



Trustees 2022

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- Doug Seidel VP – 2024
- Anthony Pagliuco
Recording Sec.- 2022
- Linda Besink Treasurer- 2023
- Stephanie Gibbons
Corresponding Sec. – 2022
- Dave Garb - 2024
- George Fairfield- 2023
- Bob Nicholson – 2022
- Rick Gearhart – 2024

Inside This Issue

- Technology-
Equipment Donation pg3
- Legislation-
State Video Franchising Laws pg4
- Operation-
Getting the Most Out of the
Conference pg5
- Committee Profile: Finance pg6
- Members Spotlight: Princeton
Communication pg7

**General Meeting
Schedule 2022-23**

- May 24 & 26- Sessions Virtual
- May 25-Trade Show-Live
- Eastern Video Expo
- Jun. 24- Virtual
- No Presentation
- Sept. 28- TBD
- Presentation –Varto Technologies
- Oct. 27- TBD
- Presentation- DeSisti
- Dec. 1- TBD
- Presentation- Municipal Captioning
- Jan. 25, 2023- TBD
- REORGANIZATION
- Presentation-JVC
- Feb. 22- TBD
- Presentation- TelVue
- Mar. 31- TBD
- Presentation- Cablecast
- Apr. 26- TBD
- Presentation- RUSHWORKS

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President’s Message

Bob Duthaler



You Don’t Want to Miss This One, and JAG Can’t Afford You To!

Have you even driven down a block, come to the street you were looking for, only to find out it is a one-way and the place you were looking for is in the other direction? This caused you to have to circle back to find another route. Other times you might have been using a GPS system only to find out it has taken you down a street with no outlet, and the place you want is just on the other side of the dead end. So, what does this have to do with JAG? Ultimately nothing, other than to say that the JAG Membership and Organization relationship is like a two-way street. Sometimes to get the most out of something you need to give something back.

There are several ways this two-way street works. One that you can probably think of right away is that you pay for your membership and you get something back. Well, to be honest, you get a lot of things back. You can participate in monthly meetings, access the members only section of the JAG website, use the email list serve to ask members questions or even gain access to programs through the JAG Connect Sever. You can even take it to the next level and get involved with the many committees and sub-committees JAG has to offer. These are just some of the many benefits your membership gets you. I urge you, if you not already doing it, please take advantage of each one.

Then there are times when something great comes along -- that asks you to minimally get involved -- that ultimately will pay great dividends both to you and the organization as a whole. Well, that time is now, and that “thing” is our annual conference. If you are not familiar, it’s better known as the Eastern Video Expo and Conference. This year our conference is going to be a hybrid experience, offering both an in-person trade show along with two days of virtual conference sessions. Visit the special website for this conference at: www.easternvideoexpo.com

So, what is the ask? What do I get in return? How does this benefit me? How does it benefit the organization? I will tackle these questions during the next few paragraphs. My goal is to get you to register for the conference after you are done reading all this. I will give you a chance right now to stop reading this article and just go directly to the goal -- conference registration. Are you ready to do that? Then click this link now: <https://easternvideoexpo.com/>

Still need convincing? Read on.

Let’s break it down. What is the ask? It’s the cost of your registration fee. You have paid between \$250-350 in the past for our three-day conference. This included trade show, conference sessions, meals, awards show and more. Throw in the cost of perhaps staying at the hotel for two or three days at \$185 a night. We all did it, because we understood the value of the conference, what we got out of it and the importance of keeping on top of industry trends. Now all this is possible again this year, but because of the generous support of our vendors and sponsors, the

registration fee is only \$35. That's right, I did not leave out a zero, it's only \$35. Hotel room rates are only \$109 per night. If you are sold already, then click this link now: <https://easternvideoexpo.com/>

What do I get out of this? This is not a selfish question, but rather an important one. You should always ask that question. I am happy to tell you what you do get. You get the ability to discover the latest technology at our trade show. Interact with vendors who are there to help you get the most out of your station, through the products available, special presentations and user's groups. You have access to two days of conference sessions that tackle operational, production and legislative matters. These are designed to advance your knowledge in the industry in which we all work. Finally, you can network, interact, and trade knowledge with others in our industry in a more relaxed atmosphere. Again, if you are sold already, stop reading and click this link now: <https://easternvideoexpo.com/> Still looking for more...

