

# Sunday Herald

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## Contemporary recruiting

There's nothing wrong with military recruiters using the same strategies headhunters use for private industry.

The United States is the most powerful country in the world. And few of us would want it any other way. It would be flat-out foolish indeed to trade the security our military prowess imparts for the uncertainty and vulnerability that haunt much of the rest of the world.

But maintaining our security requires a well-manned military force. And if the nation is not to engage in an unpopular military draft, the services must be able to attract volunteers.

Mostly, that means grabbing the attention of young people trying to decide on a future. Among the more flashy — and controversial — methods of modern military recruitment is on display at Franklin Mills, the northeast Philadelphia mega-mall.

The Army Experience Center is both high-tech and highly successful. Banks of computers attract teens to play video games, including one that simulates the experience of an air traffic controller.

There are war games, for sure, but also nonviolent videos and sports games. Informational programs about the services also are on the menu. Kids flock to the place.

So do the protesters, who regularly gather outside the center, picket signs in tow. Their complaint is that the center looks like an arcade, that the games desensitize kids to violence, and that the recruiters prey on young, impressionable minds.

Bait and switch, they charge.

To some degree they're right. Like headhunters for any industry, military recruiters pitch the excitement and benefits of a military career. And they do so dressed in civvies with recruits seated comfortably on leather couches. Why not? In a high-tech world, a stark office dressed up with cardboard posters and plastic chairs won't entice anybody.

No, we're not endorsing false advertising. We're endorsing a secure nation with a strong volunteer military — all of which relies on a successful recruiting program. Besides, we don't think the Army Experience Center is doing anything underhanded or misleading.

The center is dotted with mannequins sporting uniforms that span the nation's history. The word "Army" hangs over the entrance. Kids under 17 cannot access violent video games, a rule enforced with a required ID card. And every young person our reporter talked to knew what was going on.

Bill Deckhart, one of the peace protesters, begs to differ. "It's like indoctrination, teaching our kids to kill," he said. "It makes it seem so easy and fun. And they do this with our taxpayer money."

Maybe Bill and his friends haven't seen some of the video games kids play nowadays.

There's nothing happening on the monitors at the recruitment center that's not already going on at home.

And as far as taxpayer funds go, seems like money well spent to us.

*Burlington County Times of Willingboro*

### OTHER VOICES

*The Austin (Texas) American-Statesman, on the recent health care debates:*

... When you go to hear elected officials or political candidates discuss the issues of the day, be polite as well as respectful of others attending the event.

Feel free to be -- and in fact we encourage you to be -- challenging, assertive and skeptical of what you hear. Make the officeholders and candidates talk with you, not at you.

That's good for democracy.

What's bad for democracy is screaming at, shouting down or in any way discouraging conversation. ...

Here's an ... example, taken from a memo from the Tea Party Patriots, a group that wants members to harass Democratic lawmakers:

"Be disruptive early and often. You need to rock the boat early in the rep's presentation. Watch for an opportunity to yell out and challenge the rep's statements early. ... The goal is to rattle him, get him off his prepared script and agenda. If he says something outrageous, stand up and shout out and sit right back down. Look for these opportunities before he even takes questions."

There's a bad idea. These tactics are not productive and probably won't change any minds.

So how about if we try to show each other as well as our elected leaders, love 'em or hate 'em a little respect? ...

### ON THE WEB: READER POLL

#### Question

What best characterizes your attitude as we enter the Dog Days of Summer?

I welcome the season's hottest temps	12.9%	33
Is it summer yet?	10.2%	26
You mean summer is almost over?	27.7%	71
Can't wait for fall	49.2%	126
Total votes		256

#### Comments

Global warming is occurring. Most meteorologists, Republicans and Democrats agree. The temperature has increased by over a degree, which is a hell of a lot! However, what is causing the global warming is up for debate. Please keep that in mind.

The best way to get through the hot weather is to shut off the media's hype over it. p.s. — will also work for the swine flu in the fall.

No political statement; just loving the season and the next one coming. Life is good.

I too am enjoying the remains of summer and look forward to fall and a whole new crew of students to educate, too.

# Washington's answer always an overreaction

COLUMN: GREG RUMMO

We Americans tend to overreact to everything, whether in our politics, the economy and even the weather. Gone are the days of William Buckley's level-headed program "Firing Line," which always generated more light than heat. Intelligent analysis and civil debate has been largely reduced to snappy sound bites or in some cases breathless screaming matches between two sides so married to their respective agenda that neither could see the truth even if it jumped up and bit them in the face.

Some examples: Extremists on the left were so successful at characterizing the last president as a fascist for passage of the Patriot Act, for example that a backlash developed, propelling a majority of Americans to embrace "change" despite warnings of an impending, socialist agenda. Dire warnings about the economy and the imminent failure of the world's monetary system sunk the major stock indexes to levels not seen for decades. As 401(k)s sank ever lower on a daily basis, savvy investors who realized such a drop had an emotional component jumped in 3,000 Dow points or so ago are now smiling as the market has returned to a more rational level.

