

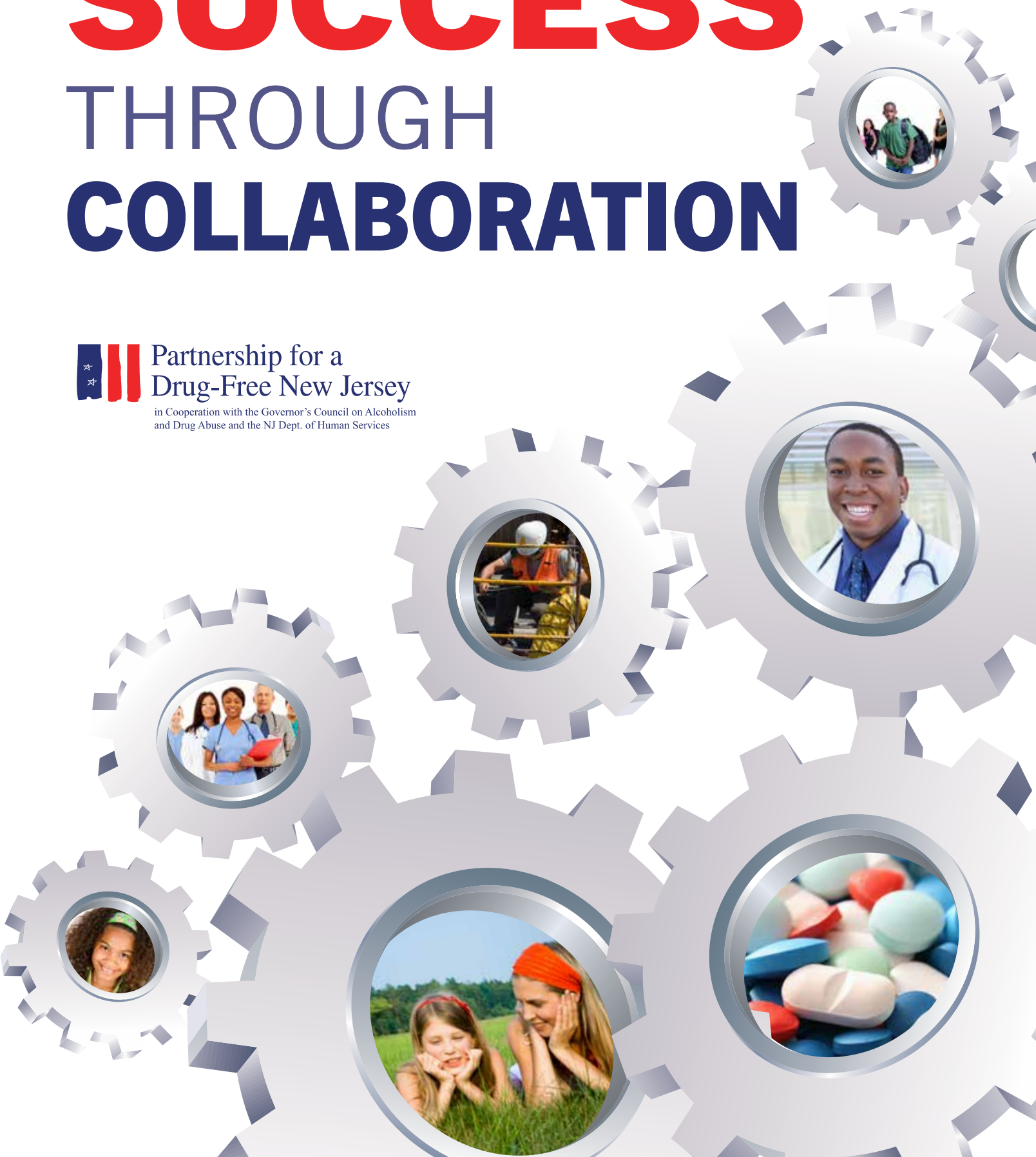
SUCCESS

THROUGH

COLLABORATION

 Partnership for a
Drug-Free New Jersey

in Cooperation with the Governor's Council on Alcoholism
and Drug Abuse and the NJ Dept. of Human Services