How does this benefit me? A good portion of that question was answered in the previous paragraph. But ultimately, the educational experience you get out of our conference is a huge benefit. Coming off the heels of the National Association of Broadcasters (NAB) annual conference, the Eastern Video Expo is one of the first events that continue to show all the latest technology after being introduced at NAB. Staying on top of the latest technology, especially the items that are geared for PEG stations and independent producers, is important. The educational experience you get from our trade show and conference sessions are all geared to help you run a more efficient, creative, and expansive station that benefits your municipality. Final chance to stop reading and register now: click this link now: <https://easternvideoexpo.com/> You always wanted to read this to the end, first I thank you and second, I will conclude with this ...

How does this benefit the organization? This might be the most important question of all. This is the one that ties back to the beginning of this article and the two-way street. We are giving you everything you need to learn, see, and use to enhance your ability to produce and operate in this industry. Our vendors have all stepped in to participate and sponsor this event to keep the costs down for you. All we ask is that you register and attend. Your appearance shows our vendors and sponsors that their financial contribution to our organization is warranted. The funds generated from our annual conference is the main source of funding for the operation of our organization. It allows us to keep membership rates down, engage in legislative issues, train our members throughout the year and much more. I hope that at this point you are sold and understand the importance of our JAG Member and Organization two-way street, give and take. Please take the final steps and click the link and register now for our conference: <https://easternvideoexpo.com/>



DIAMOND SPONSOR



**A Hybrid Event
May 24-26, 2022**

VIRTUAL Workshops May 24 & 26

May 25, LIVE Trade Show 8:30am-4:30pm

Breakfast- 8:30am-9:45am Sponsored by Cablecast

TelVue Users Group- 8:30am-9:30am

Lunch- 11:00am-1:00pm Sponsored by RUSHWORKS

Tricaster Users Group- 12noon-1:00pm

Presentations by TelVue, Cablecast, Tricaster, and LiveU

TelVue Users Group- 4:30pm-5:45pm

JAG Cocktail Hour- 6:00pm-7:00pm Sponsored by Municipal Captioning

Banquet- 7:00pm-10:00pm Sponsored by Varto Technologies

JAG Awards Sponsored by Planet Networks

The Crowne Plaza Hotel, Rt. 27, Edison, NJ



At JAG's last general meeting on April 27th RUSHWORKS provided a vendor presentation that included discussion about their A-LIST Streamster. When he completed his presentation Rush Beesley, President of RUSHWORKS, announced the donation of a Streamster to JAG.



The A-LIST Streamster is an Internet appliance for scheduling and playback of files and live passthrough. It provides a host of powerful but simple-to-use features and functions that make you the Master of your Internet mediacasting. This is the perfect solution for managing and streaming your own Internet TV station, featuring NDI and streaming input and output. It includes the latest generation i9 processor, 16GB of memory, a 256GB NVMe boot drive, a 1TB SSD storage drive, and keyboard mouse and monitor. It runs on Windows 10.

Many of our members have content distribution servers that they use to distribute their programming to various cable providers. This is great for towns that use franchise fees toward PEG channels, but what about areas that do not have such funding? The Streamster gives towns, organizations or individuals without cable channels a way to create a streaming channel. It has a built in encoder that allows you to stream a channel directly to YouTube, Facebook or Restream.

While this seems to be a great tool for communication, JAG looked at the possibility of using the Streamster as a marketing tool. There is a great marketing potential for JAG with the addition of the Streamster. We basically can create a 24/7 internet based channel for JAG, extending the reach of the JAG brand. This will also help show towns without a franchise agreement how they can reach their residents, with a real life local example.



Last month we launched our new newsletter focusing on JAG's shift in focus to be more inclusive of content development and distribution. With this change we have circulated our newsletter beyond JAG's membership to equipment manufacturers and video producers. The addition of a streaming channel provides further opportunities to market JAG.



