

REMARKS OF THE HONORABLE THOMAS H. KEAN

GOVERNOR OF NEW JERSEY

AT THE

PRESS CONFERENCE

ANNOUNCING RESULTS OF THE POLL ON RESOURCE RECOVERY

STATE HOUSE

TRENTON, NEW JERSEY

JUNE 24, 1985

THANK YOU, BOB. (MUILENBERG).

FOR THE LAST FOUR YEARS, THIS ADMINISTRATION HAS  
PURSUED A VERY CONSCIOUS STRATEGY ON THE ISSUE OF GARBAGE.

THAT STRATEGY HAS SEVERAL PARTS:

- TO FORCE NEW JERSEY COUNTIES TO SIGN AGREEMENTS TO  
MAKE PROVISIONS FOR THE DISPOSAL OF THEIR OWN GARBAGE -- AS  
THE LAW REQUIRES -- AND, IN THE PROCESS, TO HOLD THOSE WHO  
WANT TO DISPOSE OUT-OF-STATE TRASH IN NEW JERSEY TO THIS  
SAME STANDARD;

- TO CLOSE UNSAFE LANDFILLS -- AND WE HAVE CLOSED OVER  
100 OF THEM;

- TO PROMOTE RECYCLING AS A MEANS OF REDUCING THE  
WASTE FLOW;

- AND TO MOVE -- AS QUICKLY AS POSSIBLE -- TO RESOURCE  
RECOVERY AND, WHEN NEEDED, THE CONSTRUCTION OF SAFE,  
STATE-OF-THE-ART LANDFILLS. THESE NEW TECHNOLOGIES, I  
HAVE ARGUED, ARE THE ULTIMATE SOLUTION TO THE PROBLEM OF  
GARBAGE.

IF WE CAN TURN GARBAGE INTO SOMETHING USEFUL -- NAMELY  
ENERGY -- WHY SHOULD WE DUMP IT INTO VALUABLE SPACE AND GET  
NO RETURN ON IT WHATSOEVER. ONLY THAT MATERIAL WHICH CAN'T  
BE RECYCLED OR BURNED IN A RESOURCE RECOVERY FACILITY SHOULD  
BE LANDFILLED -- AND THEN, ONLY IN SAFE, MODERN LANDFILLS.

I AM VERY PLEASED THAT THIS POLL, TAKEN BY RMH  
ASSOCIATES, REVEALS STRONG PUBLIC SUPPORT FOR THE KEY  
ELEMENTS OF THAT STRATEGY.

AS BOB HAS SAID, IT INDICATES STRONG PUBLIC SUPPORT BOTH FOR RECYCLING AND FOR THE CONSTRUCTION OF RESOURCE RECOVERY PLANTS.

ITS RELEASE -- QUITE FRANKLY -- IS VERY TIMELY, BECAUSE IT UNDERLINES THE URGENT NEED FOR THE ENVIRONMENTAL TRUST PACKAGE WHICH I PROPOSED TO THE LEGISLATURE OVER SIX MONTHS AGO.

THAT PACKAGE PROVIDES \$150 MILLION -- \$100 MILLION IN NEW MONEY AND \$50 MILLION FROM EXISTING BOND MONEY -- TO GET MOVING ON THE CONSTRUCTION OF THESE NEEDED PLANTS.

JUST AS IMPORTANTLY, IT ESTABLISHES A TRUST MECHANISM TO MAKE REVOLVING LOANS TO COUNTY AND LOCAL GOVERNMENTS SO THAT WE CAN KEEP GETTING THESE PLANTS BUILT.

THE ALTERNATIVE IS COUNTY AND LOCAL GOVERNMENTS GOING IT ALONE -- AND MUCH HIGHER COSTS TO USERS AND PROPERTY TAX PAYERS.

LAST WEEK, A SENATE COMMITTEE TOOK ACTION WHICH COULD UNERMINES THE TRUST. IT REPORTED A BILL THAT WOULD PROVIDE LESS MONEY AND ALLOW US TO MOVE FORWARD WITH NEEDED PROJECTS LESS QUICKLY.

THIS POLL CLEARLY SHOWS THAT THE PEOPLE OF NEW JERSEY  
THINK THE PROBLEM OF GARBARGE IS URGENT.

I SUSPECT THAT THEIR FEELINGS ABOUT THE OTHER  
COMPONENTS OF THE TRUST -- HAZARDOUS WASTE AND SEWAGE  
TREATMENT -- ARE SIMILAR.

