

# NJAC COUNTY BIZ

An Educational and Informative Newsletter for Counties and Businesses

New Jersey Association of Counties

ISSUE 135 - NOVEMBER 2022

## The Science Behind Diversity, Equity, Inclusion, and Belonging

by Cameron Cushing, Intern, Industry Marketing for UKG

Awareness of the need for Diversity, Equity, Inclusion, and Belonging (DEI&B) initiatives has exploded in recent years, with the private sector leading the way on implementation. But how can public sector organizations adapt to be more representative of the communities that they serve? And what's the science behind DEI&B, both in origin and impact?

### The Need for DEI&B

In a new webinar, Dr. Jarik Conrad – Executive Director of [The Equity at Work Council](#) by UKG® – explains that human evolutionary tactics spanning back to hunter-gatherer days impact how we behave in our lives – and at work – today. One of our most hard-wired evolutionary priorities is to seek gratification and safety, such as through membership in a tribe. While effective for hunting prey and avoiding extinction, tribalism – the tendency to form groups of like-individuals – has survived to the present day, with development beginning in children as young as nine months old. For example, children can begin to recognize race at a young age, and develop racial biases by three to five years old. Left unchecked, tribalism and its associated biases can remain hardwired into adulthood and be the root of inequitable actions, both conscious and not.

Our brains also work to keep us safe from information that might cause psychological distress, sometimes at the expense of the truth. In a study asking individuals to identify statements as either factual or an opinion, the majority of people could not correctly classify all ten statements. Studies also suggest that accuracy decreases over time as our beliefs become more deeply ingrained, making it more challenging to alter them.

### DEI&B at Work

Successful DEI&B initiatives challenge ingrained belief systems to offer a work environment where everyone is on more equal footing. They are also critically important for the public sector, as correcting a lack of diversity can dramatically increase trust with the communities that public organizations serve.

So, what have organizations been doing to further DEI&B efforts? Pre-pandemic, the private sector began pivoting from a shareholder- to a stakeholder-centric model, in which the needs of all the organization's stakeholders are considered, rather than an exclusive focus on the bottom-line.

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**GET OUT  
&  
VOTE**

## The Science Behind Diversity, Equity, Inclusion, and Belonging *(continued)*

The proliferation of Corporate Social Responsibility (CSR) initiatives is indicative of this trend, and immensely important: nearly 70% of millennial employees say that it is a major factor in their workplace satisfaction. Research shows that employee productivity increases when engagement and satisfaction are high, pointing to HR and economic benefits. A [recent UKG Workforce Institute report](#) indicates that public sector organizations are beginning to follow suit, such as by creating DEI officer roles.

To better bridge the gap between science and practice, The Equity at Work Council by UKG sponsors DEI&B research, produces actionable tools and resources for the public, and shares thought-leadership pieces – because UKG believes workplaces should be free of inequities across the employee experience for all people.

### Want to learn more?

[Click here](#) to watch the full webinar featuring Dr. Jarik Conrad and Erika Sandoval in which they discuss the foundations of modern DEI&B and what UKG is doing to advance new research and practices.



## SUMMIT ON HUMAN TRAFFICKING FRIDAY, DECEMBER 16, 2022 TRENTON COUNTRY CLUB, TRENTON, NJ

### REGISTER TODAY!

In summary, key law enforcement officials will examine how human trafficking exploits men, women, and children for prostitution, pornography, domestic servitude, migrant farm work, and more, and how it's grown into one of the largest criminal enterprises in the world. Additionally, county, state, federal, and other leading authorities will discuss efforts to raise awareness about human trafficking and will present critical strategies on how to prevent a trafficking situation along with vital resources available for victims.

**PUBLIC OFFICIALS CLICK [HERE](#) FOR REGISTRATION INFORMATION**

**ALL OTHER REGISTRANTS PLEASE CLICK [HERE](#) FOR REGISTRATION INFORMATION**

**DRIVING DIRECTIONS TO THE TRENTON COUNTRY CLUB CAN BE FOUND [HERE](#).**

# A Rising Tide May Lift All Boats, But All Boats are Not Equal

## How This Could Impact Your 2023 Budget!

by William Cherry, Director of Public Partnerships for three+one®



Interest rates are rising, and as President John F. Kennedy said in 1963 about a then-improving economy, “a rising tide lifts all boats.” The Fed’s recent actions on rates make it almost a given that your municipality will earn more in interest over the next 12 months than was earned last year. The question is, does your municipality choose to passively drift on that tide, or do you chart your own course using the power of today’s technology to supercharge your interest earnings?

Proactive, data-driven cash management can increase your municipality’s interest revenues by a factor of 5, 10, or *even more*—no matter where current market rates stand! We’re talking about a major—and very positive—impact on your next budget!

Having access to advanced liquidity data and highly accurate future cash-forecasting reports can help to proactively and effectively manage cash on deposit. The results? Consistently higher revenues—*much higher*—that easily surpass all peer benchmarks.