JAG has already installed the Streamster and is evaluating its operation. Keeping labor to a minimum is important for this to work for JAG. It has a simple and clean interface to work with. Just drag content, including clips, graphics and lower-thirds from the File Browser into the playlist. Some specific features include branding with our logo, text crawls and the ability to click the AUTO-LOOP button to play continually looping content from folders and sub-folders. We have already found that it is simple to schedule and can be operated remotely.

JAG is exploring posting much of JAG's video library into the schedule, promoting events and evaluating inclusion for our members. We are also evaluating the streaming platforms that are available and the procedures and costs related to distributing the JAG Channel.

JAG is excited to partner with RUSHWORKS in our new marketing opportunities.



State Video Franchising Laws and the Legal Actions Taking Place in New Jersey

Dave Garb, Legislative Committee Chair

Legislation

Last month we talked about legal action that has begun here in New Jersey against over-the-top service providers and their franchise fee obligations.

The following is from the law firm Kessler, Topaz, Meltzer & Check, LLP, who are leading this action. It is a brief summary of the factual allegations and procedural history of Borough of Longport and Township of Irvington v. Netflix, Inc. and Hulu, LLC, No. 2:21-cv-15303-SRC-MAH (D.N.J.) (the “Netflix/Hulu Litigation”).



***On August 13, 2021, Plaintiffs Borough of Longport and Township of Irvington (“Plaintiffs”) filed a class action complaint in the District of New Jersey, individually and on behalf of all other similarly situated municipalities against Defendants Netflix, Inc. and Hulu, LLC (“Defendants”) alleging violations of New Jersey’s Cable Television Act, N.J. Rev. Stat. § 48:5A-1, et seq. (the “CTA”). As set forth in the Complaint, Defendants have been providing online streaming services, using wireline facilities (i.e. broadband wireline facilities) located at least in part in the public rights-of-way, without paying Plaintiffs and other New Jersey municipalities franchise fees required under the CTA. The CTA requires entities, like Defendants, that provide “video programming” and “cable television service” to pay franchise fees to municipalities in exchange for their use of the public rights-of-way. Because Netflix and Hulu qualify as providers of “video programming” and “cable television service,” they are obligated under the CTA to pay Plaintiffs, and other New Jersey municipalities, franchise fees equivalent to a percentage of their gross revenue. Plaintiffs have sued Defendants to recover these fees on behalf of themselves and the putative Class.**

By way of background, to fall under CTA’s franchise fee requirement, an entity must provide a “cable service over a cable system” and, either directly or through an affiliate, own a significant interest in that “cable system.” N.J.S.A § 48:5A-3(g). An entity can also be covered by the CTA if, “through any arrangement,” it controls or has responsibility for the management and operation of a “cable system.” *Id.* Plaintiffs have alleged that Netflix falls under the CTA because, inter alia, it (1) provides video programming comparable to traditional programming and thus provides cable services and (2) owns a significant interest in its billion-dollar infrastructure program which it controls and operates through contractual arrangements with local Internet Service Providers (“ISPs”). As for Hulu, it falls under the CTA because, inter alia, it (1) provides cable services through live broadcasts similar to traditional cable services and (2) owns a significant interest in a cable system through its affiliation with ISPs and, in addition, its ownership by Comcast. Plaintiffs allege that despite being covered by the CTA, Netflix and Hulu have failed to pay the required franchise fees.

On October 29, 2021, nearly two months after Plaintiffs filed their complaint, Netflix and Hulu filed Motions to Dismiss. In their Motions to Dismiss, Defendants asserted that Netflix and Hulu do not fall under the CTA, Plaintiffs do not have a right to enforce the franchise fee requirements of the CTA, and that the statute’s provisions do not apply to streaming services. Thereafter, on December 23, 2021, Plaintiffs opposed Defendants’ Motions to Dismiss, disputing Netflix and Hulu’s assertions. For example, Plaintiffs pointed to provisions in the N.J. Constitution as well as the CTA’s legislative history, which showed that Plaintiffs have a right to enforce the statute’s franchise fee requirements. Moreover, Plaintiffs highlighted the numerous ways in which the CTA applies to Netflix and Hulu’s streaming services.