Despite an eight-year cooling trend in global temperatures and more locally here in the Northeast a mild summer that is only now beginning to feel like summer, there's still dire threats of "climate change" and continued pressure



GREG RUMMO

to pass legislation termed "cap and trade" despite what would amount to severe penalties to consumers as corporations most certainly would pass along the taxes imposed by the federal government for fossil fuel combustion.

And that illusive "48 million" number we keep hearing about. During the Clinton administration it was the number of homeless people. This time it's the number of people without health care insurance. I recently heard one crisis-monger on TV claim that there are "hundreds of millions" of people in the U.S. who have a problem with their health care coverage. On the other side of this is a survey that pins the real number of uninsured at 12 million. These are the people — the poor if you will — who would like some form of coverage but cannot afford it. The other uninsured 36 million are either people in-between jobs whose prospects for coverage are excellent or those who are young, healthy and would simply rather spend their money on something else, like a BMW.

If one were to step back and think of the overnight success of the cash for clunkers program despite the criticism from some parts that it's simply another government give-away, one would realize its success is largely based in its power to give the consumer a choice. Despite being a government subsidy, it comes close to being a free-market tool. Think of it in terms of a tax cut or credit; placing money and therefore buying power into the hands of the consumer. And note the ripple effect it has caused. Dealers have benefited, manufacturers

have had to ramp up production thereby increasing employment, auto parts suppliers have benefited similarly and state governments where sales tax has been generated have realized increased tax receipts.

So why not adopt a similar approach to fixing health care? Start by determining the true number of people who really cannot afford it and insure them under one of the two existing government plans already in place; Medicare or Medicaid. Wall Street Journal columnist Peggy Noonan has a similar idea, which she wrote about in her column last weekend.

The rest of us who are faced with ever rising costs need to be given more private options. Why not remove all of the artificial barriers that prohibit every insurer from competing in all 50 states? More choice leads to heightened competition and ultimately lower prices.

There's that free market strategy again placing more choices in the hands of the consumer. It has been proven to be successful every time it's tried — even by the Obama administration.

The problem of course is one of over-reaction. The country with the best health care system in the world has been successfully portrayed as in a crisis by those who think that winning an election gave them the right to implement socialized medicine.

Is anyone willing to step up and offer a reasonable, free-market alternative?

...

*(Gregory J. Rummo is an author and syndicated columnist. His books are available at Amazon.com and GregRummo.com, where you can also send him an e-mail.)*

## Marijuana bill not medical at all

LETTERS TO THE EDITOR

Editor:

Almost everyone is familiar with the recent, tragic auto accident involving Diane Schuler. Last I checked there were more than 213,000 hits on Google for the search, "Diane Schuler" and "marijuana." What I find hypocritical is that when the death of children is involved, the media is quick to refer to the cause as being "high on marijuana," yet it is this very same media that is driving the medical marijuana legislation in New Jersey, along with Gov. Corzine.

If you have seen the 60 Minutes piece on so-called "medical marijuana" legislation in California, you realize that it has become nothing less than legalization of marijuana in that state. The same will no doubt be true for New Jersey. When this happens, and it will, who is going to be responsible when the first headline that reads "N.J. family killed: Driver high on medical marijuana?" You can be sure that neither the members of the legislature who voted for the act, nor the governor, will raise their hands. And the doctor who certified the patient to receive medical marijuana will be even harder to find.

We should not be taken in by the term "medical marijuana." The underlying reason to call this "medical marijuana" is because federal law still makes marijuana illegal, and since most arrests are made under state law rather than federal law, states can, in effect, legalize marijuana at the state level, simply by weakening the application of state drug law through a "medical marijuana" exception.

Perhaps more importantly, most experts agree it is very difficult to determine if an individual is DWI for marijuana use. First, it requires a blood test in order to determine the presence of the drug (actually measuring THC) for impairment (urinalysis is ineffective for DWI purposes, and a saliva test is

questionable). Second, after only a couple of hours, the levels of THC in the blood drop dramatically. Third, even with a blood test, the THC level that indicates impairment is a subject of debate.

The current text of the act, entitled "The New Jersey Compassionate Use Medical Marijuana Act," can be found at [www.njleg.state.nj.us/2008/Bills/A1000/804\\_U1.HTM](http://www.njleg.state.nj.us/2008/Bills/A1000/804_U1.HTM).

It contains a lot of language protecting users, doctors and growers; the method of issuing certifications to "medical" users; and "compassion," just like the law in California, which has de facto legalized marijuana in that state. If we cannot control Medicare fraud, does anyone actually think we will be able to control medical marijuana certification fraud? Of course we cannot, and the legislators know it or should know it. The effect of this act will ultimately have far less to do with "compassion" and "medical use" than it will with the effective legalization of a federally controlled substance.

