

REMARKS OF
GOVERNOR THOMAS H. KEAN
AT THE
CAMPAIGN KICK-OFF
FOR THE
STATE EMPLOYEES' CHARITABLE CAMPAIGN
STATE MUSEUM AUDITORIUM
TRENTON, NEW JERSEY
SEPTEMBER 30, 1985

THANK YOU, BOB.

I WAS LOOKING IN THE HISTORY BOOKS TO TRY TO PREPARE
FOR TODAY'S CEREMONY AND FOR THIS WEEK'S EVENTS AND I
NOTICED SOMETHING VERY INTERESTING.

THERE WERE AN AWFUL LOT OF "FIRSTS" THIS WEEK IN
HISTORY.

77 YEARS AGO, IN 1908, THE MODEL T WAS INTRODUCED.

28 YEARS AGO, IN 1957, SPUTNIK ORBITED THE EARTH.

ONE YEAR LATER, IN 1958, JET AIR SERVICE ACROSS THE
ATLANTIC.

AND, PERHAPS MOST IMPORTANT TO MY CURRENT OCCUPATION, 38 YEARS AGO, IN 1947, WAS THE FIRST TELEVISION BROADCAST FROM THE WHITE HOUSE BY AN AMERICAN PRESIDENT.

ALL THOSE "FIRSTS" STUCK IN MY MIND, BECAUSE TODAY WE'RE LAUNCHING ANOTHER FIRST.

TODAY, WE'RE KICKING OFF THE FIRST STATE EMPLOYEE CHARITABLE CAMPAIGN UNDER OUR NEW SYSTEM.

AS MANY OF YOU IN THIS ROOM KNOW, WE'VE HAD CHARITABLE CAMPAIGNS IN THIS STATE BEFORE. IN FACT, OUR STATE EMPLOYEES HAVE PROVEN TO BE QUITE GENEROUS.

WE'VE HAD DOZENS OF SO-CALLED "PASS THE HAT" CAMPAIGNS IN STATE OFFICES. AND WE'VE HAD THE PAYROLL CHECKOFF CAMPAIGN RUN BY THE UNITED WAY.

BUT THIS IS THE FIRST STATE EMPLOYEES CHARITABLE CAMPAIGN WHICH IS COMPREHENSIVE; THE FIRST WHICH OFFERS STATE EMPLOYEES A CHOICE; THE FIRST CAMPAIGN WHICH OPENS UP THE PAYROLL CHECKOFF SYSTEM TO THE FULL RANGE OF NEW JERSEY CHARITIES.

AND I AM CONFIDENT THAT -- WITH YOUR HELP -- IT WILL
WORK AS WELL AS SOME OF THOSE OTHER FIRSTS I MENTIONED.

MAO TSE-TUNG SAID THAT A LONG JOURNEY BEGINS WITH A
SINGLE STEP.

I AM SURE THAT YOU, BOB, AND ERIC JOICE, JIM
CROWLEY, AND THE REPRESENTATIVES FROM THE UNITED NEGRO
COLLEGE FUND AND THE BLACK UNITED FUND -- AND ALL OF YOU WHO
SET OUT SOME YEARS AGO TO DESIGN AND IMPLEMENT A MORE
COMPREHENSIVE AND INCLUSIVE PAYROLL CHECKOFF CAMPAIGN -- ARE
THINKING OF THOSE WORDS TODAY.

FOR YOU, IT HAS BEEN A LONG JOURNEY. ONE WITH MANY
TECHNICAL AND LEGAL DETAILS TO RESOLVE. BUT ONE WHICH YOU
HAVE COMPLETED SUCCESSFULLY -- AS TODAY'S DRIVE ILLUSTRATES.

I'D LIKE TO THANK ASSEMBLYMAN JOE CHARLES FOR
SPONSORING THE LEGISLATION WHICH PUT THIS NEW CAMPAIGN IN PLACE.

NOW, A NEW JOURNEY BEGINS.

NOW, WE'VE GOT TO MAKE SURE THAT OUR NEW CAMPAIGN
STRUCTURE IS A SUCCESS.

THERE ARE THOUSANDS OF AGENCIES IN NEW JERSEY WHO ARE
COUNTING ON YOU.

ALL OF US CANNOT LET THEM DOWN.

THAT'S WHY I HAVE AGREED TO BE HONORARY CHAIRMAN OF
THIS CAMPAIGN. I WILL HELP.

AND YOU HAVE ONE OF THE MOST ABLE MEMBERS OF MY
CABINET, BANKING COMMISSIONER MARY PARELL, AS YOUR CAMPAIGN
CHAIR. I AM SURE THAT SHE WILL BE AN OUTSTANDING AND
ARTICULATE SPOKESPERSON FOR THE CAMPAIGN.

I WANT TO THANK MARY AND VICE CHAIR ERNEST RYDELL OF
TRENTON STATE COLLEGE FOR TAKING ON THIS ASSIGNMENT.

BUT MOST OF ALL, OUR SUCCESS, AND THE FATE OF THOSE
MANY AGENCIES, IS IN YOUR HANDS. THE DEPARTMENTAL CAMPAIGN
MANAGERS, THE COMMISSIONERS' REPRESENTATIVES, THE PEOPLE WHO
WILL MAKE SURE THAT EACH DEPARTMENT GIVES -- AND GIVES
GENEROUSLY.

I WANT TO THANK YOU -- AND ENCOURAGE YOU.

LET'S MAKE THIS THE MOST SUCCESSFUL CAMPAIGN EVER.

TO HELP DO THAT, I WOULD NOW LIKE TO SIGN THIS
PROCLAMATION.

THE PROCLAMATION DECLARES SEPTEMBER, OCTOBER, AND
NOVEMBER TO BE "STATE CHARITABLE CAMPAIGN MONTHS."

LET ME BRIEFLY INTRODUCE, AND SAY A WORD OF THANKS TO,
THE MEMBERS OF THE STEERING COMMITTEE FOR THE STATE
EMPLOYEES CHARITABLE CAMPAIGN WHO WILL BE LEADING YOU DURING
THE MONTHS AHEAD.

THE CHAIRMAN, REPRESENTING THE INTERNATIONAL SERVICE
AGENCIES, BOB SPERRY.

REPRESENTING THE UNITED NEGRO COLLEGE FUND, MS. JEAN
WESLEY.

REPRESENTING THE NATIONAL VOLUNTARY HEALTH AGENCIES OF
NEW JERSEY, ERIC JOICE.

REPRESENTING THE BLACK UNITED FUND OF NEW JERSEY, LLOYD
OXFORD.

REPRESENTING THE UNITED WAYS OF NEW JERSEY, THE
CAMPAIGN MANAGER, JIM CROWLEY.

REPRESENTING MY OFFICE, CABINET SECRETARY FOR THE KEAN
ADMINISTRATION, PEGGI HOWARD.

AND REPRESENTING OUR PUBLIC EMPLOYEE UNIONS, FROM THE
FEDERATION OF PROFESSIONAL AND TECHNICAL ENGINEERS, RALPH
COLAVITO.

THANK YOU ALL VERY MUCH.