Imagine taking your present 2023 interest revenue projections and then multiplying that figure by a factor of 5, or even 10! Your \$100,000 in interest earnings could become \$500,000 to \$1 million! And for larger municipalities, \$3 million in budgeted interest revenue could become \$15 million or even more!

First, liquidity levels must be analyzed to determine how much cash a municipality has on deposit over and above what will be needed for operating expenses. Seeing a comprehensive view of all liquidity is important because it covers cash and investments that may be spread among multiple different banks and as many as 50 to 100 separate bank accounts.

Second, an in-depth analysis of bank transactions must be regularly performed in order to establish a predictable cycle of inflows and outflows. This information provides valuable insights which help a finance office avoid cash-flow bottlenecks and shortfalls. And when the data is expanded into a future cash forecast, it provides great confidence for the investment of a portion of your municipality’s liquidity in longer-term, higher-rate laddered CDs and U.S. Treasuries. Regularly gathering data on which financial institutions are offering the most advantageous interest rates adds even more octane to the mix.

Does all this sound like more work than your finance office can handle? We understand. The power of **cashVest**® from **three+one** has already added hundreds of millions of dollars in new revenues to municipal fund balances and operating accounts, all while maintaining current banking relationships. Check us out at [www.threeplusone.us](http://www.threeplusone.us). We have been endorsed by NACo and many other associations.



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## A Rising Tide May Lift All Boats, But All Boats are Not Equal

### *How This Could Impact Your 2023 Budget!* (continued)

Don't just drift along with the tide. With the advanced technology of cashVest working for you, your municipality can be up to speed and making real, significant forward progress in no time at all! With **three+one** in your wheelhouse, higher revenues will be *full speed ahead!*

*The author served for 24 years as a county chief financial officer responsible for managing and investing public funds, and for 20 years as a county budget officer. He can be reached by phone at 585-484-0311, ext. 709 or by email at [wec@threeplusone.us](mailto:wec@threeplusone.us)*



## Local Participation Can Lead To More Surplus Sales!

*by Stacey Collier, Marketing Communications and Specialist for GovDeals.com*

Using an online marketplace like GovDeals encourages local participation with our convenient bidding access from any mobile device or laptop and targeted URLs direct to a seller's auctions to ensure all local residents are aware of the surplus auctions available to them and are welcome to participate.

Take for example the seven **real estate** properties that were recently sold in Little Egg Harbor Township. Each lot went to one local New Jersey buyer. In the township's first ever real estate sale, these properties together garnered more than 8,000 visitors and returned more than \$95,000 back to the township. Little Egg Harbor was able to successfully get their properties sold while preserving the concerns of residents, some who felt strongly that the available properties should be sold locally as opposed to being offered to out of state buyers.

If your county is interested in utilizing the GovDeals platform through our partnership with the New Jersey Association of Counties, please contact Mike Baker, Northeast Representative at 609-713-7888 or by email at [mbaker@govdeals.com](mailto:mbaker@govdeals.com) to find out more details. Or visit [GovDeals.com/BecomeaSeller](http://GovDeals.com/BecomeaSeller) to sign on as a seller.



### ***NJAC Continuing Education Series Workshop (Virtual)***

***FREE But You Must Register [Here](#)***

***Wednesday, November 9, 2022***

***10:00 a.m. - 11:00 a.m.***

### ***An Overview of the Opioid Settlement***

*CEU Approved: 1.0 CMFO/CCFO Office Management & Ancillary Subjects*

### **Guest Speakers:**

Lara Fogel, Deputy Attorney General, *Chief – Government Health & Fraud, New Jersey Division of Law*

Valerie Mielke, MSW, Assistant Commissioner, *Division of Mental Health & Addiction Services, New Jersey Department of Human Services*



# Closing The Door On Threats With Aruba's Zero Trust Solution

by Joanne Goodstadt, Marketing Manager for PKA Technologies, Inc.

Remote, mobile and cloud computing models deliver undeniable business benefits, but they also open the door to a variety of cybersecurity risks. Zero-trust security can shut that door.

A zero-trust strategy assumes that everyone and everything accessing network resources is a threat until their identity has been verified and validated. That's a marked contrast to legacy security models built on the principle of implicit trust, giving users or devices unfettered network access so long as they have approved IP addresses.

That level of trust is no longer adequate with malicious actors increasingly exploiting remote access vulnerabilities to gain unauthorized network access. Seventy-four percent of organizations attribute recent cyberattacks to vulnerabilities in their remote work technologies, according to a new Forrester survey. In a separate survey from Sapio Research, 97 percent of IT and security pros say such attacks make zero trust a priority for their organizations.

## How it Works

Using access controls, network segmentation, multi-factor authentication and other techniques, zero trust solutions augment traditional perimeter security controls with what Gartner analysts call "an identity- and context-based, logical-access boundary." Within this boundary, applications and network segments are cryptographically hidden from unauthorized users.

Many companies assume implementation will be difficult, expensive and time-consuming process, but that isn't always the case. For example, Aruba simplifies the process by incorporating zero trust in its cloud-based Edge Services Platform (ESP), enabling the application of zero-trust principles from the network edge to the cloud.