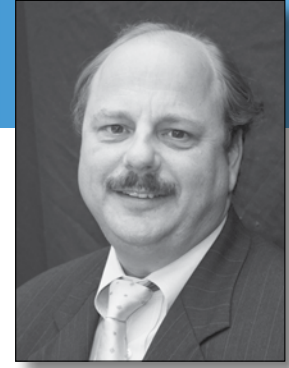




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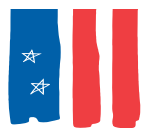
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SUCCESS THROUGH COLLABORATION



SUCCESS THROUGH COLLABORATION



Partnership for a Drug-Free New Jersey

Dear Friends,

I take great pleasure in delivering to you our 2012-2013 Report, which each year builds on the theme set out on its cover: “Partnership for a Drug-Free New Jersey ~ Success Through Collaboration.”



These past two years have been a time of great partnerships. We focused on true collaboration to continue spreading our substance abuse prevention message with the United States Attorneys’ Office for New Jersey. We continued to work with numerous parent teacher associations to bring a substance abuse prevention message to our schools through our 15-Minute Child Break; and, we addressed the urgent need created by Superstorm Sandy by getting a much needed message of hope and assistance out to those affected in cooperation with the Hurricane Sandy New Jersey Relief Fund. Through the support and collaboration with the Drug Enforcement Administration-New Jersey and the High Intensity Drug Trafficking program of the White House Office of National Drug Control Policy, we were the first in the nation to bring the medical community together with prevention and law enforcement, to find

solutions to the epidemic of opioid abuse.

We have and continue to partner with numerous media organizations throughout the state, such as the New Jersey Broadcasters Association, to get these important and lifesaving public service announcements out to our residents.

We often say that the goal of the Partnership for Drug-Free New Jersey is—whether someone is at work, in their community, at their school, or in their home, a Partnership for a Drug-Free New Jersey message is not far away.

Thank you to all of you who make our work toward this mission possible, every organization that works with us to get a substance abuse prevention message out to New Jersey residents and families—our collaboration touches the lives of countless New Jerseyans, who benefit from your collaboration and support. As the largest public service campaign in New Jersey’s history, we connect hope for a drug free New Jersey to our residents and with your help we continue to achieve our goal in New Jersey’s communities, schools, and homes.

By any measure, thanks to you—our donors, professional advisors, media partners, government, nonprofit, business, and community partners—2012 and 2013 were extraordinary years for the Partnership for a Drug-Free New Jersey.

THE RIGHT PRESCRIPTION FOR NEW JERSEY



- 1 Take inventory of your prescription and over-the-counter medicine.
- 2 Secure your medicine chest.
- 3 Dispose of your unused, unwanted, and expired medicine in your home or at an American Medicine Chest Challenge Disposal site.
- 4 Take your medicine(s) exactly as prescribed.
- 5 Talk to your children about the dangers of prescription drug abuse.

The **Right Prescription for New Jersey** is a statewide prescription drug abuse prevention initiative. Launched in the Fall of 2012. The centerpiece of the initiative is a multi-media public service campaign designed to get the message out to New Jersey parents about the dangers of prescription drug abuse and steps they can take to protect their family. A Virtual Backpack was provided to schools to provide resources that contain all multi-media pieces supporting this program. The initiative challenges New Jersey residents to take the Five-Step American Medicine Chest Challenge:

A video testimonial by Meg Dupont-Parisi, an Ocean County mother who tragically lost her son to a prescription drug addiction in 2011 is a central part of the campaign, and an unfortunate reminder of why it is so important to take steps to protect your family.



The initiative was a collaboration federal, state, and non-profit organizations and agencies, including the US Attorney Office, Drug Enforcement Administration (DEA) New Jersey Division, Partnership for a Drug-Free New Jersey, New Jersey Division of Consumer Affairs, New Jersey Department of Education, New Jersey State Commission of Investigation, New Jersey PTA, New Jersey Prevention Network, and New Jersey Broadcasters Association.



