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# ite TRANSTALK

A Publication of the Institute of Transportation Engineers  
ITE Metropolitan Section of New York & New Jersey

Volume 6, Issue 1  
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## FROM THE EDITOR

By MAYER HORN, P.E.



Welcome to 2004. We have changes in the Met Section Board as we do each year. The new board has some very enthusiastic leaders who are looking for help. You are encouraged to help in the way that works best for you. Start by reading the President's Column on page 2.

The Met Section has been having very successful meetings. Attendance has been high and the speakers have been interesting. Of course, it is not just the speakers as the January meeting consisted of Past President's Night and Awards Night – no afternoon or evening speakers – and had great attendance. Congratulations to our award winners, Mark Kulewicz, Bob Parisi, and NY State Senator Owen Johnson. Also, congratulations to Past President Lynn LaMunyon on her election to the District level.

Speaking of the District, you are reminded that, in addition to Met Section meetings, there are District and International Meetings: The 2004 District 1 meeting is slated for May 19-21 in Burlington, VT. The ITE spring Technical Conference is March 28-30 in Irvine, CA. And this year's international Annual Meeting will be in Florida August 1 –5. As they say, the more you put in, the more you will get out.

This new year is also a presidential election year. The media have a lot of material on this, with precious little on transportation, even though the federal surface transportation legislation is expiring; indeed, it has been extended until the end of February from its September expiration. Transportation needs are usually addressed in the negative. Politicians recognize that they will not get elected by advocating new or increased taxes. Thus, they either ignore transportation issues –especially funding – or simply come out against taxes or fees.

### **Leadership vs. Perverse Public Policies**

What's missing is leadership. Give voters a choice. Explain the alternatives. Take a position and explain why.

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May 19<sup>th</sup> – 21<sup>st</sup>, 2004

The agenda for the 2004 District 1 Annual meeting has been completed. The annual meeting will be held at the Wyndham Hotel in Burlington, Vermont over looking Lake Champlain. It is just a short walk from the hotel to either the

Church Street Market Place where shopping and dining abounds or to the lake front where the views are spectacular and the Burlington Bike path provides great recreation opportunities.

The Technical Committee received over 28 abstracts for the meeting including 15 received via the conference web site at [www.neite.org/vt](http://www.neite.org/vt). The theme for this year's meeting will be "Safe T for All Seasons". There will be sessions on Winter Safety and Travel, Bikes, Tike and Peds, Human Factors, Data and Research as well as the old favorites of Roundabouts, Traffic Calming, Safety Management and Operations, and Safety Design Considerations. On Wednesday afternoon, we will kick off the meeting with a free training session provided by the Federal Highway Administration. The Opening Reception will be held at the Echo Center, which is Vermont's new marine science museum located on the Burlington waterfront. Thursday will be a day full of technical sessions, the Traffic Bowl, and conclude with a relaxing dinner cruise on Lake Champlain. Friday morning will be a time for all to air their opinions on a number of "Hot Topics"; we are definitely looking for audience participation.

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Sr. Section Director  
**Andrew Saracena**  
Jr. Section Director

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**Rick Zabinski**

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**PRESIDENT'S COLUMN**

BY MIKE SALATTI

**Rebuild & Reinvigorate**

It's a new year which promising to be both challenging and rewarding. I appreciate all the support over the past few years in my other roles as a Section Board member and District 1 Meeting Chairman and am really looking forward to an exciting year as your section president. Our first meeting at the Captain's Ketch with an attendance of nearly 130 was a great success with our highest attendance yet at this event. This meeting, held annually in Lower Manhattan, offers us an opportunity to acknowledge and thank those that have given to the Institute and to the field of transportation.

Our past section presidents were honored and acknowledged. I'm proud to be associated with such honorable and dedicated folks to our profession and we individually acknowledge those that were able to attend.

