

INSIDER NJ

WHO WILL FIX THE STATE OF NEW JERSEY?

2017 INSIDER 100

P O L I C Y M A K E R S



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Let Us all Now Praise Heretofore Uncelebrated Policy Wonks!

The late great writer Marek Hlasko once balked when offered free passage out of his Soviet-occupied homeland, arguing that Poland, however dysfunctional and rife with death and injustice, was too damned interesting as a subject for him to ever think about seeking a more secure country.

We're not saying New Jersey's quite that bad for most residents here – but we're also ashamed to say that on too many days the prospect of being able to write about chaos keeps us here, as we shoulder, for survival's sake, a variation on Mike Aron's "If you're a reporter, New Jersey never lets you down."

The sad fact is that it also is just that bad for too many: young girls who walk the streets not knowing whether they're going to make it home without getting caught in the crossfire of a gang war; or those workers who juggle three jobs only to fail to meet the rent, or the immigrant who doesn't know whether today is the day he'll be deported, or the homeowner who can't pay the property tax bill.

Dysfunction shouldn't be the state's selling point, let's face it. Given the educational resources in our midst, our mascot need not perpetually be Terry Malloy in the back of that taxi cab on River Street in Hoboken, praying for one more night unspent face down in the Hudson.

But our condition in New Jersey could get worse, plausibly much worse, as the pension payment-saddled state faces the prospect of a \$50 billion unfunded liability, reels amid 11 credit downgrades, a transportation infrastructure that fails to serve the state's commuters, decaying cities, suburbs on lock-down, an immense disparity between rich and poor, and an educational system that punishes taxpaying senior citizens and under-serves too many of our brightest young stars.

On the pages that follow, you'll find the names of those 100 Garden State brains who will have to figure out how to piece together a blueprint to keep the place afloat. Maybe you're of a mind that we need to drain the swamp – Donald Trump-style – and purge everything that's come before as a way of ensuring a foundation un-corrupted by a decidedly debauched era. But count us out if ignorance is the consequence. No. We believe the lowly wonks – not the knuckle-breaking party bosses and power pooh-bahs and elected officials lapping up applause lines on stages- will be better positioned in New Jersey to lead us off the banks of the River Jordan. And, yes, we believe we have to rely on the troops we've got on the ground now, not some ivory tower types who haven't lived and observed and absorbed some of the nightmare up close.

So without further intrusion, we give you InsiderNJ's 2017 Insider 100 Policy Makers List...

-Max Pizarro

Mercury.

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1 MARK MAGYAR

Senate President Steve Sweeney's (D-3) policy expert, Magyar is a former *Asbury Park Press* reporter and *NJ Spotlight* columnist who possesses a deep reservoir of knowledge, particularly on issues pertaining to long range fiscal planning, housing transportation, the Port Authority, school funding and the Transportation Trust Fund. New Jersey's consummate policy wonk.



2

TOM KEAN

Check out this resume – former Governor, former chair of the 911 Commission, former Speaker of the General Assembly, and former President of Drew University. Kean can speak in-depth on just about any issue – but it's curiously the last of his leadership roles – university president – that makes him a go-to policy resource on higher education issues.



3

KEVIN KELLEHER

The New Jersey Education Association (NJEA) director of reaseach and member of the State Health Benefits Committee is one of New Jersey's foremost tough questions and answers policy advocates.



4

**LOUIS
GOETTING**

Gov. Chris Christie's former Cabinet Secretary is a universally recognized budget expert and remains a go-to source for all policy matters in the Christie Administration.



5

**JENNIFER
TAYLOR**

The lead Democratic aide for the Assembly Appropriations Committee, Taylor is the go-to person for all budget-related policy issues.



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6

**GORDON
MACINNES**

A former state lawmaker, the head of New Jersey Policy Perspective is one of the state's leading experts on state finances, sound investments in economic assets, education and immigration.



7

**JOE
DORIA**

The former Speaker of the General Assembly and former Bayonne mayor served as the Commissioner of the Department of Community Affairs, making him one of the state's experts in the relationship between state and local government.



