

K - Binkler

REMARKS OF
THE HONORABLE THOMAS H. KEAN
GOVERNOR OF NEW JERSEY
TO THE
MONTVALE BUSINESS ASSOCIATION

JUNE 6, 1984

THANK YOU VERY MUCH, ART (MARKOVITZ).

IT IS A VERY SPECIAL AND UNIQUE PLEASURE FOR ME TO BE
HERE TO MEET WITH YOU THIS MORNING.

IT IS NOT OFTEN THAT YOU GET TO MAKE NEW FRIENDS.

AND YET, THIS MORNING, THAT IS WHAT I FEEL LIKE I AM
DOING.

YOU, IN THE MONTVALE BUSINESS ASSOCIATION, REPRESENT
MUCH OF WHAT WE ARE SO PROUD OF HERE IN NEW JERSEY.

WINSTON CHURCHILL, IN ONE OF HIS FINAL ADDRESSES TO THE
BRITISH PARLIAMENT, DESCRIBED BUSINESS AS "A STURDY HORSE
PULLING THE WAGON."

AND I THINK THAT THE GROUP ASSEMBLED HERE THIS MORNING REPRESENTS SOME OF THE STURDY HORSES PULLING NEW JERSEY.

YOU REPRESENT JOBS FOR THE PEOPLE OF THIS STATE -- AND THAT, OF COURSE, IS THEIR NUMBER ONE NEED AND MY NUMBER ONE PRIORITY.

YOU REPRESENT NEW JERSEY'S INVOLVEMENT IN AND DEPENDENCE ON INTERNATIONAL TRADE AS IT MOVES INTO THE 80s, 90s, AND BEYOND.

MANY OF YOU REPRESENT THE EMERGING TECHNOLOGIES WHICH ARE SUCH AN IMPORTANT PART OF OUR STATE'S FUTURE.

IN SHORT, YOU REPRESENT THE NEW NEW JERSEY, THE NEW JERSEY THAT PEOPLE IN TOO MANY OTHER PLACES DO NOT NECESSARILY UNDERSTAND.

BY THAT I MEAN THE NEW JERSEY THAT IS A BUSINESS CENTER IN AND OF ITS OWN RIGHT; THE NEW JERSEY THAT HAS LED THIS REGION OUT OF THE RECESSION AND REMAINS A LOW UNEMPLOYMENT STATE; THE NEW JERSEY THAT HAS A HIGHLY EDUCATED WORK FORCE, AN EXCELLENT TRANSPORTATION SYSTEM, ONE OF THE NATION'S HIGHEST PER CAPITA INCOMES, AND, MOST IMPORTANTLY, A WONDERFUL QUALITY OF LIFE.

AS I SAID AT THE OUTSET, THIS IS THE NEW JERSEY OF WHICH WE ARE SO VERY PROUD.

IN MY VIEW, THIS IS NOT ONLY THE NEW JERSEY OF TODAY, BUT IT CAN ALSO BE THE NEW JERSEY OF TOMMORROW.

MY GOAL IN OFFICE, WORKING WITH PEOPLE LIKE YOU, IS TO MAKE SURE THAT IT IS.

WE HAVE BROUGHT A NEW PHILOSOPHY INTO OFFICE. WE BELIEVE THAT JOBS ARE THE MOST IMPORTANT COMPONENT OF A HEALTHY NEW JERSEY, AND THAT IT IS BUSINESS WHICH CAN BEST CREATE JOBS.

AND THEREFORE, WE WANT TO DO EVERYTHING IN OUR POWER TO HELP BUSINESS FULFILL ITS MISSION OF SUCCEEDING. BECAUSE IF BUSINESS SUCCEEDS, THEN NEW JERSEY SUCCEEDS.

WE WANT TO FOSTER THE KIND OF ENVIRONMENT WHICH BEST ALLOWS BUSINESS TO CREATE JOBS. BECAUSE THAT KIND OF ENVIRONMENT WILL MAKE NEW JERSEY A BETTER PLACE TOMMORROW.

WE WANT TO FORGE A PARTNERSHIP BETWEEN GOVERNMENT AND THE PRIVATE SECTOR IN THIS STATE, BECAUSE IT IS THAT PARTNERSHIP WHICH CAN ESTABLISH NEW JERSEY EVEN MORE FORCEFULLY AS AN ECONOMIC LEADER IN THE HIGH TECHNOLOGY ECONOMY OF THE FUTURE.

THE MESSAGE I WANT TO BRING TO YOU THIS MORNING, IN SHORT, IS A SIMPLE ONE. IT IS THAT WE ARE HERE TO HELP.

I AM PLEASED TO HAVE WITH ME THIS MORNING BORDEN PUTNAM, THE COMMISSIONER OF OUR STATE DEPARTMENT OF COMMERCE AND ECONOMIC DEVELOPMENT, AND MING TSU, THE DIRECTOR OF OUR DIVISION ON INTERNATIONAL TRADE.

BORDEN'S DEPARTMENT AND MING'S DIVISION ARE KEY ELEMENTS OF OUR STRATEGY HERE IN NEW JERSEY WHICH I WOULD LIKE TO COMMUNICATE TO YOU HERE THIS MORNING: AND THAT IS OUR STRATEGY FOR MAKING NEW JERSEY MORE RECEPTIVE TO BUSINESS.

IN MY MIND, THAT IS ONE OF THE KEY FUNCTIONS A GOVERNOR CAN PERFORM IN SEEKING TO IMPROVE HIS STATE'S ECONOMY.