Here are five key features of the Aruba solution:

1. **Network visibility.** The ability to quickly identify and evaluate devices accessing the network is critical. Aruba ESP addresses with Aruba ClearPass Device Insight, which uses a variety of passive discovery and profiling techniques to eliminate blind spots and discover everything from traditional devices like tablets and laptops to the increasingly diverse set of IoT devices.
2. **Network segmentation.** Dynamic Segmentation is another important feature of Aruba ESP. It divides the network into smaller, isolated parts — each with unique security controls that establish least-privilege access to applications and data based on identity and associated access permissions.
3. **Access control.** Aruba ClearPass Policy Manager enables you to centrally create role-based policies for monitoring and enforcing how users and devices access IT resources, regardless of location or method of connectivity.
4. **Edge-based firewall.** Aruba's Policy Enforcement Firewall (PEF) is an identity-based access solution featuring military-grade encryption. It enforces access policies to create a zero-trust boundary at the point of network connections.
5. **Edge-to-cloud security.** Secure Access Service Edge (SASE) enables centralized management of a variety of security tools to ensure security policies are consistently applied across the entire distributed network, no matter the location of users, their devices and applications.

The continued reliance on remote, mobile and cloud solutions is fraught with risk, but the benefits are too powerful to ignore. Aruba's approach to zero trust security significantly reduces those risks. Contact us to learn more about enhancing your security with zero-trust.



## The American Rescue Plan - Direct Relief To Americans

by Ken DeRoberts and Philip Gentile, Co-Founders, Soup Kitchen 411

The American Rescue Plan was launched by President Biden last March “to provide direct relief to Americans.” It contains provisions to aid small businesses and can be used to combat food insecurity.

We created Soup Kitchen 411, a hunger-awareness nonprofit with a Platinum-rating on Guidestar, in 2015. At the onset of the pandemic we expanded our aim to directly support soup kitchens, faith-based and community-based organizations with meals to feed those in need. Our FeedNJ program purchases meals from small, struggling restaurants. This program supports local economies while providing relief to our hunger challenged neighbors across the state. In addition to generous corporate and personal contributions, we received nearly \$5 million from NJ EDA’s Sustain and Serve Program.

In a June press conference last year, Governor Murphy said “The FeedNJ campaign contracted with more than 80 restaurants [for] tens of thousands of additional meals that allowed local soup kitchens to meet the tremendous demand for their support services. And in doing so, they kept these restaurants active and open.”

Monmouth County generously released a major portion of its ARP funds to support the important work by nonprofit organizations in the county. Soup Kitchen 411 received their largest grant award - \$500,000 – which is being used to help those struggling with food insecurity by purchasing meals from small Monmouth County restaurants. Additionally, Brookdale Community College’s Culinary Education Center will prepare meals for distribution to those in need under this program.

Food insecurity is a growing problem now being fueled further by high food inflation. The Monmouth County grant will help FeedNJ purchase more meals while supporting local small businesses. **It’s an excellent use of ARP funds that uses each dollar to solve two problems.**

Monmouth County Board of County Commissioners Director Thomas A. Arnone told us that their board “is proud to support our nonprofit organizations, such as Soup Kitchen 411, through the County’s American Rescue Plan Act COVID-19 Community Recovery Grant Program. Soup Kitchen 411 deserves to be commended for their work to end food insecurity in Monmouth County, while also promoting the incredible work of those providing food for people in need.”

Yes, the economy has improved – but not for everyone. Small restaurants are facing financial challenges by the quickly rising food and even fuel prices. This program helps the restaurants stay in business and keep their employees, and continue to be an important part of their local economy.

At a recent meal distribution event, the organizer pointed out a 12 year-old girl carrying two full bags of meals home for her family. Both of her parents work full-time jobs and are not able to stand in line. Despite being a two-income household this family – like many others – struggles daily with the challenge of feeding their family.

In the spirit of providing “direct relief to Americans” we urge your county to consider allocating some portion of ARP funds to help your constituents suffering from food insecurity and small businesses in your county.



# Want To Gain IIJA SLCGP Funding? Take A Free Security Posture Review

by SHI



Discover how SHI's free Security Posture Review can help you meet the requirements of the IIJA State and Local Cybersecurity Grant Program and secure much-needed funding.

On September 16, 2022, the Department of Homeland Security (DHS) released guidance on the \$1B State and Local Cybersecurity Grant Program (SLCGP). Applications from state governments and territories require 80% of funds to be used to support local entities. States are required to establish a cybersecurity planning committee and develop a cybersecurity plan, addressing 16 elements cited in the IIJA.

SHI's Security Posture Review (SPR) process is aligned to the IIJA cybersecurity plan requirements necessary to be eligible for the SLCGP.

