

STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



Stockton's Hughes Center to Look at Shore Area Economic Outlook

"The Jersey Shorecast" Asks if "Shoobies" and Gamblers Will Keep Region Out of Doldrums This Season

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Galloway Township, NJ- Will "shoobies" – the Shore region's not-so-flattering nickname for day-tripping visitors from outside the area – be a salvation as Shore towns gear up for a summer season critical to the avoidance of red ink during the economic downturn?

"The Jersey Shorecast: Will Shoobies, Vacationers and Gamblers Keep Us Out of the Doldrums?" is the latest topic in the William J. Hughes Center for Public Policy's Lecture Series. The event, featuring some of the Jersey Shore's foremost business people and economic experts, will take place on **Thursday May 28, 2009 in the N-Wing College Center cafeteria** on the Galloway Twp. Campus.

"In a challenging economy, the South Jersey shore area may be thinking about getting back to the basics of what it does well and work to do them even better," said Sharon Schulman, Executive Director of the William J. Hughes Center for Public Policy, who will moderate the panel discussion. The event will also include a Q-and-A session.

A panel of experts will discuss the upcoming summer season, a three-month period beginning with Memorial Day weekend, which is critical to the economic success or failure for the entire year to many local businesses. The panelists include Norris Clark of Morey's Piers in Wildwood; Dr. Oliver Cooke, a Stockton economics professor who authors *The South Jersey Economic Review*; Mary Herman of Keller Williams Realty; Mark Kramer of Kramer Beverage; and Joseph Weinert of Spectrum Gaming Group.

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“This is an interesting panel that will look at Summer ‘09 from a variety of aspects including tourism, casino business, the housing market, attractions that make the Jersey shore unique, even food and beverage,” Schulman said. “Anyone interested in the economic well-being of the Jersey shore won’t want to miss this one.”

A breakfast reception will be held during the registration period at 8:30 am prior to the actual panel discussion. For more information, please respond to Regina.Kinney@stockton.edu or call 609-626-3542 to reserve a seat. Visitors are encouraged to use parking lots 6 or 7 for their convenience.

A note to newcomers to the region who might wonder about the origins of the term “shoobie.” “Shoobie” is said to be derived from the tourism norm of many decades ago, when Jersey Shore visitors from Philadelphia and other parts of the state boarded trains for a day trip and carried their lunches in shoe boxes.

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