8

**DAVID
SCIARRA**

The executive director of the Education Law Center – a practicing civil rights attorney – knows school funding policy better than anyone.



9

**MARC H.
PFEIFFER**

Senior policy fellow at Rutgers University's Bloustein Local Government Research Center, the program's assistant director has expertise in finance and property taxation, public procurement, shared services and consolidation, technology, energy, labor relations, and general government administration. A go-to finance guy.



10

**PATRICK
BRENNAN**

Senior Fiscal Analyst at New Jersey Office of Legislative Services, Brennan is a transportation policy and planning expert. In the words of one of his peers, he practically wrote last year's transportation bill. His main area of expertise includes state government, research, policy analysis, labor market analysis, fiscal analysis, demographic research, ArcView GIS, and statistical research.



11

**BILL
CASTNER**

There are few people as well prepared on the policy front as the Senior Vice President of Corporate and Regulatory Affairs at Horizon Blue Cross Blue Shield of New Jersey, a former general counsel to the Governor of New Jersey and General Assembly.



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12

**RAPHAEL J.
CAPRIO**

Executive Director of Rutgers University's Bloustein Local Government Research Center, Dr. Caprio carries out research and teaching in the area of local and state budgeting and finance, financial management, public sector management and labor law.



13

**JOHN
FARMER, JR.**

Special Counsel to the President of Rutgers University, former Dean of Rutgers School of Law-Newark, former state Attorney General and Acting Governor and former 2011 federal redistricting commission tiebreaker, Farmer has a broad and highly practiced understanding of government law, particularly in the area of national security.

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& Christopher M. Corsini, Esq.

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14

**KATE
MCDONNELL**

The veteran Trenton insider serves as chief research aide for the Assembly Majority Office. When it comes to the legislature, there's few smarter on policy than McDonnell.



15

**MATT
PLATKIN**

The policy director for Democratic gubernatorial front-runner Phil Murphy is a veteran of the Brookings Institution, where he specialized in advising members of Congress on economic policy.



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16

**JOHN
REITMEYER**

Formerly of the Bergen Record, the NJ Spotlight reporter is regarded as the state's number one media expert on dense policy subjects, especially the state budget.



17

**RICHARD
ROPER**

The Public Policy Executive, President of the Roper Group, served as director of the Office of Newark Metropolitan Studies for the City of Newark, as special assistant to U.S. Department of Commerce Secretary, Juanita Kreps, in the Carter Administration and also as director of the Department's Office of State and Local Government Assistance.

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18

**MARTIN
ROBINS**

Founding director of the Alan M. Voorhees Transportation Center and Deputy Executive Director of NJ TRANSIT, Robins is New Jersey's foremost transportation expert. From 1994 to 1998, he served as project director of the Chris Christie – canceled Access to the Region's Core (ARC) project.



19

**AL
DOBLIN**

The editorial page editor of the Bergen Record has a strong institutional knowledge policy base and remains one of the media's foremost policy wonks.



20

**GEORGE
HELMY**

The state director for U.S. Sen. Cory Booker (D-NJ) is a peerless policy nerd. He'd have to be, in order to have daily talks with the super-academically inclined junior senator. His expertise includes economics, transportation and foreign policy.



21

**RYAN
HAYGOOD**

A leading civil rights lawyer, Haygood serves as president and CEO of the New Jersey Institute of Social Justice. Former deputy director of litigation at the NAACP Legal Defense & Educational Fund Inc.



22

**KEVIN
O' DOWD**

The senior executive vice president and chief administrative officer for Cooper Hospital served as Governor Chris Christie's chief of staff from 2012 – 2014. A veteran of the U.S. Attorney's Office, Dowd is a government, waste and fraud abuse expert.



23

**JEFF
BRINDLE**

The executive director of the state Election Law Enforcement Commission (ELEC) – and professor at the College of New Jersey – is among a handful of real time experts on campaigns and elections law.