Our SPR is a free assessment that unlocks visibility across your entire security landscape and is the first step in addressing requirements for IIJA and SLCGP. With SHI's SPR, you will:

- Identify key threats and concerns
- Show gaps, overlap, and consolidation opportunities
- Provide security architecture mapping
- Visualize solution implementation maturity
- Set short- and long-term goals
- Address requirements of the IIJA and SLCGP

To learn more about how SHI can help you secure much-needed cybersecurity funding, read our brief datasheet [here](#).





Save the Date!



Republic Services
League of Municipalities Conference

November 15 – 17, 2022

Visit us at Booth #1111

Exhibitor Learning Session

Municipal Contracting, Recycling and Solid Waste Industry Updates

Date: Wednesday, November 16

Time: 12 p.m. – 12:50 p.m.

Where: Room 311 (capacity 310)

Don't miss this lively and spirited interactive session!

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• QPA – 1 Procurement
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Sustainability in Action



## GovPilot Launches Digital Special Needs Module, Adopted By Eastampton And Englewood, New Jersey Police Departments

*Digital form enables public to share helpful information about special needs relatives with local governments for use in the event of emergencies*

*by Evan Achiron, Director of Marketing & Communications for GovPilot*

In an effort to enhance public safety among the special needs community, the Police Departments of Eastampton and Englewood, New Jersey have adopted a new digital service from GovPilot, a Manasquan, New Jersey based provider of cloud-based government management software.

Officials in Eastampton and Englewood have made available on their municipal websites a convenient digital form which allows the public to enter voluntary emergency contact information for any person that is affected by any form of altered mental status including Autism, Dementia, Bi-Polar Disorder, Schizophrenia, or other illness or condition categorized as “Special Need” that may cause them to become impaired.

Information provided by family members includes personal descriptive information including address, as well as noise, sound, or touch sensitivities, places they frequent, topics to discuss to put the individual at ease, songs they like, or medications they might be taking. Attachments such as a person’s photograph can be uploaded. This information can help responding police officers who receive specific training to follow protocols when they contact persons with “Special Needs” resolve potentially dangerous situations quickly and safely.

*“GovPilot’s Special Needs form is something that all municipalities and police departments around the country should provide to their residents.”*

*- Kim-Marie White, Township Manager | Eastampton, New Jersey*

Englewood Chief of Police, Thomas Greeley said, “Any information or knowledge that our officers have in advance of making contact with a special needs person in an emergency situation will enable them to have a more natural, personal conversation which puts everyone involved at ease and leads to a safer resolution for all parties. This GovPilot module facilitates a compassionate police response and represents an enhancement of public safety here in Englewood.”

“GovPilot has been a terrific partner in developing digital forms and workflows that make our government more efficient, transparent, and responsive to our constituents’ needs,” said Eastampton Township Manager, Kim-Marie White.

White added, “The Special Needs form on our website is a welcomed addition that will enable our first responders to improve mental health services and ensure public safety in Eastampton Township. GovPilot’s Special Needs form is something that all municipalities and police departments around the country should provide to their residents.”

“GovPilot’s mission is to empower local governments to better serve their constituents and operate efficiently. The development and release of this Special Needs module is a part of living up to and delivering on that mission,” said GovPilot CEO, Michael Bonner.

Bonner added, “In partnering with local governments across the country we have found that digital processes generate significant increases in efficiency and productivity that have a positive impact on local budgets, services, and constituent experience. GovPilot has already seen that in both Eastampton and Englewood.



# Atlantic City Electric and Sustainable Jersey Award \$74,000 to Support 15 South Jersey Open Space and Resiliency Projects

by Candice Womer, Atlantic City Electric Communications

Atlantic City Electric and Sustainable Jersey have chosen 15 local municipalities to receive \$75,000 in funds to support open space and resiliency projects in South Jersey. This funding is made available through Atlantic City Electric's Sustainable Communities Grant program, which provides funding to support open space preservation, improvements to parks and recreation resources, environmental conservation and innovative community resiliency projects.

"We are so pleased to join our local communities and to help advance these initiatives that will have a lasting positive impact on our environment," said Doug Mokoid, region president, Atlantic City Electric. "We are committed to helping our customers and communities achieve our collective climate goals. This program is an extension of that commitment and just one of the many ways we are taking a leadership role in helping to foster a cleaner and safer environment for us all."

Atlantic City Electric launched the Sustainable Communities Grant program in 2020 with Sustainable Jersey administering the grants to local communities.

"As we experience the devastating effects of extreme weather and a changing climate on New Jersey communities, these grants support projects that build up local climate resilience and preserve our natural resources," said Randall Solomon, executive director of Sustainable Jersey. "We value our partnership with Atlantic City Electric and the investment is making a difference in a sustainable New Jersey."