OUR STRATEGY IS PREDICATED ON THE FACT THAT NEW JERSEY SHOULD STRESS ITS NATURAL ADVANTAGES.

NEW JERSEY IS A LOW TAX STATE IN THE REGION. TO UNDERSCORE THAT ADVANTAGE, I HAVE SIGNED A LAW TO ELIMINATE THE STATE'S CORPORATE NET WORTH TAX, AND I WILL RESIST EFFORTS TO INCREASE THE STATE'S INCOME TAX.

NEW JERSEY IS HIGHLY EDUCATED, RESEARCH-ORIENTED STATE. SO UPON TAKING OFFICE I CREATED A GOVERNOR'S COMMISSION ON SCIENCE AND TECHNOLOGY TO DETERMINE HOW TO MAKE US EVEN MORE RECEPTIVE TO JOBS IN EMERGING FIELDS.

NEW JERSEY IS A GATEWAY TO THE WORLD, SO I HAVE ASKED MING'S DIVISION TO PROMOTE NEW JERSEY ABROAD AND TO ENCOURAGE FOREIGN FIRMS TO CONSIDER OUR STATE.

AND NEW JERSEY IS A CORRIDOR STATE -- HEAVILY DEPENDENT ON THE QUALITY OF ITS TRANSPORTATION SYSTEM. SO I HAVE ASKED THE LEGISLATURE TO HELP ME IN UNDERTAKING A MAJOR PROGRAM TO UPGRADE THAT SYSTEM TO MAKE SURE THAT IT CAN BOTH MEET OUR NEEDS AND PROVIDE US WITH AN ECONOMIC ADVANTAGE IN THE FUTURE.

THIS LAST ITEM IS CRITICAL, AND IT IS ONE ON WHICH I WOULD LIKE TO ASK FOR YOUR HELP.

YOU, AS BUSINESSMEN, KNOW HOW IMPORTANT A COMPLETE AND WELL-MAINTAINED TRANSPORTATION SYSTEM IS TO THE SUCCESSFUL OPERATION OF YOUR FIRMS. YOU KNOW THAT TRANSPORTATION CAN PLAY A CRITICAL ROLE IN YOUR DECISIONS ABOUT WHERE TO LOCATE FACILITIES.

I KNOW THAT THIS PROGRAM IS CRITICAL TO PROVIDING JOBS FOR NEW JERSEYANS, AND TO ATTRACTING THE KIND OF NEW AND GROWING FIRMS THAT WE ARE ACTIVELY SEEKING.

I AM ASKING THE LEGISLATURE TO MAKE A MAJOR COMMITMENT. IN ADDITION TO FUNDS FROM OUR INDEPENDENT TOLL ROAD AUTHORITIES AND TRUCK REGISTRATION FEE INCREASES, I AM ASKING FOR AN ANNUAL APPROPRIATION OF \$88 MILLION.

BUT THE BENEFITS ARE GREAT -- AND IN MY VIEW, WORTH THE RISKS.

I AM MINDFUL OF THE WORDS OF JAMES B. CONANT, A FORMER PRESIDENT OF HARVARD, WHO SAID: "BEHOLD THE TURTLE. HE MAKES PROGRESS ONLY WHEN HE STICKS HIS NECK OUT."

I WOULD LIKE TO ASK YOU TO JOIN ME IN STICKING YOUR NECKS OUT. I WOULD LIKE TO ASK YOU TO GET IN TOUCH WITH YOUR LEGISLATORS TO ASK THEM TO APPROVE THIS PROPOSED TRANSPORTATION TRUST FUND PACKAGE.

EXPLAIN TO THEM HOW IT WOULD HELP BUSINESS. EXPLAIN TO THEM HOW IT WOULD HELP CREATE JOBS. AND EXPLAIN TO THEM HOW IMPORTANT IT IS TO THE FUTURE OF NEW JERSEY.

I HAVE A NUMBER OF OTHER PROJECTS ON WHICH I WOULD LIKE TO ASK FOR YOUR HELP --- BUT I CERTAINLY DON'T WANT TO BE TOO DEMANDING A GUEST ON MY FIRST VISIT!!!

SERIOUSLY, I DO WANT TO ALLOW AS MUCH TIME AS POSSIBLE FOR QUESTIONS AND ANSWERS, SO I WILL NOT DETAIL THE MANY OTHER EXCITING THINGS THAT WE ARE WORKING ON IN THIS STATE.

I HOPE THAT, AS OUR RELATIONSHIP BUILDS, I WILL BE ABLE TO COME BACK TO YOU WITH PROJECTS THAT I CONSIDER WORTHWHILE, SUCH AS THE LIBERTY PARK MONUMENT -- WHOSE COMMITTEE IS REPRESENTED HERE THIS MORNING. I ALSO HOPE THAT YOU WILL FEEL FREE TO COME TO ME WITH IMPORTANT ISSUES, NEEDS, AND CONCERNS.

IN THE MEAN TIME, HOWEVER, I DID WANT TO REPEAT HOW
HAPPY I AM TO BE HERE THIS MORNING, AND HOW IMPORTANT I
THINK THAT STRONG LINKS BETWEEN BUSINESS AND GOVERNMENT ARE.

I AM GRATEFUL FOR THIS INVITATION TO ADDRESS YOU, AND I
LOOK FORWARD TO WORKING WITH YOU MUCH MORE OFTEN IN THE
FUTURE.

THANK YOU.