It was also awards night wherein we recognized the achievements and dedication of leaders in Transportation. Senator Owen H. Johnson from the 4<sup>th</sup> senatorial district on Long Island received the *Transportation Achievement Award* for continuing non-engineering contributions to the field of Transportation for over thirty (30) years. Robert Parisi received the *Distinguished Member Award* for his many significant contributions to the Traffic Engineering Profession for over forty (40) years and has been at the forefront of master planning and design of large-scale facilities in the New York Metropolitan area. The prestigious *Ivor S. Wisepart Award* was presented to Mark J. Kulewicz for his significant continuing contributions to the transportation engineering profession as a leader in both traffic operations and safety. Mark's dedication to the Institute and profession is admirable and the award well deserved. Lastly, the winner of the section's *Student Paper Award* was presented to Xiaobo Liu of NJIT for his paper entitled "*Applications of APC Data for Bus On-Time Performance Analysis*" Congratulations and good luck to all our award recipients.

We also had an opportunity to acknowledge the services of our newest past president. Andy Paluri has put forth a tremendous amount of effort during the past several years and will soon enter the "golden years" of his legacy in the positions of past president and junior. and senior section director in the coming years. I look forward to continue the programs that he has initiated, as well as his continued support in his "post" presidential tenure roles on the executive board and co-chair of the 2005 District Meeting

I am looking forward to an exciting year as your President and look at my tenure as an opportunity to rebuild & reinvigorate many of our programs. Between the past year's changes and a sweeping influx of energized volunteers our committees have been virtually totally revamped. Their contributions will be an important part of making what I call my 5-point program a success. Briefly program includes the following:

Membership Drive – During the past year increasing our membership was one of Andy Paluri's priorities. Under the then newly appointed two-man committee of Bill Hillman and Armondo Lepore our section increased membership by 57 thereby maintaining our position within the District as the largest section. They did a great job and we don't want to lose that momentum. There are still many transportation engineers that are not yet members and

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## PRESIDENT'S COLUMN

(CONTINUED FROM PAGE 2)

we want to get them in the organization and active. With Armondo moving on to the Treasurer position we have tapped the talents and energy of Gordon Meth. He will work closely with Bill Hillman to get the word out and develop recruitment activities. Their ambitious plan of attracting a total membership in the section of 1000 (about 175 new members) by the end of 2005 is challenging. You can help by actively encouraging eligible co-workers to become members.

School Coordination – One of my priority concerns is re-energizing this important committee. The Student Coordination committee needs to be expanded upon for it's our connection to the incoming student in the field of transportation that will keep our vocation strong and offer vitality for ITE. To that end, we have made fundamental changes to this committee. First, the name will be changed from School Coordination to Student Outreach. Because it is we who must be more pro-active and reach out to the students and extend ourselves. To meet the challenges of this activism on the part of Section, a two-member team will chair the committee. John Miller and Joe Chow have each already been involved by serving on the committee to review the recent student papers we have received. They will be in a building mode and the goals of this committee will not be met in only one year. It will take time to rebuild our connections to the colleges with student chapters, try to expand into new schools, actively encourage involvement and participation by students and promote the annual student paper competition.

One of the highlight activities we are considering is to set up a Student Employment Fair at the October Meeting at Arthur's. This very popular meeting, with its central location in the metropolitan area and informal atmosphere, should offer positive interaction amongst students and potential employers. Employers, both public and private would be invited to set up a display table to solicit interest amongst the students. We would be looking for active interest from the many agencies and consultants represented by ITE. This would be a late afternoon activity and extend through the cocktail hour till dinner. Details will need to be worked out and information disseminated later this spring. Your help in supporting this effort and others generated by our new committee would be appreciated. We are asking all members to step up to the plate.

Professional Development – Professional Development represents the third point in the program. This committee has been largely dormant over the last several years and the time has come to charge this committee with the very important task of responding to the needs of the membership. Those needs are most especially illustrated by the need for continuing education. Continuing education is required for PTOE re-certification but it is even more critical now to meet the new New York State Department of Education requirements for PE Registration. It our goal to format some of our meetings so members can attend our meetings and receive PDH or CEU credits. Ray DiBiase is our new chair of this important committee. He has already done a lot of legwork and working with the Upstate Section, who also has a keen interest in this endeavor, will attempt to wade through the new rules. Rick Zabinski, our International Director, is also committed to supporting these efforts and will be seek guidance from ITE Headquarters on these matters. We are already planning to arrange for technical sessions to be scheduled during some of our monthly meetings for attendees to acquire continuing education hours.