This year, Atlantic City Electric and Sustainable Jersey have awarded grants to the following municipalities:

- **Borough of Penns Grove (\$5,000)** – The grant will be used to grow local plants in the Penns Grove High School courtyard to preserve native pollinators by growing and maintaining organic wildflowers, shrubs and trees.
- **Elk Township (\$5,000)** – The grant will be used to enhance signage along a well-known trail in the township, improving safety and enhancing trail use by guiding residents to connecting trails and parks.
- **Washington Township (\$5,000)** – The grant will be used to restore the Washington Lake Park greenhouse to a more reliable, functioning entity within the park.
- **Lower Township (\$5,000)** – The grant will be used to improve beach access along the Delaware Bay by constructing eight additional walkways through the dunes.
- **East Greenwich Township (\$5,000)** – The grant will be used for the purchase and installation of water bottle filling stations at Thomas Family Park.
- **Mantua Township (\$3,000)** – The grant will be used for the purchase of sturdier trash receptacles for Chestnut Branch Park that can better withstand outdoor elements and eliminate waste and spills.
- **Maurice River Township (\$5,000)** – The grant will be used to construct and install a large shade structure for the Leesburg Recreation Center.
- **Hamilton Township (\$10,000)** – The grant will be used to purchase and install a critical operations power system that would automatically supply power to vital systems and assist with effectively responding to emergencies throughout the township.
- **Folsom Borough (\$5,000)** – The grant will be used to redevelop the community garden by enhancing its appearance, installing park benches and planting shade trees.
- **Egg Harbor City (\$5,000)** – The grant will be used to redevelop City Lake Park by constructing a new nature trail and making enhancements along the new trail and existing park.



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## Atlantic City Electric and Sustainable Jersey Award \$75,000

(continued)

- **Atlantic City (\$5,000)** – The grant will be used to purchase native plants for Gardner’s Basin and recreate a historical trail with hopes to engage and inform residents of the area’s important horticultural impacts.
- **Egg Harbor Township (\$5,000)** – The grant will be used to build an ADA accessible pathway to a scenic observation area, allowing everyone to safely access the Nature Reserve.
- **Port Republic City (\$2,000)** – The grant will be used for upgrades and signage at Harry Bowen Park.
- **Dennis Township (\$5,000)** – The grant will be used for redeveloping and making upgrades to the senior center picnic garden, making it a safe and peaceful area for senior residents and their families.
- **Northfield City (\$5,000)** – The grant will be used to clean up and redevelop the Racoon Lake area and refurbish the existing fireplace.

The Sustainable Communities Grant program will provide grants of up to \$5,000 each to municipalities for projects focusing on open space preservation, improvements to parks and recreation resources and environmental conservation. The company also will provide up to three grants totaling \$25,000 to support resiliency projects. Municipalities in the Atlantic City Electric service area can apply for a Sustainable Communities grant each year. A committee with representatives from Atlantic City Electric and Sustainable Jersey reviews each application and selects the projects to receive funding.

The Sustainable Communities Grant program is part of Atlantic City Electric’s [Climate Commitment](#), a multi-faceted, action-oriented effort to help the state of New Jersey achieve its clean energy and climate goals. As part of the commitment, the company is taking actionable measures to reduce its greenhouse gas footprint, deliver innovative solutions that will empower customers and communities to achieve greater greenhouse gas reduction across South Jersey. The effort supports the broader [Path to Clean](#) goal of Atlantic City Electric’s parent company, Exelon, to reduce its operations-driven emissions 50 percent by 2030 and achieve net-zero operations by 2050.

Interested organizations can learn more about the Sustainable Communities Grant Program and how to submit a grant request at [atlanticcityelectric.com/SustainableCommunities](http://atlanticcityelectric.com/SustainableCommunities).

To learn more about Atlantic City Electric, visit [The Source](#), Atlantic City Electric’s online newsroom. Find additional information by visiting [atlanticcityelectric.com](http://atlanticcityelectric.com), on Facebook at [facebook.com/AtlanticCityElectric](https://facebook.com/AtlanticCityElectric), and on Twitter at [twitter.com/AcEleCconnect](https://twitter.com/AcEleCconnect). Atlantic City Electric’s mobile app is available at [atlanticcityelectric.com/MobileApp](http://atlanticcityelectric.com/MobileApp)



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electric**<sup>SM</sup>

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### WELCOME TO OUR NEW MEMBER



**CIVIC OPERATIONS GROUP**

**Civic Operations Group** provides outreach services, doors, phones/sms, and digital. Civic Operations Group works with stakeholders to respond before, during, and after a crisis to minimize damage to constituents, provide life saving information, and collect data to drive out future response.

For additional information regarding Civic Operations Group please contact Kevin Drennan at [drennan@civicoperationsroup.com](mailto:drennan@civicoperationsroup.com).

## Save the Dates and Come Join Us!

### November 13<sup>th</sup> – 15<sup>th</sup>, BrainStorm Poconos 2022 at the Kalahari Resort Convention Center, Pocono Manor, PA

- Booth #409
- Come join an educational technology conference to network with K20 techs and their counterparts throughout the region.

### November 19<sup>th</sup> – 21<sup>st</sup>, NYSCATE at the Rochester Convention Center, Rochester, NY

- Booth #404
- Each year, NYSCATE sponsors an annual statewide conference attended by 1,500 attendees and 150+ exhibitors showcasing exemplary education applications of technology.