Following Plaintiffs’ Opposition, Defendants filed reply briefs on January 26, 2022. The Motions to Dismiss are fully briefed and pending. While the Motions to Dismiss are pending, the parties continue to negotiate the protective order and ESI protocol and Plaintiffs plan to serve an initial round of discovery. (ESI-Electronically Stored Information)

Should this action win in court, it could potentially mean more income via franchise fees and therefore more support for our PEG channels. While this is going on in New Jersey, other states like Connecticut are actually attempting to pass a bill that would require OTT providers to pay a yearly fee per subscriber. The bill is SB278 and it has come out of their Energy and Technology Committee. We are currently waiting on the next steps as to where this bill is heading.



Bob Duthaler, Executive Board, Chair

When it comes to determining what stations need to operate efficiently and optimally, JAG members spoke up at our last meeting during our discussion session. Members expressed their interest in conference sessions which they would like to see as part of our annual conference. The purpose of this discussion topic was to shape the direction of our annual conference. In case you were not aware, our event will take place May 24-26th of this year. This year's conference will be a hybrid event. Wednesday, May 25th we are holding our Trade Show at the Crowne Plaza in Edison, NJ. The show will run from 8:30am-4:30pm, followed by a special Users workshop, cocktail hour, banquet and the JAG Awards. Tuesday, May 24th and Thursday, May 26th will be our virtual conference sessions.



Picking up on last year's successful virtual conference, JAG will continue that this year. The purpose was to allow people to get away for one day for an in-person trade show and then bookend that with two days of virtual sessions. The goal of the conference committee was to help ease our members back into the full conference mode. Having an in-person trade show in which vendors show off their latest products and services, holding user's groups and then a networking gathering was what our members were looking forward too. But we also understood that most municipalities and members were not willing to commit to a full three-day event out of their office and multiple days away. Although we all look forward to that, we thought now was not that time. This is where the hybrid expo and conference were the right step.

So, what did our members want to see at this year's conference? Our members are interested in learning more ways, techniques, skills, and technology that will help them take their station operations to the next level. With that thought in mind, our conference committee worked hard trying to find the right panelists for the sessions in which our members are interested. With that thought in mind, we not only tapped our member stations that are already doing incredible things, but we reached out to others outside of our organization to get a feel for what others are doing and is possible for us as well. This year's conference will have a balance of operational information, production techniques and legislative updates as well.

We are all looking for ways to operate our stations in the most effective manner -- Learning from others who are already doing some of the things we are interested in doing. How are stations handling live streaming from remote locations? How are they incorporating multi-camera shoots or enhanced single camera shoots with graphics and commentary? How can you leverage cellular data, public internet, and dedicated internet drops? Think of this as a master's session on streaming. Speaking of masters, we will gather people from around the country who have firsthand knowledge of franchising, what stations are asking for, what are the cable companies willing to give and unique asks for your station. This is one of those sessions that will teach you things you didn't even realize you needed to know. To round things out, we will continue our manager's round table discussion, but on steroids. We will continue to discuss ways to increase our productivity and creativity, but also technically. What better way than to add some industry technicians to the conversation. Find out what stations and project managers had to undertake to increase their technology, some of their success stories and how to avoid the pitfalls they may have run into. This is an open and free flowing conversation. Your questions and interest will help steer and guide the conversation. Think of this as your chance to ask the questions perhaps only a technician and engineer can answer.

Our conference sessions will continue to have several production sessions throughout the two days (along with user's groups on tradeshow day). Want to see good video? Then the "Light Your Way to Good Video" will be a session you do not want to miss. We will discuss everything from run and gun lighting techniques and studio lighting to one on one interview lighting. Find out the right fixtures for the right job and what you need to do to light the way to better video. We also have two other production sessions to enhance your production quality and creativity. We are bringing in two industry veterans and award-winning producers. In one of our sessions, learn about documentary film making and how to use that information in creating documentary style marketing video shorts. These can be used to promote events and to create department or township informational videos. Combine those sessions with another from the current chapter president of the NATAS (National Academy of Television Arts and Sciences – EMMYS). Find out what it takes to take your production to the next level. What goes in to creating an award-winning video?

Rounding out the offerings are other sessions, including "Ask The Lawyers", which is your chance to learn more about legislative challenges, FCC rulings and more. Perhaps you just want to know about using drones, music background or understand fair use. Come prepared to ask your own questions and take notes on things you need to know. Enjoy a session on "Social Media – It's Not Just Facebook", where you can learn the right way to post, share and gain more likes. Learn more about the latest social media trends including Instagram and Tic-Tok.