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24

**UPENDRA
CHIVUKULA**

An engineer by trade, the former assemblyman from Franklin Twp. sits on the Board of Public Utilities, and combines a rare knowledge base on issues relating to science and technology.

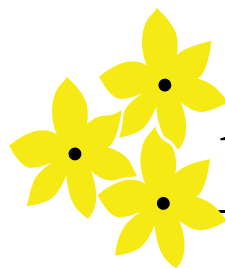


25

**JEFF
TITTEL**

When it comes to the environment, no one can compete with the knowledge base of the state director of the Sierra Club – a quote-generating machine and ubiquitous Statehouse presence.

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26

**JOHN
MOONEY**

The former Star-Ledger reporter helped found the peerless NJ Spotlight, and has done as much as anyone to place policy discussions at the heart of politics and government reporting.



27

**MARK
SHERIDAN**

The veteran attorney is the Republican Party's elections law expert – the first phone call GOP power brokers make when they need to untangle a thorny elections issue and the most fearsome figure on the other side of the divide for Democrats in elections court cases.



28

**RICH
BAGGER**

Insiders on both sides of the aisle regard the former assemblyman and former Christie chief of staff as the state's leading expert on the pharmaceutical industry.



29

**TOM
BRACKEN**

The President and CEO of the New Jersey Chamber of Commerce leads the state in his expertise of banking issues.



30

**MICHELE
SIEKERKA**

The President of the New Jersey Business and Industry Association is the state's leading expert on how government policy decisions impact the state's business community.



31

**WILLIAM
EVERETT "BILL"
SCHLUTER**

A former Republican state senator from Mercer County, Schluter served on the State Ethics Commission and is New Jersey's go-to expert on government ethics issues.

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32

**KEVIN
DRENNAN**

Senate President Steve Sweeney's (D-3) chief of staff perfectly complements Magyar as part of Sweeney's policy persuasion brain trust.



33

**ERIC
SHUFFLER**

The principal at River Crossing Strategies served as counselor and speechwriter to two governors and was the business partner of the late Jamie Fox, one of the state's leading state government experts.



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34

**CONOR
FENNESSY**

The Mercury managing director is a highly regarded expert on housing, land use, and economic development policy.



35

**BILL
CARUSO**

The Archer attorney leverages his experience as executive director of the Assembly Majority Office into jack-of-all trades government affairs policy chops.

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36

**MICHELLENE
DAVIS**

Formerly chief policy counsel to Governor Jon Corzine, attorney Davis serves as executive vice president of corporate affairs for Barnabas Health. A veteran policy wonk.



37

**BRANDON
MCKOY**

Policy analyst for New Jersey Policy Perspective, McKoy specializes in economic security and labor issues.

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STATE PRESIDENT**

**MARC KOVAR
EXECUTIVE V.P.**



38

**AARON
BINDER**

The Deputy Executive Director of the Assembly Majority Office possesses deep knowledge of state financial issues.



39

**BILL
PASCRELL III**

The Princeton Public Affairs lobbyist – an attorney by training – built himself into one of the state’s leading experts on casino gambling and gaming issues.



40

**DOUG
JOHNSTON**

The State Director of the American Association of Retired Persons is regarded as the state’s leading expert on aging and retirement.



41

**MICHAEL
ARON**

NJTV’s chief political correspondent, a graduate of Harvard and Princeton, Aron has a deep knowledge base on all state policy issues.



42

**G. KENNEDY
GREENE**

Superintendent of the Newton Public School System, Dr. Greene's ideas have formed the basis for much of the debate in Trenton over the schools funding formula debate.



43

**PATRICK
GILLESPIE**

Anthem, Inc.'s Regional Vice President for State Affairs is a healthcare expert and the former mayor of Old Bridge.

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44

**LORI
BUCKELEW**

The New Jersey State League of Municipalities deploys legislative analyst Buckelew, a registered municipal clerk and certified municipal registrar, on all hard nut policy cases.



45

**ANTHONY
ATTANASIO**

The Executive Director of the Utility and Contractors Association of New Jersey routinely supplies a technical knowledge base to the legislature.