PUBLIC SERVICE CAMPAIGNS



In 2012 and 2013, hundreds of thousands of families across the country safeguarded their homes from potential prescription drug abuse through the

American Medicine Chest Challenge

In only four short years, the American Medicine Chest Challenge has grown to receive the support of PhRMA, and other national leaders but also thousands of supporters and partners in local government and law enforcement, throughout the medical, prevention, and treatment fields, in the media, education and business communities --- and most

importantly, in the homes of American families --- bringing important messages of prevention with safe and convenient at home and in the community disposal knowledge and options.

By the end of 2013, AMCC had more than doubled the amount of in the National Directory of Permanent Collection Sites with additional 300 law enforcement partners listing their disposal sites and over 350 new community and law enforcement partners joining the American Medicine Chest Challenge. With the support and collaboration of Actavis, permanent Rx Collection Boxes, were awarded throughout New Jersey and Florida.

The AMCC message was highlighted and shared with the audiences of the National Rx Summit, The Women in Government meeting, and the National Sheriffs' Association.

Angelo Valente had the opportunity to visit and meet with AMCC law enforcement partners in Nephi, Utah, Twinsburg, Ohio, Alameda, California, and Rock County, Minnesota -- all of whom were enthusiastic and appreciative of the support AMCC provides in their community.

With the support of our media partners over 16



million in media impressions were generated featuring AMCC's prescription drug abuse prevention and safe and convenient disposal knowledge campaigns in 2012 and 2013.

With continued support, collaboration, and leadership countless more families will take the challenge and protect their children.



National Directory Launched in 2012



In 2012, PDFNJ's American Medicine Chest Challenge announced the creation of a national online directory of permanent prescription drug collection boxes for the collection of unused, unwanted, and expired medicine.

The directory created in cooperation with local, county and state law enforcement is available on americanmedicinechest.com. Currently, the directory includes collection sites in 50 states, including New Jersey, and is updated daily. The directory contains an interactive map of each state's permanent collection sites.

AMCC-RX Drop Mobile App

The American Medicine Chest Challenge (AMCC), the nation's largest privately funded public health campaign preventing prescription drug abuse released in 2012 a mobile app -- 'AMCC Rx Drop' -- connecting users to the locations of permanent prescription drug collection boxes for the collection of unused, unwanted, and expired medicine.

This free App, sponsored by the Generic Pharmaceutical Association (GPhA), links users to the AMCC directory of local, county and state law enforcement sponsored permanent collection sites

across the country. Currently, the app links to hundreds of collection sites in 49 states across the country. It is

available in both the Apple and Android stores.

Having 24 hour access – in the palm of your hand—to locations of permanent sites will help parents and grandparents protect their families by safely disposing of their unused, unwanted, and expired medicine.



Your Home May be Destroyed But Your Life Doesn't Have to Be



Find Help at DrugFreeNJ.org

PDFNJ Unveils Waves of Hope Campaign in Collaboration with Hurricane Sandy NJ Relief Fund

The Partnership for a Drug Free New Jersey, in collaboration with the Hurricane Sandy New Jersey Relief Fund, unveiled its Waves of Hope campaign designed to get mental health and substance abuse aid to victims of Hurricane Sandy. The message will be displayed on ferry boats and billboards across the state. From left to right: Governor's Council on Alcoholism and Drug Abuse Executive Director John Hulick, New Jersey Prevention Network CEO and Executive Director Diane Litterer, Partnership for a Drug Free New Jersey

Executive Director Angelo M. Valente, Clinical Director of The Samaritan Center at the Jersey Shore Fran Miceli, Reverend Anthony Cavallo, and Mental Health Association of Monmouth County Director of Development Laura Oncea.



Heroin Prevention PSAs Urge Parents to Talk to their Children as Heroin Deaths Spike in NJ

2012 and 2013 brought to light an epidemic of heroin use, driven by young people seeking cheaper alternatives to Oxycodone and the other opiate pain pills that have become a primary gateway drug.

Talking to your kids about the dangers of heroin is the theme of a new public service campaign created in 2013 by the Partnership for a Drug-Free New Jersey (PDFNJ), in collaboration with the New Jersey Office of the Attorney General, and the County Prosecutors in Monmouth, Ocean, and Cape May Counties. The three counties involved in the first wave of our release have seen a particularly high spike in heroin overdoses and deaths.

The campaign entitled "Heroin- Are you Talking to Your Kids Yet?" was developed to bring public attention to the alarming trends in the abuse of heroin in New Jersey.