Procedures Manual – Little known to the general membership is the Met Section Procedures Manual. It is our guidebook on how to operate and mange the section, outlines board and committee responsibilities, includes our by-laws and constitution etc. It is the how, what and why to run the section. It is a great tool, but a tool in need of some update. Information needs to be updated to reflect our more recent experiences and antidotes to run various activities. I have asked Lynn LaMunyon to spear head this special effort to sort through and update the sections of the manual and to garner whatever support she needs from seasoned board members to accomplish this important task. We are going electronic!

Section Service Award – This last point is my responsibility. It has been many years since the Met Section was awarded a section service award either on the International or even District Level. After reviewing some of the qualifying information it is clear the selection of the winning section is based largely on the activities planned and participation of its membership. Thus, I have assumed the responsibility of ensuring our section committees are active, responsive to the membership and well attended.

As you can see, ambitious goals have been set. Let's all now meet the challenge with enthusiasm and confidence. Thanks!

**FROM THE EDITOR** (CONTINUED FROM PAGE 1)

Maybe, then, there would not be encouragement for many perverse policies and actions:

- ◆ Gas tax and indexing: The current federal administration opposes any increase in the motor fuel tax or even indexing the tax for inflation. Thus, our government – whether intentionally or not - encourages gasoline consumption.
- ◆ Congestion pricing: This column has advocated congestion pricing as one tool to help ensure reliable transportation, reduced congestion, and consumer choice: how to derive the greatest benefit from existing facilities. HOT lanes, managed lanes, and other measures add to the repertoire. Policies that oppose congestion pricing – or simply refuse to consider it – help ensure unreliable transportation, increased congestion, and no consumer choice.
- ◆ Transit service / fares vs. highway costs: Public policy – as measured by actions, not words – when budgets get tight, is to reduce transit service, raise transit fares, and ensure that highways and crossings (*i.e.*, bridges and tunnels) stay toll free; this gets as many people as possible out of transit and into single occupant autos.
- ◆ E-ZPass fees: The benefits *to the toll agency* of electronic toll collection include not just reduced staffing, but much greater capacity. (The toll plaza is no longer the bottleneck.) Some agencies discourage use of E-ZPass by charging customers to acquire the tags, some charge monthly fees, and some are eliminating discounts. These measures serve to reduce E-ZPass market penetration and achieve higher levels of congestion.
- ◆ Bus delays: Delays to buses achieve several objectives: Operating and capital costs are increased. Reliability is decreased. Transit is made less attractive so that riders abandon transit in favor of driving.
- ◆ Airport cruising: Since it is cheaper (*i.e.*, free) to drive around the airports (cruising) awaiting an arriving air passenger than to get out of the traffic stream and enter a parking facility, public policy encourages cruising and its consequences: congestion, fuel consumption, and air pollution.
- ◆ AirTrains: If autos, taxis, and limos can drive onto and around the airports with no toll, but a fee is charged for transit users, then public policy encourages the use of autos, taxis, and limos.

One of my colleagues, a young traffic engineer, who is very comfortable using the commuter rail system, often travels from his suburban home into Manhattan on weekends. Although he is willing to accept the infrequent and slow rail service, he has concluded that the cost of driving is so much cheaper that it's no contest: He always adheres to the region's *actual* public policy of driving into Manhattan on weekends (when he is not traveling for business).

**ISTEA, TEA-21, Now WHAT?**

The most visible transportation issue facing the federal government – the Administration and the Congress – at this time is renewing TEA-21, whatever it will be called. The transportation engineering community, along with other groups, has communicated its positions. However, the options are constrained by perverse public policies, starting with refusal to consider user fees – motor fuel taxes, congestion pricing, etc. Then there's the whole issue of allocation – a real threat to this metro area, among others. Instead of addressing needs or benefits of alternative investments (and operations), the approach has been dominated by state-by-state allocations based on fuel consumption, providing the perverse benefit to states of having their motorists consume more fuel.

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The Local Arrangements Committee is working very hard to make the Annual Meeting both relaxing and informative. Dress for the meeting will be casual. Travel to Burlington is easy, either by car or by air. We look forward to seeing you in May, when Vermont is in full bloom. Remember the dates: Wednesday, May 19<sup>th</sup> to Friday, May 21<sup>st</sup>. With the meeting ending on a Friday, you might choose to spend the weekend in the area.



