

THE BOARD OF FREEHOLDERS WEARS ITS “HEART” ON ITS SLEEVE

October 26, 2009

FREEHOLDERS’ OFFICE RAISES FUNDS FOR THE AMERICAN HEART ASSOCIATION

Staff Collects \$1,675 in Donations through its “Put a ‘LOTTO’ Love in Your Heart” Promotion

(Newark, NJ) – The Office of the Essex County Board of Chosen Freeholders proved just how much “heart” it has by raising \$1,675 in donations this month for the American Heart Association through its “Put a ‘LOTTO’ Love in Your Heart” promotion.

On Sunday, October 18, 2009, the 2009 Essex County “Start! Heart Walk” was held at the ADP Corporate Campus in Roseland, New Jersey. Hundreds of participants registered for the Walk, a large number of whom braved miserable weather conditions to raise money for a great cause. The event brought walkers together for the Essex and Bergen county campaigns from corporations, hospitals, community organizations and government agencies, as well as other like-minded citizens from across the region.

In the weeks leading up to the Walk, departments, divisions, agencies and offices of Essex County government were encouraged to find innovative and fun ways to raise funds. As a result, bulletin boards throughout the corridors of the Hall of Records were resplendent with flyers advertising bake sales, soup sales, the selling of “hearts”, “wear jeans to work day”, a charity softball game, a dinner dance and many other fun ideas, including that of the Freeholders’ Office, all with the common goal of raising money for the American Heart Association.

For its fund-raising promotion, the Freeholders’ staff pitched-in to purchase \$200 worth of New Jersey Lottery scratch-off tickets in denominations ranging from \$1 “Jokers Wild” tickets to \$20 “Extreme Riches” tickets. They then accepted \$5 donations from employees, jurors and visitors to the County Complex for a chance to win the \$200 worth of lottery tickets, the winning raffle ticket to be selected in a drawing prior to the Walk. To publicize their effort, staff members constructed a large sign to display the enticing array of lottery tickets, and then volunteered to walk the sign from office to office, and to set up a table outside the 3rd floor Hall of Records Cafeteria, enthusiastically encouraging passersby to “take a chance for the Heart Association”. Exceeding all expectations, 313 \$5 chances were sold, garnering \$1,565, in addition to another \$110 collected from individuals opting not to participate in the drawing, thereby bringing the grand total to \$1,675.



On Thursday, October 15th, a crowd of approximately 50 hopeful employees gathered at 12:00 Noon in the Hall of Records Lobby for the drawing of the winning ticket. The tension could be cut with a knife as the winner-wannabees watched the ticket stubs be placed in a wooden tumbler, and then the tumbler was repeatedly spun to mix them. Freeholder President Blonnie R. Watson reached in, pulled out the winning ticket, and announced the number - #367389 – belonging to Dominick Sinisi, who was not present, but who

was reached by telephone with the good news. Mr. Sinisi, who resides in North Caldwell, arrived at the Hall of Records later that afternoon to happily collect his bundle of scratch-offs. He explained that he'd purchased his winning ticket outside the Cafeteria while serving jury duty.



Freeholder President Watson reaches in to select the winning ticket. Joining her are: (from r. to l.) Freeholder Clerk Deborah Davis Ford, Deputy Freeholder Clerk Debra Marvel, and Kathy Brown.

"Tonight, my daughter will have the assignment of scratching through all the lottery tickets to find our 'winners'", said Mr. Sinisi, who also assured the staff that he would call back to report the results. Mr. Sinisi hasn't been heard from since, however, leading the staff to believe that he and his wife have already embarked on their around-the-world cruise with the proceeds.



Dominick Sinisi (crouching in foreground), winner of the "Lotto" Love drawing, visits the Freeholder Board's office to meet Freeholder President Watson and the staff, and to receive his lottery scratch-off tickets. Pictured, from left to right, are: Lillian Torres, Deputy Freeholder Clerk Debra Marvel, Maritza DeJesus, Jeff Cora, Chris Taylor, Kathy Brown, Freeholder President Watson, Gary Kroessig and Bernice Derrick.

"It is always gratifying to contribute to a worthy cause like the American Heart Association," said Freeholder President Blonnie R. Watson, "and even more so when you can have this much fun doing it." Freeholder

Clerk Deborah Davis Ford stated, "I am just so proud of my staff for coming up with this idea, and for executing it so effectively, and with so much enthusiasm", adding, "What a great job!"



Freeholder President Watson is congratulated by Alan Abramowitz, Director of the Essex County Office of Human Resources and Chairman of the overall Essex County Campaign. Also pictured are: (l. to r.) Kathy Brown, Freeholder Clerk Deborah Davis Ford and Deputy Freeholder Clerk Debra Marvel

The members of the Essex County Board of Chosen Freeholders are: Blonnie R. Watson, President, of Newark; Ralph R. Caputo, Vice President, of Belleville; D. Bilal Beasley of Irvington; Linda Lordi Cavanaugh of West Orange, Carol Y. Clark of East Orange; Samuel Gonzalez of Newark; Rufus I. Johnson of Newark; Donald M. Payne, Jr., of Newark; and Patricia Sebold of Livingston. The Freeholder Board's staff is comprised of: Deborah Davis Ford, Freeholder Clerk; Debra Marvel, Deputy Freeholder Clerk; Kathy Brown, who served as the office's Captain for this year's campaign; Jeffrey Cora; Maritza DeJesus; Bernice Derrick; Gary Kroessig; Chris Taylor; and Lillian Torres.

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