# RECORD *of* SUCCESS

THE STRENGTH & RESULTS OF PPAG

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# PRINCETON

PUBLIC AFFAIRS GROUP

PPAG.COM

It's what we call strength and results. Princeton Public Affairs Group (PPAG) is home to one of America's most respected, state-based government affairs and lobbying teams, and continues to be New Jersey's largest. It's because we deliver for the people we serve.

With a diverse, bi-partisan collection of professionals that includes former elected officeholders and professionals hailing from wide range of senior leadership roles in the public and private sectors, our organization offers a seasoned roster of advisors and strategists. That's how we've earned our trust.

## EXPERIENCE & EXPERTISE

Our people make the difference. While the political and regulatory process provides little certainty or predictability, the members of our team offer a strong combination of experience and a record of delivering success. Princeton Public Affairs Group has an unprecedented, winning track record in each of these major policy areas: *Business & Commercial Policy, Education Advocacy, Energy & Environmental Policy, Healthcare Policy, Public Marketing, Public Safety, Transportation, Public Affairs Management, Communications & Grass Roots.*

With each team member specializing in one or more discipline, our signature, team-based approach allows clients to benefit from the full capacity of our combined strength.

Discover the difference of Princeton Public Affairs Group and our Circle of Companies.

# BUSINESS & COMMERCIAL POLICY

The Association of Municipal Assessors and PPAG secured amendatory language in legislation changing provisions regarding assessment challenges by the Tax Court.

PPAG successfully opposed legislation that sought to increase personal injury protection costs, increase lawsuits and ultimately increase premiums through higher litigation costs on behalf of Allstate New Jersey Insurance Company.

On behalf of the New Jersey Society of Certified Public Accountants, PPAG successfully supported legislation that simplifies government processes involving Urban Enterprise Zones.

On behalf of Enterprise Rent-a-Car, PPAG assisted in securing the introduction of legislation to reduce the Domestic Security Fee on rental cars. Additionally, PPAG worked for the introduction and committee approval of legislation which clarifies how Vehicle Licensing Fees are calculated.

On behalf of Insurance Auto Auction, PPAG worked with the New Jersey Division of Motor Vehicles and the New Jersey Department of Banking and Insurance to fix administrative problems involving the issuance of salvage vehicle titles.

On behalf of the New Jersey Association of Mortgage Brokers, PPAG worked with legislators and the New Jersey Department of Banking and Insurance on issues surrounding increased foreclosure activity in the state.

Working with the New Jersey Press Association which represents all the daily and weekly newspapers in New Jersey, PPAG educated legislators on the importance of the current public notice process and the dangers of moving to a limited internet publication process.

On behalf of the LeFrak Organization the former Pavonia/Newport station in Jersey City is now simply known as Newport.

Working with U.S. Communities Government Purchasing Alliance, one of the largest purchasing cooperatives in the country, PPAG secured the introduction of legislation that would provide municipalities, counties and school boards with the cost-saving option of utilizing a national purchasing cooperative for supplies and services. The bill passed the full Assembly and has been introduced in the Senate.

On behalf of Bracco Diagnostics, PPAG helped structure an incentive package that kept the company in New Jersey, and enabled it to significantly expand its clinical production and manufacturing capacity. Bracco is a leading international diagnostic company focused on advances in health care.

On behalf of the New Jersey Hall of Fame, PPAG worked with legislators and clients to seek permanent solutions for the exhibits, as well as privately funded development initiatives.

THE GREAT SEAL OF THE STATE OF NEW JERSEY

## EDUCATION ADVOCACY

On behalf of our clients with interests in education and New Jersey Charter Schools, PPAG worked with legislators and the Department of Education on charter school reforms and amendments to charter school legislation.

PPAG assisted in positioning our charter school clients to become part of the charter school dialogue to increase accountability and provide educational choice in communities across New Jersey.

Working with charter school clients, PPAG assisted with a successful application for a New Jersey virtual charter school and successful applications for newly approved New Jersey charter schools.

## ENERGY & ENVIRONMENTAL POLICY

On behalf of El Paso Energy Corporation, PPAG led the governmental affairs effort to advance a key regional natural gas pipeline expansion. Major milestones were reached this year when the project was approved by the State House Commission and the Watershed Property Review Board. The New Jersey Highlands Council approved the project in 2009. In addition, PPAG assisted in the timely review by the New Jersey Department of Environmental Protection of permits for Freshwater Wetlands and Flood Hazard Area Control.

Princeton Public Affairs Group worked to pass a law to reduce the negative impact on the environment and recreational fishing on behalf of the New Jersey Outdoor Alliance. The bill revised the statute concerning licenses to take menhaden and was signed into law by Governor Christie in 2010.

On behalf of the New Jersey Propane Gas Association, PPAG successfully amended a Senate bill to permit oversight of certified training for propane gas services to be performed by master plumbers and HVACR contractors.

On behalf of NRG Energy, PPAG helped secure a grant for more than $1 million from the Economic Development Authority (EDA) for the new Princeton Hospital cogeneration project.

On behalf of PPL Renewable Energy, PPAG secured introduction and committee passage of legislation that will expand the energy services industry by requiring a new streamlined public procurement process offering communities guaranteed energy savings contracts to both reduce costs and help reduce their carbon footprint.

On behalf of NRG Energy, PPAG secured introduction and passage of a bill that will create energy efficiency credits to assist the development of plasma gasification and other advanced technologies in New Jersey.

On behalf of our clients with interests in New Jersey solar projects, PPAG worked to secure introduction and passage of legislation that will permit higher voltage grid interconnections significantly expanding the scope and size of potential solar projects in New Jersey.