**Institute of Transportation Engineers**  
**District 1**



## CHAIRMAN'S MESSAGE

**Happy New Year!!!** On behalf of District One, I would like to congratulate and welcome all the new International, District, Section, and Chapter officers. Special accolades go to all immediate past officers for leading the way in making ITE a success. To start off the New Year, here is an overview of our District organization and upcoming activities. The 2004 District One Executive Committee Officers are as follows:

International Director	Rick Zabinski (NY Upstate Section)
Immediate Past Chairman	Mark Kulewicz (Met Section)
Chairman	Paula Benway (NY Upstate Section)
Vice Chairman	Rod Emery (New England Section)
Secretary/Treasurer	Lynn LaMunyon (Met Section)
Administrator	Alan Gonseth (Met Section)

District One comprises of three Sections including the **New England Section** (*Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont*); **New York Upstate Section** (*New York north of Orange and Putnam Counties*); and the **Metropolitan Section of New York and New Jersey** (*NJ north of the southern borders of Mercer and Monmouth County*). District One also has numerous state Chapters and Student Chapters. Each of the Sections are unique in their organization, geographic characteristics and activities. We encourage every officer to visit another Section meeting and learn from the exciting activities underway. District One has approximately 1,700 members including Agency, Individual, Institute Affiliates and Student Members. The New England and Metropolitan Sections contain approximately 85% of our members. The **District One Executive Committee** (noted above) meets yearly in January and the **District One Board** meets yearly in May at the Annual District Meeting. The District One Board comprises of 20 voting members that include the Executive Committee and representatives from each of the three Sections often referred to as District Delegates/Directors. Here are a few dates and activities at the District 1 level:

- ✓ District One Executive Committee Meeting - Wednesday, January 21, 2004 in Albany, NY.
- ✓ Annual Section Reports Due – End of February
- ✓ Student Paper, Student Chapter & Section Activity Award nominations due to District Coordinator (Vice Chairman) – in early April. More information will follow.
- ✓ 2004 District One Annual Meeting – May 19-21, 2004, Burlington, VT. Contact Mr. David Scott at david.scott@state.vt.us for more information.
- ✓ Election for International Director – June 2004 – Our International Director is elected to represent District One on the International Board of Direction for a three-year period.

Hot topics at the District One Executive Committee meeting in January include: International and District Committee appointments; International Director Nominations and Election process; 2004 District Annual Meeting-Vermont; 2005 District Annual Meeting-NYC; Continuing Education Credits; Electronic Balloting; By-Law Amendments; and the District Website. Visit the District One website through the ITE national website. We hope to see you soon at an upcoming ITE event.

*Check out the following websites for an ITE activity near you:*

[www.ITE.org](http://www.ITE.org)    [www.ITENYUpstate.com](http://www.ITENYUpstate.com)    [www.ITE-MetSection.org](http://www.ITE-MetSection.org)    [www.NEITE.org](http://www.NEITE.org)