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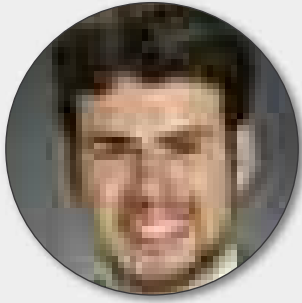
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A tireless, dedicated advocate for our children, seniors and families, Steve Sweeney has spent a lifetime standing up for those who don't have a voice.

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46

**ADAM
GORDON**

The Associate Director at Fair Share Housing Center is the New Jersey expert on low income housing and statewide fair share allocation.



47

**MICHAEL
AFFUSO**

The Executive Vice President and Director of Government Relations for NJ Bankers represents the public policy interests of 98 banking institutions statewide.



48

**JARROD C.
GRASSO**

Chief Executive Officer for New Jersey Realtors, Grasso spent nine years as the organization's head Trenton lobbyist.



49

**WARDELL
SANDERS**

An expert on healthcare policy, the President of the New Jersey Association of Health Plans represents the major health plans in New Jersey, including four Medicaid health plans.



50

**ANALILIA
MEJIA**

The Executive Director of NJ Working Families has the street level labor experience to match a strong academic background that includes advanced degrees in public affairs, politics and labor.



51

**TAI
COOPER**

The City of Newark Director of Public Policy has nearly two decades of hard-nosed experience in government at the federal and local levels.

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52

**DOUG
O'MALLEY**

As the Director of Environment New Jersey, there's no one better in the state on clean water issues.



53

**CHRISSY
BUTEAS**

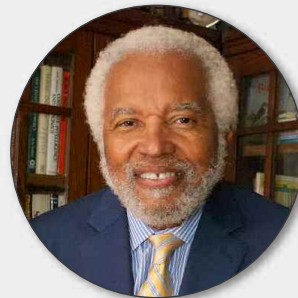
President and CEO of Home Care & Hospice Association of New Jersey, Buteas speaks for home health agencies, hospices, and health care service firms.



54

**STEVEN
GOLDSTEIN**

The founder and former director of Garden State Equality is the state's recognized expert on all gender equality issues.



55

**JUNIUS
WILLIAMS**

The Director of the Abbott Leadership Institute leads the state as an expert in urban education.



56

**SERENA
RICE**

The Pastor of Abiding Peace Lutheran Church in Budd Lake – formerly of the Anti-Poverty Network – is one of the state’s leading experts on poverty issues.



57

**CARL
VAN HORN**

Distinguished Professor of Public Policy at Rutgers University’s Edward J. Boustein’s School, Van Horn clears the field on work-force, human resources, and employment policy issues.



GREEN IN '17

New Jersey League of Conservation Voters Education Fund’s Executive Director, **Ed Potosnak**. The Fund’s Green in '17 campaign is making environmental conservation a defining issue in the Gubernatorial Election.



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**PROTECT
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in '17** New Jersey League of Conservation Voters Education Fund NJLCVEF.org



58

**JIM
MCGREEVEY**

The former governor found new life as the state's leading expert on prisoner reentry issues. Gov. Christie routinely leans on him for insights in this key area.



59

**DENA
MOTTOLA
JABORSKA**

The veteran Associate Director of New Jersey Citizen Action has one of the deepest reservoirs of knowledge on all things government in Trenton.



