

## BRIEFS

## N.J. shooting at Holiday Inn

**FRANKLIN TOWNSHIP** — Authorities are investigating two shootings that took place separately early yesterday in Franklin Township despite uncooperative victims.

The first happened at 2:19 a.m. at a Holiday Inn parking lot where several hundred people were gathered.

According to Somerset County Acting Prosecutor A. Peter DeMarco, a 24-year-old man from New Brunswick had been shot once in his left thigh. A 25-year-old man from Franklin Township had a broken left knee. Both were taken to a local hospital and are in stable condition.

Less than an hour later, DeMarco says a 22-year-old man from New Brunswick was shot once in the left shoulder while riding in the passenger seat of a vehicle. The driver took the man to the hospital, which notified police.

Authorities say the victims and witnesses in both incidents are not cooperating.

## Sheriff told to fire 8 patronage dicks

**TRENTON** — The state Civil Service Commission says Passaic County Sheriff Jerry Speziale must fire eight investigators because he has too many patronage appointments.

Under current rules, Speziale has the power to hire up to 15 percent of his officers by himself, which gives him power to shape his department and reward loyalty.

The eight investigators recently hired are in addition to 20 others hired using his patronage privilege. The Commission says the sheriff is over his 15 percent limit.

Speziale, who is up for reelection in November, is challenging the order but county freeholders say the county won't foot the legal bill.

Speziale spokesman Bill Maer says if freeholders won't approve the pay for the appeal, the sheriff will use confiscated drug money.

## Stockton College buying resort

**GALLOWAY** — Richard Stockton College has agreed to buy the nearby four-star Seaview Inn as a learning lab for the school's hospitality and tourism curriculum.

—AP

# JERZEY TO A 'T'

## Travis Stanley, creator/owner of Dirty Jerzey Fresh

Interview by  
**JEFF EDELSTEIN**

*The T-shirt business, eh?*

It just jumped out of the water a year and a half ago. I was doing some music, but this just came to me. I felt like I was running out of time to be established. I threw everything I had into this. Plus my son was coming, and I wanted to have my own business. Really, it's for him. He's six months old and the CEO.



*How's it going?*

People are feeding into the brand. I've got 36 designs, plus baby clothes, kids clothes. And now other companies are hiring me to do the same stuff for them.

*Tough economic times to be launching a business ...*

I really just want to show everyone that a small guy can come out on top if he works hard and puts the time in. I want people to know it can still happen in this country.

*How did you come up with the name?*

Everyone in New Jersey is



For The Trentonian/MARCUS DIPAOLO

Hit Travis up at [www.dirtyjerzeyfresh.com](http://www.dirtyjerzeyfresh.com).

familiar with the "Jersey Fresh" logo. And "Dirty Jersey" is what I've heard some people say to make fun of the state. So I took it and turned it into a state of mind, a way of life. I've also been branding it as "The Official New Jersey Clothing Company." Just went and took that!

*What's the future hold?*

I want to see "Dirty Jerzey Fresh" on everything, from playing cards to air fresheners. I want to be everywhere. Maybe have a few of my own locations. Franchises. I know

things will be a success when I can buy my first shore house. Until then, I'll be working at this.

*What's it like being a new dad?*

He's absolutely beautiful. Amazing. But it makes paying the bills even scarier!

*A lot of marketing?*

A lot, but you know what's been ridiculous? Facebook. So many people who find my website find it through Facebook. A lot of word of mouth, as well.

*You work alongside some like-minded people ... cheap plug time! Go!*

Ha! We're all entrepreneurs here in New Jersey, [www.ImpactStudios.biz](http://www.ImpactStudios.biz), [www.InterSearchMedia.com](http://www.InterSearchMedia.com) and [www.JahYummy.com](http://www.JahYummy.com).

*People like the designs?*

A lot. I'd call things a success right now, if only because people really seem to appreciate it. I get 100 percent love from the people of New Jersey.

## Jersey to use food from 'Garden' to feed students

**BRIDGETON** — The state and a Rutgers University facility in Bridgeton will spend the next year developing innovative ways of integrating New Jersey-grown produce into school food programs.

Project officials want to create a wide variety of products — soups, smoothies, salads, fresh-cut fruit and vegetable snacks and possibly vegetable lasagna — by the time the project concludes at the end of 2011.

Whatever is developed faces an obstacle potentially more difficult than meeting federal nutritional guidelines: Students must actually like the stuff.

To that end, it's likely students will eventually test the foods to determine which products should be developed for school breakfast, lunch and snack menus,

said H. Louis Cooperhouse, director of the Rutgers Food Innovation Center on Broad Street.

Diane D. Holtaway, the innovation center's director of client services, said there's growing support for the project from New Jersey farmers, who consider it another market for their fruits and vegetables. They consider turning their wares into wholesome processed foods with an extended shelf life as a new business worth trying, she said.

"When kids are in school, it's not the main harvest time," Holtaway said. "It extends the seasonality by a value-added operation."

"It's basically almost like extending the season," state Department of Agriculture Secretary Douglas Fisher said of the Food

to School program. "We have this (produce) glut in the summer when the kids aren't in school.

"As we move into the school year, (schools) start looking for other sources of food. Anything we can grow in our state that can be turned into something kid friendly and nutritionally appealing is good."

Rutgers and the state Department of Agriculture will fund the program with a \$51,000 federal grant. New Jersey is one of 18 states to get the grant from the U.S. Department of Agriculture as part of the federal government's National School Lunch Program.