## 2004 ITE BUDGET

Category Description	2003 Budget	2003 Actual	\$2,003.00 Difference	2004 Budget
<b>INCOME</b>				
<b>DUES&amp;FEES-inc:</b>				
<b>Interest Inc:</b>				
InterestCD	N/A	N/A	N/A	N/A
InterestChk	\$40.00	\$72.17	\$32.17	\$70.00
InterestSvgs	\$80.00	\$69.10	(\$10.90)	\$70.00
<b>TOTAL Interest Inc:</b>	<b>\$120.00</b>	<b>\$141.27</b>	<b>\$21.27</b>	<b>\$140.00</b>
<b>MembershipFees:</b>				
<b>District</b>				
District Meeting	\$0.00	\$0.00	\$0.00	\$0.00
<b>TOTAL District MtFg Fees:</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
MembershipFees:	\$5,875.00	\$7,364.46	\$1,489.46	\$7,500.00
<b>TOTAL MembershipFees:</b>	<b>\$5,875.00</b>	<b>\$7,364.46</b>	<b>\$1,489.46</b>	<b>\$7,500.00</b>
<b>Newsletter:</b>				
Newsletter Ad	\$6,125.00	\$3,675.00	(\$2,450.00)	\$6,125.00
<b>TOTAL Newsletter:</b>	<b>\$6,125.00</b>	<b>\$3,675.00</b>	<b>(\$2,450.00)</b>	<b>\$6,125.00</b>
<b>TOTAL DUES&amp;FEES-inc</b>	<b>\$12,120.00</b>	<b>\$11,180.73</b>	<b>(\$939.27)</b>	<b>\$13,765.00</b>
<b>PROG&amp;ACTIV-inc:</b>				
ProfDevSeminars	\$1,000.00	\$0.00	(\$1,000.00)	\$2,000.00
RemovalSurplus	\$2,340.00	\$0.00	(\$2,340.00)	\$10,435.00
SectBusMtgs	\$35,000.00	\$39,860.00	\$4,860.00	\$40,000.00
SocialEvents	\$300.00	\$0.00	(\$300.00)	\$300.00
TechConference	\$3,000.00	\$0.00	(\$3,000.00)	\$2,000.00
<b>TOTAL PROG&amp;ACTIV-inc</b>	<b>\$41,640.00</b>	<b>\$39,860.00</b>	<b>(\$1,780.00)</b>	<b>\$54,735.00</b>
<b>TOTAL INCOME</b>	<b>\$53,760.00</b>	<b>\$51,040.73</b>	<b>(\$2,719.27)</b>	<b>\$68,500.00</b>
<b>EXPENSES</b>				
<b>ADMIN.-exp:</b>				
Election Ballot	\$700.00	\$925.20	(\$225.20)	\$1,000.00
ExBoardMisc	\$50.00	\$0.00	\$50.00	\$50.00
Int'l VP Suppt	\$0.00	\$0.00	\$0.00	\$0.00
ADMIN.-exp-Other	\$200.00	\$113.49	\$86.51	\$200.00
<b>TOTAL ADMIN.-exp</b>	<b>\$950.00</b>	<b>\$1,038.69</b>	<b>(\$88.69)</b>	<b>\$1,250.00</b>
<b>PROG&amp;ACTIV-exp:</b>				
Banking Fees	\$160.00	\$96.15	\$63.85	\$100.00
<b>TOTAL Banking Fees</b>	<b>\$160.00</b>	<b>\$96.15</b>	<b>\$63.85</b>	<b>\$100.00</b>
<b>District Mtg:</b>				
DistrictMtgSeed	\$0.00	\$0.00	\$0.00	\$5,000.00
<b>TOTAL District Mtg</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$5,000.00</b>
<b>Internal Mtg:</b>				
Pres-ExBSubsidy	\$2,000.00	\$529.55	\$1,470.45	\$2,000.00
<b>TOTAL Internal Mtg</b>	<b>\$2,000.00</b>	<b>\$529.55</b>	<b>\$1,470.45</b>	<b>\$2,000.00</b>
<b>Membership:</b>				
Admin-ProcManl	\$50.00	\$0.00	\$50.00	\$400.00
NewMember	\$500.00	\$80.00	\$420.00	\$500.00
Membership-Other	\$100.00	\$0.00	\$100.00	\$100.00
<b>TOTAL Membership</b>	<b>\$650.00</b>	<b>\$80.00</b>	<b>\$570.00</b>	<b>\$1,000.00</b>
<b>Newsletter:</b>				
Newsletter	\$6,000.00	\$3,653.15	\$2,346.85	\$6,000.00
Web Page	\$200.00	\$95.40	\$104.60	\$100.00
<b>TOTAL Newsletter</b>	<b>\$6,200.00</b>	<b>\$3,748.55</b>	<b>\$2,451.45</b>	<b>\$6,100.00</b>
<b>ProfDevSeminars</b>	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	<b>\$2,000.00</b>
<b>TOTAL ProfDevSeminars</b>	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	<b>\$2,000.00</b>
<b>SectAwards:</b>				
Plaques	\$650.00	\$558.74	\$91.26	\$650.00
<b>TOTAL SectAwards</b>	<b>\$650.00</b>	<b>\$558.74</b>	<b>\$91.26</b>	<b>\$650.00</b>

WOMEN'S TRANSPORTATION SEMINAR



Section Meetings:

Ancmts	\$4,500.00	\$5,421.71	(\$921.71)	\$5,500.00
Dinners	\$30,000.00	\$34,355.11	(\$4,355.11)	\$35,000.00
Misc-AV	\$350.00	\$185.00	\$165.00	\$200.00
<b>TOTAL Section Meetings</b>	<b>\$34,850.00</b>	<b>\$39,961.82</b>	<b>(\$5,111.82)</b>	<b>\$40,700.00</b>
Subsidy:				
Govt	\$900.00	\$375.00	\$525.00	\$400.00
PPres	\$800.00	\$810.00	(\$10.00)	\$800.00
Spkr	\$300.00	\$750.00	(\$450.00)	\$750.00
Student	\$300.00	\$350.00	(\$50.00)	\$500.00
Guests	\$0.00	\$400.00	(\$400.00)	\$400.00
<b>TOTAL Subsidy</b>	<b>\$2,300.00</b>	<b>\$2,685.00</b>	<b>(\$385.00)</b>	<b>\$2,850.00</b>
Social Events	\$1,000.00	\$0.00	\$1,000.00	\$300.00
<b>TOTAL Social Events</b>	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$165.00</b>	<b>\$4,050.00</b>
Student Outreach				
Career Guidance	\$600.00	\$0.00	\$600.00	\$200.00
Paper Awards	\$300.00	\$0.00	\$300.00	\$800.00
Incentives				\$300.00
<b>TOTAL Student Coord</b>	<b>\$900.00</b>	<b>\$0.00</b>	<b>\$900.00</b>	<b>\$1,300.00</b>
Tech Conference:	\$3,000.00	\$0.00	\$3,000.00	\$0.00
<b>TOTAL Tech Conference</b>	<b>\$3,000.00</b>	<b>\$0.00</b>	<b>\$3,000.00</b>	<b>\$0.00</b>
Voluntary Contribution:	\$100.00	\$0.00	\$100.00	\$1,500.00
<b>TOTAL Voluntary Contribution</b>	<b>\$100.00</b>	<b>\$0.00</b>	<b>\$100.00</b>	<b>\$1,500.00</b>
<b>TOTAL PROG&amp;ACTIV-exp</b>	<b>\$52,810.00</b>	<b>\$47,659.81</b>	<b>\$5,150.19</b>	<b>\$67,250.00</b>
<b>TOTAL EXPENSES</b>	<b>\$53,760.00</b>	<b>\$48,698.50</b>	<b>\$5,061.50</b>	<b>\$68,500.00</b>
<b>TOTAL INCOME - EXPENSES</b>	<b>\$0.00</b>	<b>\$2,342.23</b>		<b>\$0.00</b>

JENNY KAPELYAN  
 WTS-GNY VICE PRESIDENT  
 PROGRAMS CHAIR

**FEBRUARY 11TH:**

**24th ANNUAL AWARDS PROGRAM**

**"Future Redevelopment and Transportation in Lower Manhattan"**

Our Featured Speaker : Stefan Pryor, Deputy to the Chairman and Chief of Staff, Lower Manhattan Development Corporation

AND

2004 – 2006 BOARD INSTALLATION and AWARDS PRESENTATION

WHERE: Club 101, 101 Park Avenue at 40th Street

WHEN: February 11, 2004

TIME: 5:30 PM Doors Open for Cocktail Reception

6:15 PM Presentation

RSVP by February 9, 2004 to [rsvp@wtsgny.org](mailto:rsvp@wtsgny.org)

Member rate: \$45

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Non-member rate: \$55

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## ORIENT EXPRESS *(Cont'd)*

*Shanghai*, the fastest growing metropolitan city in China, has a long Western tradition, experienced market driven economy and strong manufacturing capabilities. The business climate is excellent and people resources are abundant. The cultural amenities in this city are some of the finest in the world in terms of museums and the performing arts.

*Wuxi*, crowned with the name of "Little Shanghai", Wuxi is one of the origins of Chinese national industry. The open reform has witnessed its dramatic economic development and made the city a glittering economic star in the coastal areas. The fascinating landscape, first-class investment climate and special financial opportunities have turned Wuxi into a locus for foreign investors.

*Long Island*, an upscale suburban Western style community outside of Shanghai

*Beijing*, the capital of the People's Republic of China, is the nation's political and cultural center, and is an excellent place in which to develop your "business contacts".