I WANT TO COMMEND THE ALLIANCE FOR ACTION -- ESPECIALLY  
ITS PRESIDENT, ELLIS VIESER, AND ITS ENERGY COMMITTEE  
CHAIRMAN, BOB MUILENBERG -- FOR COMMISSIONING THIS POLL.

IT SHOWS THAT WE NEED TO MOVE AHEAD WITH RESOURCE  
RECOVERY NOW.

PASSAGE OF THE ORIGINAL ENVIRONMENTAL TRUST WILL ALLOW  
US TO DO THAT.

THANK YOU.

REMARKS OF THE HONORABLE THOMAS H. KEAN

GOVERNOR OF NEW JERSEY

TO THE

BOARD MEETING OF THE CAMPBELL SOUP COMPANY

SCANTICON

PRINCETON, NEW JERSEY

JUNE 25, 1985

THANK YOU, BILL.

I COME BEFORE YOU TO GIVE A SPEECH ON THE ANNIVERSARY  
OF A VERY IMPORTANT DAY IN THE HISTORY OF SPEECHMAKING. ON  
THIS DAY 40 YEARS AGO, IN SAN FRANCISCO, THE UNITED NATIONS  
CHARTER WAS SIGNED.

WELL, THAT'S PROBABLY BEEN THE GREATEST GIFT TO  
SPEECHMAKING EVER.

I'M NOT SURE THE U.N. HAS DONE MUCH FOR THE ART OF  
LISTENING, BUT IT IS GIVEN MORE PEOPLE, FROM MORE COUNTRIES,  
MORE OPPORTUNITIES TO SPEAK THEIR PIECE THAN ANY OTHER  
INSTUMENT IN THE HISTORY OF THE SPOKEN WORD.

I THOUGHT THAT PIECE OF HISTORY WAS PARTICULARLY  
APPROPRIATE WHEN I SAW IN YOUR PROGRAM THAT YOU WANTED ME TO  
SPEAK FOR 30 MINUTES.

THAT'S PROBABLY A BIT SHORTER THAN THE AVERAGE SPEECH  
AT THE U.N., BUT IT'S ABOUT 29 MINUTES LONGER THAN THE BEST  
SPEECH I'VE EVER GIVEN -- SO I WILL TRY TO BE MUCH SHORTER  
THAN THAT. FIRST, BECAUSE I DON'T WANT TO TAKE TOO MUCH OF  
YOUR TIME OR PUT YOU TO SLEEP, BUT MORE IMPORTANTLY, BECAUSE  
I WOULD LIKE TO LEAVE SOME OF THAT 30 MINUTES ASIDE FOR  
QUESTIONS AND ANSWERS -- BECAUSE I THINK THAT MAY BE THE  
BEST WAY TO MAKE SURE THAT I'M TRULY ADDRESSING THE THINGS  
YOU MOST WANT TO HEAR ABOUT.

I COME BEFORE YOU TODAY AS A MAN WHO HAS SEEN THE  
ULTIMATE TRUTH ----- SOUP IS GOOD FOOD.

SERIOUSLY, I EAT SOUP -- CAMPBELL'S SOUP OF COURSE --  
EVERY DAY FOR LUNCH.

THAT MAKES ME A FAN AND SUPPORTER OF THE CAMPBELL SOUP  
COMPANY FOR THE RIGHT REASONS.

I EXPECT, HOWEVER, THAT I AM NOT ALONE IN THIS, AND  
THAT THAT HABIT WILL CONTINUE LONG AFTER I AM GOVERNOR.  
SO -- RECOGNIZING THAT THIS MUST NOT BE WHY YOU HAVE SO  
GRACIOUSLY INVITED ME TO JOIN YOU THIS EVENING -- I WOULD  
LIKE TO TALK TO YOU ABOUT ANOTHER TRUTH AND SOME OTHER  
REASONS WHY I AM A GREAT SUPPORTER OF YOUR COMPANY'S EFFORTS;  
ALL OF WHICH HAVE A GREAT DEAL MORE TO DO WITH MY POSITION  
AS GOVERNOR OF THE STATE OF NEW JERSEY.

FIRST, THE TRUTH.

NEW JERSEY IS A GOOD PLACE TO DO BUSINESS.

AND IT'S GETTING BETTER EVERY DAY.

WE ALREADY HAVE THE THIRD HIGHEST CONCENTRATION OF  
CORPORATE HEADQUARTERS IN THE NATION.