60

**ARNOLD
COHEN**

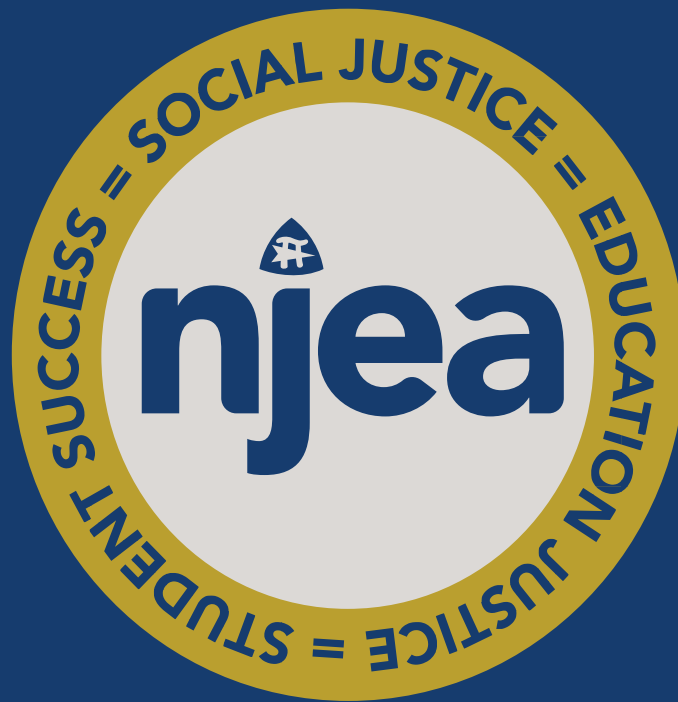
Cohen is the senior policy coordinator for the Housing and Community Development Network of New Jersey and serves as the organization's Newark-based senior policy coordinator



**STACI
BERGER**

Berger is the CEO of the Housing and Community Development Network, and spent the early part of her career with New Jersey Citizen Action, where she went from organizer to Political and Legislative Director.

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Edward J. Richardson, *Executive Director*

Steve Swetsky, *Assistant Executive Director*



61

**MICKEY
QUINN**

Chief of Staff to Assembly Majority Leader Lou Greenwald, Quinn with pen and paper is that quiet assassin who will set about creating policy the way other people doodle.



62

**JON
HANSON**

Chairman and Founder of The Hampshire Companies, Hanson remains Governor Christie's go-to guy on all things Atlantic City.



63

**GUY
GREGG**

The former Assembly Minority Leader now works the hallways as a lead lobbyist for Impact NJ. Former President of the New Jersey Restaurant Association, Gregg knows that nexus of business and government better than anyone.



64

**SHELLEY
SKINNER**

The Executive Director for Better Education for Kids, Inc. is one of the state's leading expert on charter school education.



65

**GINA
GENOVESE**

A former mayor of Long Hill and now an independent for governor, the executive director of Courage to Connect NJ is the state's leading expert on municipal consolidation.



66

**TRISH
ZITA**

One half of the Kaufman Zita Group, Zita formerly served as Research Associate for the New Jersey General Assembly, and focused on legislation and policy development in several major issue areas including health, insurance, education, and social services.



67

**LILO
STANTON**

The veteran reporter and analyst for NJ Spotlight dives into complex healthcare policy issues like no other.



68

**GREG
ACQUAVIVA**

As Vice President of State Government Affairs for UnitedHealth Group, Acquaviva oversaw government advocacy and communication for all UnitedHealth Group lines of business. He's now Chief Counsel in the Governor's office.

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69

**BETSY
RYAN**

The CEO of the New Jersey Hospital Association has expert knowledge of issues relating to patient safety, quality improvement and research, and advocates comfortably in federal and state government.



70

**CECILIA
ZALKIND**

The president and CEO of Advocates for Children of NJ is one of the state's foremost experts in child welfare, early care and education and health care.



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71

**SONIA
DELGADO**

The Princeton Public Affairs team player has expertise in public sector legislative and regulatory issues, particularly in the area of healthcare.



72

**JANNA
CHERNETZ**

The Tri-State Transportation Campaign's Director of New Jersey Policy focuses on sustainable funding of the New Jersey Transportation Trust Fund and the state budget.



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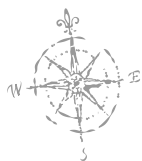
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**TOM
BYRNE**

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**JOHN
HOLUB**

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75

**MISHAEL
AZAM**

COO and Senior Manager of Legislative Affairs for the Medical Society of New Jersey, Azam is a consummate policy wonk.



76

**BOB
GUARASCI**

The Founder of Paterson-based New Jersey Development Corporation specializes in urban neighborhood revitalization.