It urges parents to begin conversations with their children about the dangers of heroin abuse before their teenage years – when many counties are reporting staggering overdose and death rates attributed to heroin use.

It was released at the annual New Jersey Governor's Council on Alcoholism and Drug Abuse Summit.

The campaign includes posters, web banners, billboards and PATH Station lobby signage. The campaign will be distributed in all 21 counties in 2014 and will include radio and television public service announcements.

In only one year, heroin deaths of 18-25 year olds in New Jersey rose 24%

They didn't all start at 18... Are you talking to your kids yet?

Partnership for a Drug-Free New Jersey



National & State Leaders
Address Solutions
to NJ Rx Epidemic at



DO NO HARM SYMPOSIUM

**A Prescription Drug Abuse Symposium
for NJ's medical community.**

PHYSICIANS FROM ACROSS NEW JERSEY gathered with national and state leaders at Hackensack University Medical Center October 30, 2013 to discuss solutions to the epidemic of prescription drug abuse at the Partnership for a Drug-Free New Jersey's (PDFNJ) Do No Harm Symposium.

Experts from the Centers for Disease Control and Prevention (CDC), New Jersey Office of the Attorney General, Actavis, and the Medical Society of New Jersey (MSNJ) joined the discussion along with United States Attorney for New Jersey Paul Fishman and New Jersey Assistant State Medical Examiner Dr. Roger Mitchell.

With prescription drug abuse at catastrophic levels in our state, the Do No



Harm symposium allowed leaders and stakeholders from the medical community and law enforcement to come together to discuss solutions for prescription drug abuse in our state.

Carl J. Kotowski, Special Agent in Charge of the New Jersey Division of the Drug

enforcement Administration said, "The prescription drug abuse problem is a plague currently threatening our communities locally and nationally. The Do No Harm symposium stressed that this is not a problem that can be solved by any one entity. There needs to be cooperation among law enforcement, prevention organizations, physicians and pharmacists to help tackle this issue."

out-numbered motor vehicle traffic deaths in 31 states, including New Jersey," said Dr. Christopher Jones, Center for Disease Control and Prevention (CDC), explained to the approximately 150 medical professionals in attendance at the Do No Harm Symposium.

"MSNJ was thrilled to be a sponsor and a part of this important event and is committed to reducing drug abuse and diversion, while protecting access for true patient needs. We hope for increased education about abuse and addiction for all stakeholders," noted Mishael Azam, Chief Operating Officer and Senior Manager, Legislative Affairs MSNJ.

First Assistant Attorney General Thomas Calcagni called on doctors to be part of the solution of preventing prescription drug abuse in New Jersey. "We don't believe you're the problem, but we desperately need you to be part of the solution," Calcagni said.

Do No Harm was supported by the White House Office of National Drug Control Policy's High Intensity Drug Trafficking Area Program and the Drug Enforcement Administration-New Jersey, in conjunction with the Medical Society of New Jersey and the New Jersey Office of the Attorney General.



4 Free AMA PRA Category 1 Credits
Available at HUMC!
Do No Harm



**Keeping it Legal and Safe
in the Medical Community**

A symposium with NJ's medical community on the epidemic of prescription drug abuse and your professional responsibilities.

**SAVE THE DATE:
October 30, 2013**
Registration 7am - 8am
Program 8am - 1pm

LOCATION:
Hackensack University Medical Center
John Theurer Cancer Center
90 Second Street
Hackensack, New Jersey
Grandspiral Conference Rooms 1 & 2

This live activity has been approved for AMA PRA Category 1 Credit.
This activity is jointly sponsored by the Partnership for a Drug-Free New Jersey and the American Academy of OBG, Inc.®

For additional information or to register visit
drugfreeinj.org/DoNoHarm

- Last year, New Jersey doctors prescribed more than 280 million narcotic painkiller pills.
- Nearly one-third of all Controlled Dangerous Substances prescribed in New Jersey, are for painkillers.
- Oxycodone and other narcotics prescribed are associated with increasing levels of addiction, overdose, and heroin use, in New Jersey.