I'D LIKE TO SEE NEW JERSEY BECOME EVEN MORE PROMINENT,  
PRESTIGIOUS, AND DESIRED AS A BUSINESS LOCATION -- IN SHORT,  
WE'RE WORKING TO MAKE NEW JERSEY AMERICA'S BUSINESS ADDRESS.

NEW JERSEY IS ATTRACTING JOBS TODAY FASTER THAN AT ANY TIME IN FOUR DECADES. IN FACT, WE'VE ADDED OVER 350,000 NEW JOBS IN THE LAST FOUR YEARS.

AND, AS VERIFIED BY THE LATEST ALEXANDER GRANT STUDY OF MANUFACTURING CLIMATES, WE'VE STEMMED THE FLIGHT OF MANUFACTURING JOBS FROM THE STATE. WHERE WE LOST ALMOST 70,000 MANUFACTURING JOBS FROM 1979 to 1980 -- WE ACTUALLY GAINED OVER 17,000 FROM 1983 to 1984.

I SEE A NUMBER OF REASONS WHY THAT GAIN SHOULD CONTINUE.

WE HAVE BETTER TRANSPORTATION INFRASTRUCTURE;

A MORE SOUND UNEMPLOYMENT COMPENSATION SYSTEM;

LOWER BUSINESS TAXES;

A LOWER CRIME RATE;

AND BETTER SCHOOLS AND COLLEGES THAN WE DID FOUR YEARS AGO.



IN THE LAST TWO YEARS ALONE, WE HAVE COMPLETED THE ELIMINATION OF THE CORPORATE NET WORTH TAX; I HAVE SIGNED LEGISLATION TO QUICKLY PHASE OUT THE INHERITANCE TAX; AND WE PUT TOGETHER A NEW UNEMPLOYMENT INSURANCE SYSTEM THAT HAS RESTORED THE U.I. TRUST FUND TO SOUND FINANCIAL FOOTING SO THAT WE ARE ABOUT TO REPAY THE LAST DOLLAR OF OUR DEBT TO THE FEDERAL GOVERNMENT.

THE CAMPBELL SOUP COMPANY, OF COURSE, REALIZES THAT NEW JERSEY IS A GOOD PLACE TO DO BUSINESS.

AND I THINK THAT THE ANNOUNCEMENT IN WHICH I PARTICIPATED WITH GORDON MCGOVERN BACK IN APRIL INDICATES THAT YOU SHARE MY BULLISH OUTLOOK ON NEW JERSEY'S FUTURE.

YOU AS A COMPANY HAVE COME A LONG WAY SINCE JOSEPH CAMPBELL AND ABRAM ANDERSON FIRST STARTED CANNING TOMATOES, VEGETABLES, AND OTHER PRODUCTS BACK IN 1869.

TODAY, YOU'RE ONE OF NEW JERSEY'S LEADING EMPLOYERS,  
WITH OVER 4,000 NEW JERSEY EMPLOYEES -- WHICH PLACES YOU  
EASILY IN THE TOP 40 OF NEW JERSEY EMPLOYERS. AND, I'M  
HAPPY TO OBSERVE, THAT NUMBER IS STILL RISING.

BUT BEYOND BEING A LEADING EMPLOYER, THE CAMPBELL SOUP  
COMPANY IS ONE OF NEW JERSEY'S LEADING CORPORATE CITIZENS  
-- AND THAT EXPLAINS SOME OF THE OTHER REASONS WHY I'M SUCH  
A GREAT FAN OF CAMPBELL'S.

I'VE READ OF YOUR MILLIONS OF DOLLARS WORTH OF  
CONTRIBUTIONS -- BOTH IN ACTUAL DOLLARS AND IN CANNED FOOD  
-- TO THE NEEDY, AND TO A VARIETY OF WORTHY CAUSES.

I KNOW YOU'VE SUPPORTED THE UNITED WAY.

I KNOW OF YOUR WORK TO PROVIDE SUMMER JOBS FOR YOUTH.

I KNOW OF YOUR EFFORTS ON BEHALF OF MIGRANT FARMWORKERS  
AND THEIR FAMILIES.

A FEW WEEKS AGO, I WAS IN ATLANTIC COUNTY TO OPEN UP A  
FOOD BANK TO DISTRIBUTE EXTRA INGREDIENTS TO THOSE IN NEED  
-- AND CAMPBELL SOUP WAS THE DRIVING FORCE BEHIND THAT.

BUT WHAT I MOST WANT TO TALK TO YOU ABOUT IS CAMDEN.  
BECAUSE I KNOW THAT IS A SPECIAL CONCERN OF YOURS -- THE  
HISTORIC HOME OF YOUR COMPANY, AND, FORTUNATELY FOR THOSE  
WHO LIVE THERE, YOUR HEADQUARTERS TO THIS DAY.