### **Mission Leaders...**

- *Mr. Spencer Ross*, President of the National Institute of World Trade and Executive Director of Long Island - Asia Development Corporation. Experience in China and related international markets since 1980.
- *Dr. Carl Berkowitz*, Education Coordinator, Long Island - Asia Development Corporation. Experience in the China market since 1978.
- *Mr. Dong Chen*, Coordinator Shenzhen and Fuzhou, Long Island - Asia Development Corporation. Born in Fuzhou and active in China – US business development.
- *Mr. Eric Berkowitz*, Director for Business Development, Long Island - Asia Development Corporation. International business consultant has lived and worked in Shanghai and other Chinese cities.
- *Mr. Jeffrey Hu*, Long - Asia Development Corporation, Coordinator, Beijing and Shanghai. Lives and works in Beijing. Seven years of experience assisting US companies in the China market.

### **Business Itinerary...**

Business meetings in all cities

### **Professional Liaison...**

A bilingual Chinese citizen will accompany participants. This liaison person acts as an interpreter, local guide, and general problem-solver.

### **Mission Size Limitation...**

To provide focused attention to the interest of participating organizations we must limit the size of this trade mission and must therefore limit the number of specific industry sector representatives on a first-come basis.

## **VALUE OF THE PROGRAM**

- Gain invaluable experience in China's business environment.
- Develop a better understanding of market entry strategies, governmental procedures and regulations, business practices, and specific industry opportunities; the tools necessary to successfully conduct business with china.
- Gather first hand knowledge of attractive industry sectors.
- Meet with government officials, senior executives from local and foreign companies, consulting firms, industry associations, medical schools and hospitals.
- Workshops with potential business partners and representatives.
- Breakout sessions will be organized for companies and organizations to meet with distributors, customers, Chinese companies and experts in their field.

## **GENERAL INFORMATION**

### **Program Dates:**

October 11 – October 25, 2003

October 26-30, 2003 (Optional extension to attend International Finance Forum in Beijing)

(CONTINUED NEXT PAGE)

## Orient Express *(Cont'd)*

### Mission Fee:

*Cost per participant* is \$2,299 (Does not include International Finance Forum, see page 4)

*Optional extension* is \$125 per day (double occupancy) including hotel, meals and cultural program.

Forum registration \$200/day.

*Note:* Single occupancy charge is additional.

### Included in Mission Fee:

- International flight from NYC to Hong Kong and Beijing to New York
- US airport departure taxes
- Intra China flights
- Airport transfers
- Bus transportation to/from meetings and excursions
- 4-star hotels (double occupancy), single occupancy \$565 additional
- Hotel breakfast and some lunches and dinners
- Business meetings
- Cultural activities
- Orientation seminar and briefing materials

### Not Included in Mission Fee:

- Travel insurance
- Passport fee
- Visa fee and service (\$75)
- Local China airport fees and taxes
- Some meals
- Independent activities
- Gifts and presentations
- Tips to local guides and drivers

### PROGRAM SCHEDULE

It should be noted that participants are able to join the program in New York or Shanghai. The 15-day program includes Hong Kong, Shenzhen, Fuzhou, Shanghai, Long Island (suburb of Shanghai, see city description), Wuxi, and Beijing

**Day 1** (Saturday, October 11th) • New York/Hong Kong

**Day 2** (Sunday, October 12th) • Hong Kong

*Arrive in Hong Kong. After checking into the hotel, attend orientation*

*Program in Hong Kong arranged by Hong Kong Trade Development Council*

**Day 3** (Monday, October 13th) • Hong Kong

**Day 4** (Tuesday, October 14th) • Hong Kong/Shenzhen

*Program in Shenzhen arranged by city government and local business organizations*

**Day 5** (Wednesday, October 15th) • Shenzhen

**Day 6** (Thursday, October 16th) • Shenzhen/Fuzhou  
*Program in Fuzhou arranged by provincial government and Long Island-Asia Development*

**Day 7** (Friday, October 17th) • Fuzhou

**Day 8** (Saturday, October 18th) • Fuzhou/Shanghai  
*Program in Shanghai arranged by city government, local business and trade groups, Long Island Asia Development*

