

STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



Stockton's William J. Hughes Center Jersey Shorecast to Explore Outlook for NJ Tourism Season

Will Day Trippers, Vacationers and Gamblers Keep Us Out of the
Doldrums?

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Galloway Township, NJ What's in store for the Jersey Shore? Will the region's tourism industry ride out the recession's lingering effects? The beaches and boardwalks might be barren right now, but umbrellas and beach towels will soon blanket the sand, flip flops will flutter across the boardwalk, and surfers will be shedding their winter wetsuits. As the region gears up for one of the most critical aspects of the economy, the William J. Hughes Center for Public Policy at The Richard Stockton College of New Jersey will host an expert panel to look ahead to what we can expect from the tourism season this year. The Jersey Shorecast will be held on **Friday, March 19, 2010 from 8:30 a.m. to 11:00 a.m.** in the Alton Auditorium.

The event will feature a panel of area business people and Stockton College experts who will make predictions for the 2010 tourist season at the Jersey Shore. The featured panelists include Dr. Oliver Cooke, Assistant Professor of Economics, Diane Wieland, Director for the Cape May County Department of Tourism, and Dr. Israel Posner, Executive Director of the Stockton Institute for Gaming Management. Dr. Michael Busler, Associate Professor of Business Studies at Stockton, will serve as the moderator for the event.

Sharon Schulman, Executive Director of the William J. Hughes Center for Public Policy, said, "Last year's Shorecast provided accurate indicators for the season and provided a dialogue on a critical segment of the state's economy. We've purposely picked the spring equinox as a great time for us to look out over the entire tourism season."

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Panelist Dr. Oliver Cooke received his Ph.D. from the University of Massachusetts Amherst. He now teaches macroeconomics, urban economics, U.S. economic history, and political economy at The Richard Stockton College of New Jersey. Dr. Cooke's first book, *Rethinking Municipal Privatization* (Routledge), was published in 2008, and he also authors the *South Jersey Economic Review*, a biannual electronic publication that analyzes economic conditions in South Jersey.

Panelist Diane Wieland has worked for the Cape May County Department of Tourism for 35 years and has been the director since 1996. The department is tasked with marketing Cape May County as a destination to domestic and international travel markets, including the coastal resorts of Ocean City to Cape May as well as Cape May County's mainland communities. Under her direction, the Department of Tourism has received numerous state, national, and international awards for marketing and promotion. Wieland also serves as Chairwoman of the Southern Shore Regional Destination Marketing Organization which consists of Cape May and Cumberland Counties.

Panelist Dr. Israel Posner has been a professor and administrator at The Richard Stockton College of New Jersey since 1973 and currently heads the Stockton Institute for Gaming Management. The Center has conducted numerous studies of the gaming industry and has trained over 15,000 casino employees. Dr. Posner did his undergraduate work at Brooklyn College in New York City and received his doctorate from Temple University in Philadelphia. He has more than 30 years of experience as a management consultant serving dozens of private and public sector organizations throughout the country. He and his colleague Dr. Brian Tyrrell recently published a highly touted book *Casino Gaming in Atlantic City: A Thirty Year Retrospective*.

For the most up-to-date information regarding the Jersey Shorecast and future events, please visit the Hughes Center website www.stockton.edu/hughescenter. Space is limited, so please register by e-mail for the event at hughescenter@stockton.edu or call 609-626-3542.

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