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## NEW JERSEY ASSOCIATION OF COUNTIES

Learn about the benefits of being a part of NJAC and how you can join.

Contact Loren Wizman, Business Development Director at  
(609) 394-3467 or [loren@njac.org](mailto:loren@njac.org)

[Click here for an application.](#)





Family Success Centers are “one-stop” shops that provide resources and supports for families before they find themselves in crisis. Family Success Centers offer primary child abuse prevention services to families and bring together concerned community residents, leaders, and community agencies to address the problems that threaten the safety and stability of families and the community.

Family Success Centers offer a warm and welcoming home-like environment that provides family friendly activities and resources within communities to strengthen families. There is no cost to access the services they provide.

Program Services include:

- Access to information on child, maternal and family health services, economic self-sufficiency and job readiness
- Information and referral services (connection to off-site public social services and private resources)
- Life skills training
- Housing services
- Parent education
- Parent-child activities
- Advocacy

There are 57 Family Success Centers in New Jersey. To locate a program near you, please visit: <https://www.nj.gov/dcf/families/support/success/> and share broadly with your community.



### ***SHARE THE NEWS!***

*Let us know what educational or informational articles you would like published in the  
NJAC COUNTY BIZ*

Contact

Loren Wizman, Director of Business Development (609) 394-3467 or [loren@njac.org](mailto:loren@njac.org)

# Unit 42™

by Paloalto Networks

[Unit 42](#) brings together an elite group of cyber researchers and incident responders to help state and local government organizations deal with cyber threats, including the evolving ransomware epidemic. With a deeply rooted reputation for delivering industry-leading threat intelligence, Unit 42 also provides state-of-the-art incident response and cyber risk management services.

## [Unit 42 retainer - World-Class Incident Response and Cyber Risk Management On Demand](#)

When your organization faces a severe cyber incident, will you be ready? The speed of your response, as well as the effectiveness of your tools and playbooks, will determine how quickly you can recover. Extend the capabilities of your team by putting the world-class Unit 42 Incident Response and Cyber Risk Management teams on speed dial. Incident Response Expertise Is Just the Beginning From cases involving rogue insiders to organized crime syndicates and nation-state threats, Unit 42 performs more than 1,000 incident response investigations each year. The Unit 42 Retainer gives you deep forensics and response expertise when you need it most, with predetermined service-level agreements (SLAs). You can also allocate your retainer credits for proactive Unit 42 cyber risk management services scoped during the contract term. Our trusted advisors can assist your team with security strategy, assessment of technical controls, and overall program maturity. Use retainer credits for any of the services in figure 1.



Figure 1: Unit 42 Cyber Risk Management and Incident Response Services

### Benefits

- Flexibly apply retainer credits to incident response or proactive risk mitigation
- Eliminate hidden threats and vulnerabilities before an incident occurs
- Lower the likelihood and cost of a breach
- Quickly investigate and contain threats
- Recover from attacks swiftly

Unit 42 is made up of an elite team of incident responders, threat hunters, and reverse engineers who respond to

thousands of incidents each year and understand the technical elements of an attack. Unit 42 is your 24/7 team of experts trusted by 70+ insurance carriers and 150+ law firms who jump start your investigation with threat-informed expertise and best in class tools to support the entire incident response life cycle

[Watch the video](#) now to get a detailed view of how the Unit 42 Incident Response process can help your County or Municipality in New Jersey.

If this is of interest to you, let's schedule a brief call with the Palo Alto Networks New Jersey team in the near future to discuss this packaged offering further. Please reach out to [Ashraf Chowdhury](#) for scheduling.





National Retirement Security Month

# "Stick with it" campaign overview



## October is National Retirement Security Month.

Saving for retirement is a marathon — a long-term investment toward the future. We want to help your participants understand the importance of "sticking with it" in order to reach their retirement goals.

We've prepared materials that you can use with your participants to encourage them to create and rely on a retirement game plan. Here's a quick overview of what's available to you:

### Emails

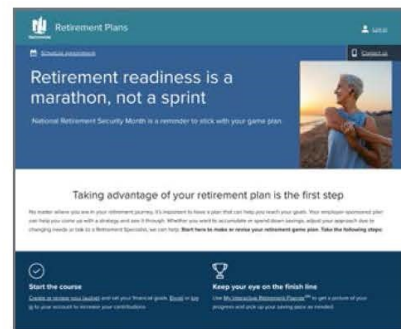
We have 4 emails prepared for you to send to participants. Pick from the list and send one each week or in any cadence you choose. The email topics include:

- 1. Rely on your game plan** — Enrolling or logging in to your account online to take steps toward reaching your retirement goals
- 2. Keep your eye on the finish line** — Setting goals using our online retirement tools
- 3. Win the mental game** — Staying the course during market volatility
- 4. Stay on track with support** — Seeking out guidance from a Retirement Specialist



### Participant campaign page

Visit [www.nrsforu.com/rsc-web-preauth/national-retirement-security-month](http://www.nrsforu.com/rsc-web-preauth/national-retirement-security-month) which offers resources for participants to make or revise a retirement game plan, from budgeting help to information about withdrawal strategies. Share any of these materials with your participants.