Richard Kelsy  
Stillwater

### Vernon candidate speaks out

Editor:

I have lived in Vernon Township for 25 years and have raised my family here. I have owned and operated a construction company in Vernon for 25 years, building single-family, custom homes. Recently, I have transitioned to commercial projects on Route 94, which contribute to our ratable base.

I am deeply concerned about our community. I strongly believe we are at a crossroads with the ever-increasing need for ratables to offset the tax burden on our residents. This must be accompanied with fiscal

responsibility and a halt to unnecessary spending. We need leadership willing to work to turn the wheels in the right direction.

We need business sense on our Town Council and I have that to offer.

My business experience includes planning, projecting, budgeting, finance, management, short-term and long-term goal setting. My particular type of business has caused me to work with and become knowledgeable of agencies and issues, such as the Department of Transportation, Department of Environmental Protection, COAH, the Sussex County Soil Conservation District, Health Departments, the Sussex County Planning and Engineering Department, the Highlands, the Wetlands and C-1 Streams.

Because I have operated my business exclusively in Vernon, I hire local subcontractors, buy supplies locally and my product is purchased by Vernon residents.

I have an intimate knowledge of the procedures within our township regarding applications and obtaining permits. I have experience with the zoning and planning boards (now called the Land Use Board).

In January 2009, the Town Council formed the Economic Development Committee and I was appointed to serve as a member. I serve as the secretary and have attended every meeting since its inception. As a member, I have been pro-active in speaking to local business owners regarding their concerns.

I attend Land Use Board meetings, Environmental Commission meetings and almost every town council meeting for the past several years. When there are special meetings, I try to attend.

Living and working in Vernon allows me to be available for assistance and per-

forming the duties of a councilperson. I believe we need councilpersons who are committed to the tasks and the duration of the term. We need continuity and persons who are familiar with the issues and the understanding that they take a lot of work to address properly.

I have shown my commitment through involvement and becoming a member in several key organizations that function for the betterment of our community, such as the Vernon Chamber of Commerce, the Vernon Rotary and the Vernon Historical Society.

On June 2, 2009, I ran in the Republican primary for a chance to be on the ballot in the general election in November, for one of the two, available four-year term seats for Town Council. I came in third, just eight votes behind Michael Pier.

On July 20, 2009, the Vernon Republican Committee held a meeting to pick a candidate for the ballot for the two-year unexpired term of Glenn McGlaughlin. The Republican Committee and the Democratic Committee could each pick a nominee to represent their respective party. Also, any independent candidate who files a petition, may also go on the ballot for this seat. As the third vote-getter in the Republican primary, I sought the Republican Committee nomination, as did Craig Benda.

After I shared with the committee much of what is written here, the chairperson asked if anyone had questions. Andrea "Bunny" Cocula, the only person who raised a hand, asked, "If you do not get the nomination here tonight, will you run in the general election as an independent?" I responded, "I have not made that decision, as evidenced by my appearance tonight to ask for the nomination." She then waved a paper in the air and

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## Thank you very much ...

Club, Tri-State Insurance, Wallkill Valley Rotary and Dan Holdt Inc.

Many merchants contributed food and products to make our event possible. They are: A&P, Belcher's Village Market, Bella Vita, Branchville Dairy Queen, Clove Brook Market, Dales Market, Daredevil Deli, Food Barn, Holland American Bakery, Lorenzo's, Shop Rite, Sussex Dairy Queen, Sussex Inn, Sussex Meat Packing and Taco of the Town.

A multitude of parents, teachers and administrators

volunteered time to plan and execute this overnight in varying capacities.

Special thanks to the superb efforts of Marie Patti, who organized the entire food aspect of our evening; Denise Wilson, for organizing our valet parking; and Mr. Kehoe, for assistance with our raffle. A huge thank you to our custodial staff as they always do far more than asked.

The 2009 Project Graduation is now just a memory to all the many seniors who attended, but it must be acknowledged that

their memories would not have been possible without the above listed support. Please remember to patronize these local businesses as they never forget to help our students.

Thank you again to all those mentioned and to any left out inadvertently. May the graduates of the Class of 2009 find much joy in their new journeys. We will miss them!

Jeanne Heinke  
Margie Havens  
Advisers, HPRHS Class of 2009

### How to submit Letters to the Editor

The New Jersey Herald welcomes letters from readers on topics of interest in our region and accepts those delivered by e-mail, regular mail or fax.

The Herald reserves the right to reject or edit letters for clarity, length and concerns of taste or libel. Form letters will not be printed. Writers should limit submissions to one per month unless responding to a local topic of interest.

Letters, including those e-mailed, must contain the writer's complete mailing address and telephone number for verification purposes. Only the writer's name and town will be published. Letters become the property of the Herald on receipt.

Send letters electronically to [letters@njherald.com](mailto:letters@njherald.com), or by mail to The New Jersey Herald, P.O. Box 10, Newton, N.J. 07860.