I WANT YOU TO KNOW THAT CAMDEN IS A SPECIAL CONCERN OF  
MINE, TOO.

THAT I AM COMMITTED TO ITS GROWTH.

THAT I STAND READY TO WORK WITH YOU TO BRING CAMDEN  
BACK.

THAT YOU CAN COUNT ME AS A PARTNER IN ALL OF YOUR GREAT  
EFFORTS FOR THAT CITY.

JUST ABOUT TWO MONTHS AGO, I DID FORMALLY ANNOUNCE THE  
STATE OF NEW JERSEY'S PARTNERSHIP IN THE REDEVELOPMENT PLANS  
OF THE COOPER'S FERRY DEVELOPMENT ASSOCIATION, WHICH GORDON  
McGOVERN HEADS.

AS MANY OF YOU ALREADY KNOW, ON THAT DAY, WHEN CAMPBELL SOUP ANNOUNCED ITS PLANS TO CONSTRUCT A NEW WORLD HEADQUARTERS ON THE CAMDEN WATERFRONT, I ANNOUNCED THE STATE'S PLANS TO HAVE THE SPORTS AND EXPOSITION AUTHORITY PARTICIPATE IN THE BUILDING OF A NEW AQUARIUM TO BE OPERATED BY THE PHILADELPHIA ZOO.

I THINK THE AQUARIUM CAN HELP ATTRACT VISITORS -- YES, TOURISTS -- TO CAMDEN, TO YOUR SITE, AND TO THE WHOLE AREA. IT CAN HELP BRING BACK AN AURA OF SAFETY, OF INTEREST, OF EXCITEMENT IN THIS CITY AND IN NEW JERSEY.

THAT AQUARIUM IS JUST ONE PIECE OF THE OVERALL EFFORT WE'VE MADE FOR CAMDEN. BECAUSE, LIKE YOU, I BELIEVE CAMDEN HAS A FUTURE -- POTENTIALLY A VERY BRIGHT FUTURE.

CAMDEN HAS ASSETS -- A WATERFRONT RIPE FOR DEVELOPMENT, A LOCATION ON THE MAJOR TRANSPORTATION CORRIDOR IN THE NORTHEAST, A KEY PORT.

I WANT TO TAKE THOSE ASSETS AND MAXIMIZE THEM. THE AQUARIUM WILL HELP DEVELOP THAT WATERFRONT. NOT FAR FROM THERE, WE'VE WORKED TO GET CONSTRUCTION OF A MAJOR \$15 MILLION TRANSPORTATION CENTER UNDERWAY. THAT WILL SERVE AS A CENTER FOR OTHER DEVELOPMENT -- LEVERAGING CAMDEN'S LOCATION AS A TRANSPORTATION CENTER TO ATTRACT BUSINESS.

WE'VE INVESTED A TOTAL OF \$15 MILLION INTO CAMDEN'S BURGEONING MEDICAL CENTER -- AND WE'VE BROUGHT THE MEDICAL RESEARCH INSTITUTE INTO THE CITY -- AGAIN, TO CREATE AN ANCHOR BASED ON A SPECIFIC FUNCTION THAT IS THE CENTERPIECE OF OTHER KINDS OF DEVELOPMENT.

TO HELP STIMULATE DEVELOPMENT AROUND THESE CENTERS, AROUND THE WATERFRONT, WE HAVE -- AS YOU KNOW -- ESTABLISHED AN URBAN ENTERPRISE ZONE IN CAMDEN. THAT WILL MAKE IT EASIER FOR THOSE SMALL ANCILLARY BUSINESSES THAT TRULY BRING A CITY TO LIFE TO GET STARTED.

AND THROUGHOUT MY TENURE, WE'VE GRANTED SPECIAL ASSISTANCE TO CAMDEN TO HELP WITH ITS UNIQUE FISCAL PROBLEMS. QUITE FRANKLY, GETTING THE CITY'S FISCAL HOUSE IN ORDER IS A NECESSITY -- A PRECONDITION -- TO A SUCCESSFUL REBIRTH.

THAT GIVES YOU SOME IDEA OF THE SPECIAL PLACE THAT CAMDEN HOLDS IN THIS ADMINISTRATION'S URBAN RENEWAL PLANS.