Working with NRG Energy, PPAG obtained committee passage on a bill that will unify and rationalize utility standby tariffs for on-site generation facilities.
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On behalf of all of our energy industry clients, PPAG carefully analyzed renewable energy public policy, the New Jersey Energy Master Plan and related regulatory actions to keep all abreast of changes in this rapidly evolving emerging industry.

During periods of extreme weather, it is critical to deliver additional fuel. On behalf of the New Jersey Propane Gas Association, PPAG secured an hours-of-service exemption from the Department of Transportation to allow propane trucks to extend their hours of operation.

On behalf of the Association of Environmental Authorities, PPAG secured introduction of legislation that requires a thorough review and evaluation before a municipality is permitted to dissolve a local sewer, water or utilities authorities. PPAG additionally secured amendments to legislation to clarify compensation provisions involving authority employees.

## HEALTHCARE POLICY

On behalf of Mom's Quit Connection and Wipe Out Lead, New Jersey Southern New Jersey Perinatal Cooperative, PPAG worked to restore funding to Mom's Quit Connection for another year and a new federal grant to promote the New Jersey Quitline.

Working with the New Jersey Association of Health Plans, PPAG successfully opposed legislation that increased mandates, imposed taxes for health information technology (HIT), and providing a vehicle for ambulatory surgical centers to routinely waive copayments. Additionally, PPAG continues to gain official support for actuarially sound Medicaid managed care rates.

PPAG successfully fought legislation that would have established a fiduciary relationship between clients and pharmacy benefit managers. Additionally, PPAG educated legislators on the new state health benefits plan prescription program changes on behalf of Medco Health Solutions.

## PUBLIC MARKETING

### *Gaming*

Working with iMEGA (Interactive Media Entertainment & Gaming Association), Global Betting Exchange and High 5 Games, PPAG successfully passed a proposed constitutional amendment authorizing the Legislature by law to allow wagering in Atlantic City casinos and at horse racetracks on sport events. In addition, PPAG worked to pass a bill that revises various off-track wagering provisions of the Off-Track and Account Wagering Act.

On behalf of Global Betting Exchange, PPAG worked to pass legislation to revise various aspects of casino industry regulation. Additionally, PPAG worked on a bill that directs establishment of the Atlantic City Tourism District, broadens powers and duties of the Casino Reinvestment Development Authority and transfers the Atlantic City Convention and Visitors Authority and its functions to CRDA.

On behalf of iMEGA (Interactive Media Entertainment & Gaming Association), Global Betting Exchange and High 5 Games, PPAG worked to pass legislation that authorizes exchange wagering on results of in-state and out-of-state horse races through exchange wagering system. The bill was successfully signed into law.

EXIT

## PUBLIC SAFETY

On behalf of Redflex Traffic Systems, the Princeton Public Affairs Group helped initiate a new law enabling a pilot program for red light cameras. The firm assisted Redflex to secure the contract to run the state's largest pilot program in the City of Newark. PPAG also helped secure contracts in Edison, Englewood Cliffs, Camden, Cherry Hill, Collingswood, Hillside, New Brunswick, Paterson, Phillipsburg, Roseland, Springfield, Stratford and Woodland Park.

On behalf of the State Troopers Fraternal Association (STFA) and the New Jersey Non-Commissioned Officers Association (NCO), Princeton Public Affairs worked to pass legislation to extend payment of accidental death benefit in PFRS, SPRS, PERS and TPAF to survivors of certain members of the reserve component of the Armed Forces and National Guard.

## TRANSPORTATION

On behalf of Advanced Drainage Systems (ADS), the Princeton Public Affairs Group assisted in gaining approval for ADS' products at the New Jersey Department of Transportation, New Jersey Turnpike Authority and the South Jersey Transportation Authority. This marked a major achievement for ADS—the world's largest manufacturer of plastic drainage pipes—which was previously limited in public sector marketing because of state regulatory restrictions.

PPAG is assisting Somerset Development's Wesmont Station project in Wood-Ridge. Somerset Development has partnered with New Jersey Transit to redevelop the former Curtiss-Wright aircraft engine plant. This massive mixed-use project entails housing, retail and commercial space as well as a new passenger rail station along the Pascack Valley Line. The project broke ground in 2010.

The Governor signed legislation which Princeton Public Affairs worked on for the State Troopers Fraternal Association, that authorizes special Gold Star Family motor vehicle license plates for certain family members of military personnel who died while on active duty.

On behalf of Newport Associates, PPAG is working to advance a major new ramp linking the New Jersey Turnpike with the Jersey City Waterfront. A transportation study of the project is underway. The benefits of the multimillion dollar project include relieving traffic congestion near the Holland Tunnel, as well as improving traffic flow on local streets.

# PUBLIC AFFAIRS MANAGEMENT, COMMUNICATIONS & GRASS ROOTS

The Princeton Public Affairs Group worked on behalf of The Balloon Council to help defeat multiple proposed measures in New York, South Carolina, Massachusetts and California that would have imposed penalties and fines for the release of balloons.

PPAG leads the national government affairs campaign for ProtectingAmerica.org to create federal and multiple state programs that provide for a comprehensive governmental solution to protect against future natural catastrophes. Our firm is responsible for organizing and seeking to enact legislation to provide a framework for funding, prevention and mitigation of catastrophes. During 2010 we selected and managed lobbying supporting consultants in numerous states and directed the overall federal campaign in Congress, which resulted in landmark legislation passing the House Financial Services Committee.

PPAG worked on behalf of FieldTurf Tarkett to ensure that crumb rubber synthetic turf can be used for athletic fields in New Jersey.