As you can see, this is going to be two full days of intense learning, mind opening creativity and a roadmap to next level of operations and productions. Again, these sessions were designed after hearing from our members and understanding our needs. But you can only take advantage of these sessions if you register for the conference. We have created our own conference website that is not only an informational site prior to the event, but the landing point for the conference, sessions and live "main stage" interviews throughout the event. For more information and to register yourself, staff and crew for this year's Eastern Video Expo and Conference, visit our website at www.easternvideoexpo.com and I will see you at this year's show!



What do Mick Jagger, Robert Plant, and Kenny G have in common?



Each either studied or have a degree in Accounting. Jagger studied Accounting and Finance at the London School of Economics on a scholarship. Plant dabbled in accountancy for a few weeks before choosing to study music, but that he considered it at all is not widely known. And Kenny G holds a degree in Accounting from the University of Washington.



Each and every corporation, including nonprofits like JAG, needs to have a commitment to accounting and place someone in a Treasurer role. I have filled this role since late 2017 and remain honored to do so. I do enjoy being a “bean counter.”



Accounting is sometimes regarded as dry and boring. This is far from the truth! If you’re someone who values logical thinking and being organized, you probably have some sort of affinity for math and its place in business.

Numbers are pure and constant. Despite all the inherent challenges, working with numbers helps people with communication skills, allows them to learn new things, and improves their proficiency in spreadsheets. The scope is literally unlimited, and the excitement of “everything adding up” never fades. Bookkeeping might seem to be tedious at first, though it can be continuously interesting if you have an affinity for numbers (or even if you only aspire to it). Any aspect of business can be or become boring if it doesn’t interest you. Nobody enjoys watching grass grow. This happens when you feel there is nothing more to learn. When you do what you’re interested in, you will take even more interest in learning more about it.



The budgeting process is about more than money. It touches and influences every aspect and facet of every business. It promotes problem-solving and brainstorming. The size and interests of any company do not matter. It’s rather a holistic approach to the health of an organization.

In my role as JAG Treasurer, accounting and bookkeeping tools have empowered me to be part of larger aspects of JAG; for example, budgeting, cash flow, and decision-making processes in general. In this sense, there is always room for improvement as well as room to grow. It’s not a case of merely tallying numbers.

The financial workings of the Jersey Access Group have evolved to be much more complex than when the organization began over 20 years ago. In those early days, the membership fees were nominal, and we only had one membership category – currently we have five categories. Since expenses increase as we expand, membership dues are critical to the organizational functions, as well as the overall financial health of JAG. Additionally, JAG’s annual Eastern Video Expo (a.k.a. the JAG Conference) continues to grow as a major community media event.

JAG’s Treasurer files a number of monthly reports with the Executive Board on the fiscal position of the organization and the filing of annual tax returns. As JAG is a membership organization, the treasurer is responsible for invoicing and tracking of annual membership dues. This requires coordination with the Membership Committee as to the addition of all new members and payments received from current members. Members then enjoy access to JAG’s List Serve, JAG’s monthly newsletter and the ability to share content on JAG’s shared server. Membership in JAG also provides access to the members only section of the JAG website. This is password protected and each June the Treasurer changes it. (And here’s a reminder: the member password will change effective June 1. This annual change exists to ensure security. A notice will be sent on May 2 with a reminder on May 16.) Other responsibilities of the Treasurer include chairing the Finance Committee and serving on both the JAG Awards and Conference Committees.

Not everyone who is employed as accountants or bookkeepers have glamorous tasks such as counting Academy Award ballots (by hand!). But numbers are the same all over, and when working with them facilitates personal happiness – and even brings joy – the magic of numbers is obvious. It’s one of the best ways to watch an organization grow and thrive.

If you believe you’d like to be an important part of the financial aspects of JAG, please consider joining our Finance Committee. An accounting background is not required; you only need to have an interest. The time commitment is minimal, yet the work is important, enjoyable, and satisfying.