### Newsletter article

Our short newsletter blurb about National Retirement Security Month and the importance of sticking with retirement saving is ready for you to place in your next participant communication.



Contact your Nationwide Retirement Specialist for more information or with any questions.

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## NACo Webinars



### Faces Initiative Data-Sharing Technology for Behavioral Health and Justice Learning Series:

Thursday, November 3, 2022 2:00 p.m. - 3:00 p.m. Eastern Time

#### REGISTRATION

Join NACo and the [Familiar Faces Initiative](#) (FFI) for a series of webinars highlighting new technologies that share and integrate data across local behavioral health, health and justice systems. Cross-system data-sharing enables jurisdictions to identify their familiar faces—residents who are cycling through jail, emergency departments, homeless shelters or other crisis services at a high frequency—and better coordinate care to improve outcomes for the highest-needs residents.

No two government agencies have the same processes or internal workflows — but they all share a need for solutions that work efficiently and cost-effectively to serve their citizens best. [Tyler Technologies'](#) platforms provide a base for building the solutions and applications that suit your needs and incorporate your unique expertise.

In this series, NACo partners will:

- provide a short demonstration of their platform,
- outline its capabilities and potential outcomes,
- share an example of a county they've worked with and
- host a question-and-answer session with attendees.

County officials and leaders are encouraged to join and learn about available technologies to assist in sharing data and coordinating care across systems.

### Exploring Digital Transformation as a Key Driver to Modernizing Voting Infrastructure - The Los Angeles County Experience

Wednesday, November 16, 2022 - 1:00 p.m. - 2:00 p.m. Eastern Time

#### REGISTER

Digital transformation represents a wealth of potential for governments to change how they create value for society and modernize for the future. Taking a project from ideation to reality requires not only leadership and vision, but dedication and resources. This webinar will focus on the transferable elements of a secure digital transformation strategy that can be applied across a wide range of use cases. We'll explore a digital transformation initiative in depth as applied to elections critical infrastructure, and how LA County reimaged their voting processes through human-centric design principles.

[AMAN BHULLAR](#), Registrar-Recorder/County Clerk (Chief Information Officer) LA County, CA

[SHANNON BREWSTER](#), Director, AT&T Cybersecurity

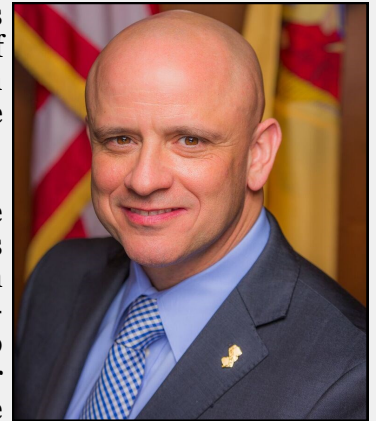




## FROM THE EXECUTIVE DIRECTOR

Earlier this month, NJAC and the New Jersey State League of Municipalities (NJLM) met with Administration officials to discuss the September 13<sup>th</sup> decision of the State Health Benefits Committee (SHBC) to approve unprecedented health benefit insurance rate hikes of up to 24% for local governments participating in the State Health Benefits Program (SHBP).

Although we appreciate the meeting, NJAC is urging the Administration to use American Rescue Plan Act (ARPA) monies or other unrestricted reserve or surplus funds to temporarily offset the extraordinary increases as the Administration should provide the same relief that was granted to State employees to local governments, property taxpayers, and local government employees already struggling to make ends meet. As you may recall, the Administration and public sector labor unions representing most State employees reached an agreement whereby State employees will see health benefit rate increases of only 3% with the State to absorb the additional costs. This agreement does not include counties and municipalities participating in the SHBP for reasons we're still not clear about. NJAC is also urging the Administration to extend the open enrollment period set to expire on October 30<sup>th</sup> for an additional 30 days as it will provide counties and towns with additional time to educate employees on the pending increases and the opportunity for employees to choose less expensive plans. It will also provide local governments with the opportunity to shop around.



John G. Donnadio, Esq.

Importantly, any immediate relief must be accompanied by long-term structural reforms such as adopting referenced based pricing to effectively manage costs, incentivizing employees to select lower cost plan designs, and modifying co-pays for specialists and urgent care to further reduce long-term expenses. Additionally, NJAC strongly supports **S-3033** (*Ruiz D-29/Sarlo D-36*), which would appoint county and municipal officials to the SHBC as management does not currently have a voice on the Commission and it most certainly should - particularly in the light of this year's rate approval process where our members remain alarmed with the Commission's lack of transparency, accountability, and foresight to accurately project substantial rate increases with such far reaching consequences. Without any immediate relief and long-term structural reforms, NJAC is advising members to leave SHBP if feasible. **S-3033** is currently in Senate State Government, Wagering, Tourism and Historic Preservation Committee awaiting consideration with the companion version **A-4552** (*Pintor Marin D-29*) in the Assembly State and Local Government Committee.



