



PRESS RELEASE
Contact: Marybel Balda
(201) 451-3444

BLRA Chairman Howard Fitch Receives Power Award from the NJ Lottery
Fitch awarded for commitment to staff and retailer network

Bayonne, NJ, November 1, 2005 – Bayonne resident and Bayonne Local Redevelopment Authority (BLRA) Chairman Howard Fitch was recently granted the Power Award from the New Jersey Lottery.

Fitch currently serves as Deputy Director of the New Jersey Lottery, responsible for managing Chain Store Sales and Call Center Operations within the State of New Jersey.

The New Jersey Lottery grants the Power Award to lottery employees who make exceptional contributions to the business and set an extraordinary example to all who come after them.

The lottery achieved record sales of \$2.2 billion in fiscal 2005 and \$390 million was generated from chain stores such as 7-11, Acme Supermarkets, Quick Check and Cumberland Farms.

The New Jersey Lottery retailer base exemplifies today's cross-cultural workforce, with numerous cultures represented. To harness the power of cultural diversity into successful communication, Fitch in conjunction with Marilyn Blazovsky, Deputy Director of Operations and Organization Support and Robert Kersey, Deputy Director of Independent Retailers, developed a sales diversity-training program.

Howard Fitch was nominated for the Power Award after creating a retailer program for merchants and sales representatives. The program's purpose was to teach the importance of identifying cultural differences within each community.

“I am so honored to receive this award,” said Fitch. “I believe that understanding the diverse retailer cultures within our state is invaluable to the lottery’s Sales Department.”

The program consisted of six units: the dynamics of working and living in a multicultural society; five keys for successful cross-cultural collaboration; discovering the homelands of lottery merchants; tools for successful cross-cultural communication; business etiquette around the world; and mastering multicultural communications.

“Howard has been very instrumental in the recent growth of the New Jersey Lottery,” said Michellene Davis, Esq., Director of the New Jersey Lottery. “He has worked tirelessly to increase our number of chain stores and has been a leader in our commitment to promoting an understanding and appreciation of the cultural diversity of our wonderful retailer community.”

“I’m pleased to see Howard recognized for the innovations he’s instituted at the New Jersey Lottery,” said Joseph V. Doria, Mayor of Bayonne. “The Bayonne Local Redevelopment Authority is fortunate to have such an exceptional business leader directing the way.”

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