The crisis for Princeton Community Television began in 2019 when the organization was unable to negotiate a contract to manage the access channel with the Town of Princeton. In a startling decision the Town decided to take advantage of a recent law which allowed a Town to utilize its franchise fees to offset property tax increases. Public outcry could not reverse the decision. Like many public access stations across the country, Princeton TV found itself at a crossroad.



The station was formed in 1997, when Princeton residents urged the Town to establish a local community station. In 2005, after years of growth, a non-profit, Princeton Community Television, was established to manage the station. Board members were appointed by the Town. A long term contract between the Town and the new organization provided the means of support to operate and soon activity began humming.

Over 600 community shows were produced yearly. Classes were held in topics ranging from video production, acting, photography and even makeup for television. Princeton TV also managed the broadcasts of government meetings for the municipality.



Despite public support the station was unable to get the Town to reconsider its decision. The station was able to continue operating on the fumes of its reserves until an agreement was made for Princeton Community TV to retain control of the two access channels on each of Comcast’s and Verizon’s systems. The station would continue with private support moving forward.

In 2020 the Covid lockdown implemented in New Jersey wiped out all activity by the members of Princeton TV. Housed in a municipal building which was closed to the public further deepened the downward financial spiral. Incredibly, instead of closing temporarily, the station remained operational, presenting as much Covid/Health information as possible as a community service during the health emergency.

Our Opportunity

A new energy began to prevail in 2021 as Princeton TV started its rebuilding efforts. Princeton TV’s board was completely overhauled. Business and Civic leaders stepped up, which represented a much wider geographic area than Princeton. Areas as diverse as Trenton and Montgomery Township were given a seat at the table. These leaders saw the tremendous value in having a communication outlet that could serve the public in an age of dwindling local media. Finding a model that would sustain the organization now became the new priority. However, if a private funding model was going to succeed, creative steps needed to be taken. The station needed to focus its programming and services beyond Princeton. Thus, The Central New Jersey Network or CNJN was born.

CNJN is an effort to include other towns beyond Princeton in Mercer County, and to serve towns in Hunterdon and Somerset counties as well. CNJN is carried in parts of both counties on Verizon’s system. Since sponsors want the most bang for their buck, expanding the Station’s broadcast reach would become paramount.

Most towns throughout the area have the ability and the right to have access channels but for one reason or another have not utilized these resources. Initial efforts to reach out to area officials about getting CNJN carried on their local systems have been positive. However, expanding coverage will be an arduous process. Even though CNJN takes advantage of many streaming platforms, being carried on cable helps differentiate it from other local media outlets.

CNJN sees a tremendous opportunity buried in the unused access channels throughout Central New Jersey.

Beginning in 2022 efforts at fundraising began to see an uptick. However slowly, it is a positive sign that CNJN’s efforts are beginning to be recognized. New programs are being rolled out almost weekly, and they are beginning to see sponsors to help support them. Even a few veteran community producers have begun to come back. It is a testament to the hard work of all involved that CNJN still continues to operate.

CNJN is setting off on a new path. That path is filled with great opportunities. Those opportunities are well worth aspiring towards.





Events and Postings

Doug Seidel, Social Media Manager

Communications

JAG General Meeting
June 29, 2022 @ 12:12pm
Presentation by TBA
Operation Discussion: TBA.
Committee Update

For more information and access to the meeting email JAGinfo@jagonline.org



A Hybrid Event

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New Content on JAG YouTube Channel

<https://www.youtube.com/watch?v=1NALWDNkiAg> Aging Insights 128: Meet the Freewalkers

<https://www.youtube.com/watch?v=aLTZrovGbk> Colonia HS spring chorus concert - Woodbridge TV

Do not forget to check out our YouTube channel. Have something you want on our YouTube channel? Send a link to dseidel@piscatawaynj.org for review.

New Content on JAG Members Only Section

Presentation by RUSHWORKS

Share the value of Jag's newsletter with your elected officials, cable committee, station volunteers, associates, and friends. Send this invitation: <https://lp.constantcontactpages.com/su/B7EMU1R/JAGnewsletter>

WELCOME NEW MEMBERS

G & G Technologies

Organizational Members



HELMER, CONLEY & KASSELMAN, P.A.

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