# EVENTS & HOLIDAYS

SUN	MON	TUES	WED	THURS	FRI	SAT
		<p><b>1</b></p> <p><b>Hoboken Uptown Farmer's Market</b></p> <p>2 p.m. – 6 p.m.</p> <p>Church Square Park</p> <p>Hoboken Hudson County</p>	<p><b>2</b></p> <p><b>Bridal Show &amp; Wedding Expo</b></p> <p>11/6 1 p.m. – 4 p.m.</p> <p>Art Factory</p> <p>Paterson Passaic County</p>	<p><b>3</b></p> <p><b>Fall Festival &amp; Craft Fair</b></p> <p>11/5– 11/6 11 a.m. – 4 p.m.</p> <p>Oasis Animal Sanctuary</p> <p>Franklinville Gloucester County</p>	<p><b>4</b></p> <p><b>Takin It To The Streets—The Doobie Brothers Tribute Show</b></p> <p>8 p.m. – 10 p.m.</p> <p>Levoy Theatre</p> <p><a href="#">Registration Here</a></p> <p>Millville Cumberland County</p>	<p><b>5</b></p> <p><b>Fall's Craft &amp; Collectibles Show</b></p> <p>10 a.m. – 4 p.m.</p> <p>Convention Hall</p> <p>Free</p> <p>Cape May Cape May County</p>
<p><b>6</b></p> <p><b>Cooper Norcross Run The Bridge 10K</b></p> <p><a href="#">Registration Here</a> 8:30 a.m. - 11:30 a.m.</p> <p>Ben Franklin Bridge</p> <p>Camden Camden County</p>	<p><b>7</b></p>	<p><b>8</b></p> 	<p><b>9</b></p>	<p><b>10</b></p> <p><b>Black Violin</b></p> <p>8 p.m. - 11 p.m.</p> <p>UnionPAC</p> <p><a href="#">Visit here for more information</a></p> <p>Rahway Union County</p>	<p><b>11</b></p>  <p>Thank You VETERANS</p>	<p><b>12</b></p> <p><b>Del. &amp; Raritan Canal Parkrun 5K</b></p> <p>2 p.m.</p> <p>State Park Trail</p> <p><a href="#">Visit here for more information</a></p> <p>Somerset Somerset County</p>
<p><b>13</b></p> <p><b>November Food Truck Festival</b></p> <p>11 a.m. - 8 p.m.</p> <p>Laurita Winery</p> <p>New Egypt Ocean County</p>	<p><b>14</b></p>	<p><b>15</b></p>	<p><b>16</b></p> <p><b>Fall Craft Fair</b></p> <p>11/19 10 a.m. – 4 p.m.</p> <p>Sussex County Fairgrounds</p> <p>Augusta Sussex County</p>	<p><b>17</b></p> <p><b>Paws in the Park</b></p> <p>12:05 p.m.- 1:05 p.m.</p> <p>Historic Smithville Park &amp; Smith's Woods</p> <p>Mt. Holly Burlington County</p>	<p><b>18</b></p> <p><b>Annual Vendor/ Crafter Event</b></p> <p>11/19 10 a.m. – 3 p.m.</p> <p>Municipal Building</p> <p>Alloway Salem County</p>	<p><b>19</b></p> <p><b>A Christmas Carol</b></p> <p>3 p.m. – 8 p.m.</p> <p>Count Basie Center for the Arts</p> <p>Red Bank Monmouth County</p>
<p><b>20</b></p> <p><b>NJ Symphony Orchestra</b></p> <p>3 p.m.</p> <p>State Theatre</p> <p>New Brunswick Middlesex County</p>	<p><b>21</b></p>	<p><b>22</b></p>	<p><b>23</b></p>  <p>7 p.m.</p> <p>Prudential Center</p> <p>Newark Essex County</p>	<p><b>HAPPY Thanksgiving</b></p> 	<p><b>25</b></p> <p><b>Holiday Light Show Historic Smithville &amp; the Village Green</b></p> <p>5:30 p.m. - 8:30 p.m.</p> <p>Free</p> <p>Smithville Atlantic County</p>	<p><b>26</b></p> <p><b>The Polar Express "Train Ride"</b></p> <p>3:25 p.m.</p> <p><a href="#">Register here</a></p> <p>Railway Museum</p> <p>Whippany Morris County</p>
<p><b>27</b></p> <p><b>Corks &amp; Crafts Vendor</b></p> <p>11 a.m. - 4 p.m.</p> <p>Brook Hollow Winery</p> <p>Columbia Warren County</p>	<p><b>28</b></p> <p><b>The Nutcracker</b></p> <p>10 a.m.</p> <p>Villa Victoria Theatre</p> <p>Ewing Mercer County</p>	<p><b>29</b></p>	<p><b>30</b></p> <p><b>Vienna Boys Choir</b></p> <p>8 p.m.</p> <p>BergenPAC</p> <p>Englewood Bergen County</p>			