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Rich Mikutsky
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79

**PAT
COLLIGAN**

The NJ State Police Benevolent Association President is an in-the-trenches trained expert on public pensions and benefits.



80

**AMY
MANSUE**

The President for the Southern Region of RWJ Barnabas Health, Mansue has experience in that single most important subject: children's healthcare.



81

**GINA
LAPLACA**

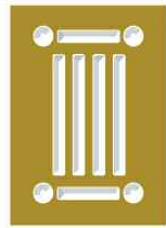
An attorney and head of Government Affairs for Verizon, the implacable LaPlaca cut her policy teeth under Speaker Joe Roberts.



82

**WILFREDO
CARABALLO**

The Seton Law University Professor, a former assemblyman from Newark, taught the law to many of the state's leading lights.



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83

**STEVE
WILSON**

The Legislative Director for New Jersey's most powerful Congressman: U.S. Rep. Rodney Frelinghuysen (R-11).



84

**PATRICK
KENNEDY**

A resident of Brigantine, the former Rhode Island Congressman, scion of the Kennedy political family, is a leading national expert on addiction issues.

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85

**PAUL P.
JOSEPHSON**

The Duane Morris Attorney is an expert on transportation and casino issues.



86

**CHRIS
CORSINI**

**ALEX
FISHER**

The Savo Schalk attorneys have expertise in municipal and government law practice.

Congratulations to 2017's Policy Leaders!



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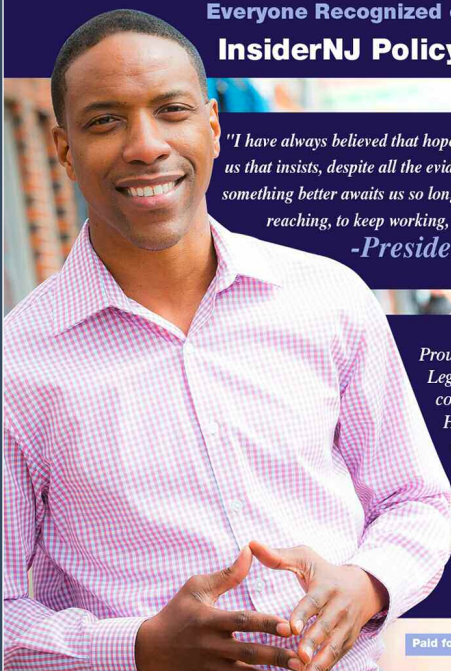
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Assemblyman Jamel Holley Congratulates Everyone Recognized on the InsiderNJ Policy Power List!



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-President Barack Obama

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Best of luck to Max and the InsiderNJ team
on investigating the biggest and best
stories in New Jersey politics.



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87

JULIA SOMERS

The New Jersey Highlands Coalition leader knows water, steep slope and conservation issues – and advocates with real passion.



88

BEN RICH

The veteran Chief of Staff to U.S. Rep. Bill Pascrell (D-9) leads one of the best trained policy shops in the state of New Jersey.

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89
SHERWOOD GOODENOUGH

The Democratic aide on the Assembly Housing and Community Development Committee is an expert on housing and community development.



90
BOB TORRICELLI

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91

**EDDIE
GLAUDE**

Author Glaude chairs the African American Studies Department at Princeton University. An expert on the intersection of religion and civic and government life in American society.



92

**JOHN
KINGSTON**

The staffer supplies policy intel to his boss, Assembly Minority Leader Jon Bramnick (R-21).

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93

**RENEE
TREIFHAURT**

The sharp staffer supplies policy intel to her boss, Senate Minority Leader Tom Kean, Jr. (R-21).



94

**SCOTT
RUDDER**

The former Assemblyman now is leading the charge for the cannabis industry, and possesses both knowledge on the issue and legislative know-how.