OF COURSE, CAMDEN BENEFITS FROM THE WHOLE RANGE OF PROGRAMS WE'VE PUT IN PLACE TO ADDRESS PROBLEMS COMMON TO ALL NEW JERSEY CITIES.

I JUST SIGNED A BILL TO ADD 2,000 POLICEMEN TO CITY NEIGHBORHOODS -- WHICH MEANS THAT I'VE TRIPLED THE FUNDS FOR THE SAFE AND CLEAN STREETS PROGRAM, WHICH PROVIDES MONEY FOR LOCAL POLICE AND FIREMEN, SINCE TAKING OFFICE.

YOU ALL KNOW THAT CRIME IS WHAT DRIVES BUSINESSES OUT OF CITIES -- PERHAPS MORE THAN ANY OTHER FACTOR. WELL, THE BEST CRIME FIGHTER WE HAVE IS THE BLUE UNIFORM ON THE STREET CORNER.

WE'VE LAUNCHED A NUMBER OF OTHER SPECIAL PROGRAMS --  
FROM THE URBAN INITIATIVE IN THE DEPARTMENT OF EDUCATION,  
TO THE ECONOMIC DEVELOPMENT LOANS AND GRANTS OF THE  
DEPARTMENT OF COMMERCE AND THE ECONOMIC DEVELOPMENT  
AUTHORITY.

IN ADDITION, THE LEGISLATURE IS JUST ABOUT TO PASS THE  
URBAN DEVELOPMENT CORPORATION BILL WHICH I PROPOSED LAST  
YEAR.

SO AS YOU CAN SEE, THIS ADMINISTRATION HAS A DUAL  
AGENDA.

ON THE BROADER LEVEL, WE WANT TO MAKE NEW JERSEY AN  
EVEN BETTER PLACE TO DO BUSINESS. WE WANT TO MAKE THE  
GROUND HERE FERTILE FOR NEW INVESTMENT. AND PART OF OUR  
STRATEGY FOR MAKING NEW JERSEY A MORE ATTRACTIVE PLACE TO  
LIVE AND WORK IS AN AGGRESSIVE EFFORT TO IMPROVE OUR CITIES.

BUT THE SECOND PART OF THAT AGENDA IS TO FOCUS ON THE SPECIFIC PROBLEMS AND STRENGTHS OF EACH OF NEW JERSEY'S CITIES -- AND TO CREATE A BLUEPRINT FOR REDEVELOPMENT THAT SPECIFICALLY ADDRESSES THOSE PROBLEMS AND CAPITALIZES ON THOSE ASSETS.

AND FOR ALL THE SPECIAL EFFORTS WE'VE MADE ELSEWHERE, I DON'T THINK THERE'S ANY CITY THAT'S GOTTEN MORE OF OUR ATTENTION, OUR CONCERN, AND OUR SUPPORT THAN CAMDEN.

I WANT YOU TO KNOW TONIGHT THAT THAT SPECIAL ATTENTION WILL CONTINUE.

CAMPBELL SOUP HAS DONE AN AWFUL LOT FOR THIS STATE.

YOU'VE BROUGHT JOBS TO NEW JERSEY.

YOU'VE BEEN MODEL CORPORATE CITIZENS.

YOU'VE BEEN THE GLUE THAT'S HELD CAMDEN TOGETHER.

NOW, AS YOU LOOK TO THE FUTURE, AS YOU MAKE YOUR PLANS, I WANT YOU TO KNOW THAT THE STATE IS HERE TO WORK WITH YOU.

IN CREATING JOBS. IN BUILDING A BETTER STATE. IN TURNING CAMDEN INTO THE GREAT CITY THAT IT CAN BE.



A PREDECESSOR OF MINE IN THIS JOB, WHO ALSO SERVED IN THIS VERY TOWN AS PRESIDENT OF PRINCETON, ONCE SAID THAT "EVERY GREAT MAN OF BUSINESS HAS GOT SOMEWHERE A TOUCH OF THE IDEALIST IN HIM."

NO BUSINESS ESTABLISHMENT HAS ILLUSTRATED THAT BETTER THAN CAMPBELL SOUP.

YOU MUST BE AWFULLY PROUD OF THIS COMPANY'S HISTORY -- AS I AM PROUD, TO BE QUITE HONEST, OF NEW JERSEY'S RECENT HISTORY.

WELL, I ASK YOU TO KEEP THAT IDEALISM.

BECAUSE I BELIEVE THAT IF WE WORK TOGETHER, AS PARTNERS, WE CAN BOTH BE EVEN PROUDER OF WHAT LIES AHEAD.

THANK YOU.