicated to advancing innovative programs and initiatives for the sole purpose of saving valuable taxpayer dollars.

May 2013				
Monday	Tuesday	Wednesday	Thursday	Friday
		1 Older Americans Month	2	3
6	7 Car Seat Safety Checks, Hunterdon Cty.	8	9	10
13 Online Auction, Somerset Cty.	14 Senior Health & Fitness Day, Gloucester Cty.	15 Music in May Lunchtime Concert, Essex Cty.	16 Prescription Brown Bag Event, Cape May Cty.	17
20	21 Modified Exercise for Physically Challenged, Union Cty.	22 Free Eye Screening Clinic, Passaic Cty.	23	24
27 Memorial Day –NJAC Office Closed	28 Well Child Health Clinic, Gloucester Cty.	29 D.A.R.E. Carnival, Mercer Cty.	30 Healing from Trauma of Dom. Viol., Somerset Cty.	31

From the NJAC Executive Director's Desk . . .

On behalf of NJAC's Board of Directors, I would like to thank everyone who joined us at our annual celebration of county government that included representation from all 21 counties, 70 vendors, and over 500 registered guests. This year's convention was a tremendous success as all of our main events took place in the central exhibit hall designed to provide you with maximum opportunities to share resources and ideas with county and business leaders from across the State, and included:

- A legislative leadership panel discussion featuring Speaker Sheila Y. Oliver, Senator Donald W. Norcross, Assemblyman John F. Amodeo, and moderated by NJ 101.5's Kevin McArdle.
- The State's only county vocational-technical school cook-off challenge where culinary arts students from Atlantic, Bergen, Cumberland, Essex, Hudson, Hunterdon, Mercer, Middlesex, Morris, Passaic, and Warren counties were selected to compete for titles in taste, creativity, and food presentation.
- 24 educational workshops approved for continuing education credits in CMFO, CCFO, CPWM, RMC, QPA, CTC, CLE, and Ethics.



John G. Donnadio, Esq.

Congratulations to Mercer County Freeholder Ann Cannon for receiving the "Maurice Fitzgibbons Freeholder of the Year Award" and to engineering firm Greenman-Pedersen for receiving our "Business Associate of the Year Award." We were also pleased to present Speaker Sheila Oliver with our "Legislative Leadership Award," and Morris County Deputy County Administrator Mary Jo Buchanan, Middlesex County Assistant Comptroller Joseph Pruiti, and Burlington County Director of Human Resources Daniel Hornickel with "County Service Awards." However, the cook-off challenge once again stole the show as Hudson County took home the Gold Medal in the People's Choice Category with Atlantic County earning Silver and Essex County Bronze.

Although this year's event was a success, we've already begun planning on how to make next year's celebration even better. With this in mind, please take a moment to provide me with your thoughts and suggestions about our annual convention by contacting me at (609) 394-3467 or jdonnadio@njac.org. I look forward to hearing from you and thank you again for all of your support.