**Day 9** (Sunday, October 19th) • Shanghai (visit Long Island Community)

**Day 10** (Monday, October 20th) • Shanghai (establish local office)

**Day 11** (Tuesday, October 21st) • Shanghai/Wuxi

**Day 12** (Wednesday October 22nd) • Shanghai/Beijing

**Day 13** (Thursday October 23rd) • Beijing  
*Program in Beijing arranged by national government, local business and trade groups, Long Island Asia Development*

**Day 14** (Friday October 24th) • Beijing

**Day 15** (Saturday October 25th) • Beijing/New York  
*Depart for airport by bus and return to the United States.*

### Special Mission Workshops

- Hong Kong, Expressway to China
- Shenzhen, Gateway to the Pearl River
- Fuzhou, Untapped Business Opportunities
- Shanghai, Pudong Development Zone
- Long Island Community an Example of Real Estate Development Opportunities
- The Rapidly Emerging Health Care and Health Products Industry
- Educational and Training Opportunities for US Colleges and Universities
- Accounting Firm - Repatriating Profits, Local Accounting Practices and Taxes
- Ministry of Foreign Trade and Economic Cooperation - Chinese Market Rules and Regulations
- Strategy Consulting Firm - Doing Business in China: Successful Market Entry Strategies
- Law Firm - Navigating the Chinese Regulatory Environment: Business Law and Regulations
- Impact of WTO Entry on Foreign SME's Doing Business in China
- Transporting Products to/and Within China and Dealing With Chinese Customs and Duties.
- One-On-One Meetings and Networking With Potential Business Partners

### Optional Extension

**2003 International Finance Forum, Beijing,**

**October 28-30th**

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Sponsored by China Reform and Development Forum Committee (CRDFC), the Global Compact Office of the United Nations, China Academy of Social Sciences (Institute of Economics, finance and Global Compact), De-



# TRANSTALK

A PUBLICATION OF THE INSTITUTE OF TRANSPORTATION ENGINEERS

## **KLD Associates, Inc.**

MAYER HORN, P.E.

47 MALL DRIVE, SUITE #8  
COMMACK, NY 11725  
(631) 543-6500 X-212  
(631) 543-4330  
MHORN@KLDASSOCIATES.COM

### **Orient Express** *(Concluded)*

at the highest levels of new Chinese government. It has the special support from People's Bank of China, China Banking Regulatory Commission, United Nations Industrial Development Organization (UNIDO), United Nations Development Programs Business Partnership Division (UNDP), the World Bank, as well from senior leaders in Chinese government, and relevant international organizations.

The Forum will provide a matchless opportunity to communicate with senior leaders of the Chinese government and to gain an understanding of the latest orientation and development guidelines for the Chinese finance community. The Forum will provide first hand, unique and exclusive insights into the deliberations and outcomes of the October Third Plenary Session of the 16<sup>th</sup> Congress of the CPC which will provide the guiding framework for the development of financial policies, the development of private capital markets and reform of the central bank.

Share your experience and expertise with high-ranking officials of Chinese government, senior business and financial executives from the international community and eminent academic leaders from China and world as together we explore the future of the Chinese and international capital markets.

**For Further Information:** Carl Berkowitz at 631-878-7419, [cberkowitz@hotmail.com](mailto:cberkowitz@hotmail.com)

### **KLD MOVES OFFICE**

KLD Associates, Inc. moved its headquarters office to Commack, Long Island, New York after being in nearby Huntington Station virtually since its founding in 1971. It outgrew its former space.

The company, with over 100 employees, is best known for its specialized skills in the development and application of traffic simulation models and other software development, including HCM/Cinema and SIG/Cinema software for isolated signalized intersections developed jointly with Polytechnic University. KLD's new contact information is as follows:

KLD Associates, Inc.  
47 Mall Drive, Suite 8  
Commack NY 11725  
Tel: 631-543-6500  
Fax: 631-543-4330

The email system that the company is using is generally first initial and last name @kldassociates.com. In addition, there are a number of specialized email addresses, including [marketing@@kldassociates.com](mailto:marketing@@kldassociates.com), [aimsun@kldassociates.com](mailto:aimsun@kldassociates.com), and [cinema@kldassociates.com](mailto:cinema@kldassociates.com).