



MORRIS 2000

Shaping Morris County's Future

Chairman

Robert M. Schaeberle
Chairman of the Board
Nabisco Brands Inc.

Honorary Chairman

Hon. Peter H. B. Frelinghuysen, Jr.
Former member
U.S. House of Representatives

NEWS RELEASE

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FOR IMMEDIATE RELEASE

MORRIS 2000, A STUDY AND ACTION PROGRAM
ON THE COUNTY'S FUTURE, IS INITIATED

More than 150 business, civic, governmental and political leaders in Morris County gathered at Drew University's Great Hall on June 20 for the official launching of MORRIS 2000, a major new public-private effort to guide the County's growth and development over the next fifteen years and beyond.

Robert M. Schaeberle, Chairman of the Board of Nabisco Brands, is serving as MORRIS 2000 Chairman. Joining him as Honorary Chairman is former U.S. Congressman, Peter H.B. Frelinghuysen, Jr.

"Morris County is currently riding the crest of a development wave unprecedented in the County's history," said Mr. Schaeberle in his opening remarks. "Rapid development has also brought growing pains -- increased traffic congestion, an affordable housing shortage, solid waste disposal problems, and concerns about preserving open space and managing our water resources, among others. None of us wants to reach

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in cooperation with MORRIS COUNTY BOARD OF CHOSEN FREEHOLDERS.*

the Year 2000 -- or have our children reach it -- and find that these growing pains have become chronic disabilities."

According to Mr. Frelinghuysen, "coping with recent changes in the county, dealing with their consequences, creating a more balanced growth strategy for the future, and acting on it are the objectives of MORRIS 2000."

Freeholder Director Carol J. Rufener, speaking on behalf of the Board of Freeholders, pledged the full support and cooperation of County Government to the program.

Speaking on behalf of the MORRIS 2000 sponsors, the Morris County Chamber of Commerce and Regional Plan Association, were James T. Whalen, 1st Vice Chairman of the Chamber, and John P. Keith, Regional Plan's President.

The sponsors emphasized that the MORRIS 2000 program will be a county-wide effort in which all segments of the Morris community will be encouraged to participate. The program's research and recommendations will be guided and formulated by a MORRIS 2000 Leadership Committee. Many of those attending the June 20 meeting have agreed to serve on the Leadership Committee whose membership is open to representatives of all interested organizations in the County. The work of the Leadership Committee will be carried out by six task forces in the following areas: transportation, housing, environment, economic development and employment, community services and intergovernmental relations.

During the course of the two-year program there will be a number of public events scheduled, including a county-wide conference open to all Morris County citizens.

The MORRIS 2000 program is estimated to cost approximately \$175,000. A \$10,000 initiation grant from the Geraldine R. Dodge Foundation has already been received. Additionally, Mr. Schaeberle announced that corporate support totalling more than \$75,000 had already been pledged by the following companies: Allied Corporation, Automatic Switch Company, Horizon Bancorp, Jersey Central Power & Light Company, Sandoz, Inc., Touche Ross & Company and Warner-Lambert.

Regional Plan Association, a private, non-profit research and planning organization serving the entire Tri-State Metropolitan Region will staff the program through its New Jersey office under the direction of Ms. Kathleen W. Rae. For further information about MORRIS 2000, please call 201-623-1133.

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A full description of the MORRIS 2000 organization, work program and timetable is attached.

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Attachment