95

**PATRICIA
CAMPOS-MEDINA**

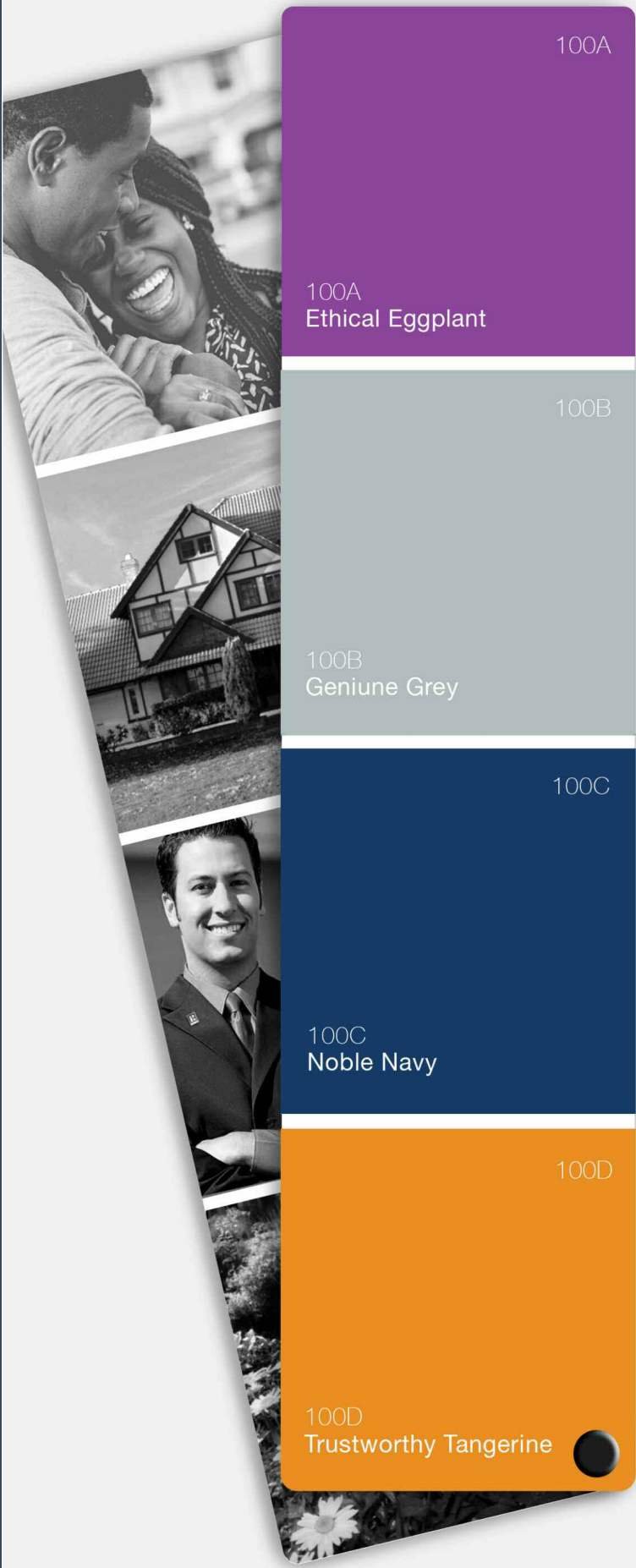
A Democratic Party leader and PhD, Campos-Medina is an expert on labor and Hispanic issues, and occupies that critical intersection between the classroom and the fruit-pickers field and factory warehouse work place.



96

**CHRISTINE
SADOVY**

Heading up the Planned Parenthood Action Fund of New Jersey, Sadovy is an advocate and expert on women's health and reproductive rights.



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**CUQUI
RIVERA**

The Board Secretary of Latino Action Network, Rivera has boots-on-the-ground experience as a community activist.



98

**DENNIS
HART**

**ED
WATERS**

Executive Director and Government Affairs Director of the Chemistry Council of New Jersey, both have expertise and policy depth.



99

**CHRISTINE
O'BRIEN**

President of the NJ Insurance Council, O'Brien specializes in property-casualty and health insurance, utilities and energy alternatives, healthcare, and social services.



100

**CHRISTINA
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The lobbyist with Princeton Public Affairs has strong state policy chops going back to years of work in the Senate Majority.



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