HIGH SCHOOL STUDENTS COME TOGETHER TO SHOUT DOWN



DRUGS



COMCAST  NBCUNIVERSAL

HIGH SCHOOL STUDENTS FROM THROUGHOUT NEW JERSEY came together to 'shout down drugs', during the Partnership for a Drug-Free New Jersey's (PDFNJ) 8th and 9th Annual New Jersey Shout Down Drugs (NJSDD) Competition, held at the New Jersey Performing Arts Center in Newark.

High school students featured in the concert were finalists in the statewide contest, who created music and lyrics with substance abuse prevention messages, representing schools and communities throughout the state.

Lacey Township High School, Ocean County senior Nicolas Alu captured first place honors for his original song "Use Your Voice" in 2012 and Nicole Levine, Millburn High School, Newark, Essex County was the first place winner in 2013 for her song "I Hope That You'll Say No."

The winning students represent PDFNJ at various events throughout the state this year.

As an organization, PDFNJ is committed to helping young people educate themselves about the dangers of drug and alcohol abuse. This program encourages young people to utilize their creative abilities to generate positive and anti-drug messages.

"Comcast is proud of our long-standing relationship with the Partnership for a Drug-Free New Jersey," said Bill Kettleon, regional vice president of government and community affairs for Comcast, "the Shouts Down Drugs event is effective in spreading the important anti-drug message, and we are happy to extend its reach through our On Demand platform."

The program's exclusive website, www.shoutdowndrugs.com, allows fans to view finalist's profiles, listen to their music and cast their vote for their favorite song. Over 480,000 votes were cast from across world since 2012.



PDFNJ collaborated with close to 9,000 schools in 2012 & 2013.

SCHOOL PROGRAMS



THE PARTNERSHIP FOR A DRUG-FREE NEW JERSEY (PDFNJ) is the largest, continuous Public Service Campaign in the history of New Jersey. Working with New Jersey communities, schools, government and media leaders, PDFNJ creates Public Service messages to address current drug abuse trends with important educational initiatives for families. PDFNJ's free programs and initiatives have been recognized with national, regional and state awards, including the White House Office of National Drug Control Policy, for its innovative and creative Prevention and Public Health messages. Over 200,750 children participated in PDFNJ programs in 2012 and 2013, at a cost of 8-cents per child.

Partnership for a Drug-Free New Jersey

The Partnership for a Drug-Free New Jersey (PDFNJ) is the largest, continuous Public Service Campaign in the history of New Jersey. Working with New Jersey communities, schools, government and media leaders, PDFNJ creates Public Service messages to address current drug abuse trends with important educational initiatives for families. PDFNJ's FREE programs and initiatives have been recognized with national, regional and state awards, including the White House Office of National Drug Control Policy, for its innovative and creative Prevention and Public Health messages.

PDFNJ is the home of the American Medicine Chest Challenge, a national public/private partnership that addresses the abuse of prescription drugs through awareness and safe disposal.

Free Programs Offered by PDFNJ:

Media Campaign:
PDFNJ coordinates the largest, continuous Public Service Campaign in the history of New Jersey on substance abuse awareness and education.

In Schools:
3rd Grade Contract for a Healthy Life—students, their caregivers and school representatives pledge together to live a healthy life, free of substance abuse.
4th Grade Folder Contest—An artwork contest in which kids unleash their creative ideas of "Fun Things To Do Instead of Drugs". The winning artwork is reproduced on school folders for fourth graders throughout New Jersey.
5th Grade Parent Alert—A guide packed with crucial facts and messages for parents to help them talk to their kids about the dangers of substance abuse.
Middle School PSA Challenge—Middle school students create a 30-second PSA with a peer-to-peer prevention message. The winning PSA is filmed, starring the student script-writers.
New Jersey Shout Down Drugs™—High school students create music containing powerful prevention messages for their peers. Finalists perform at the Annual Prevention Concert at the New Jersey Performing Arts Center, and winners travel the state as ambassadors of the prevention message.

For Parents:
15-Minute Child Break—a one-hour interactive, multi-media presentation that informs, encourages and empowers parents, caregivers and educators to effectively communicate with children about the dangers of drugs and alcohol.



Calling all Directors!

The Partnership for a Drug-Free New Jersey is now accepting submissions for the 2014 Middle School PSA Challenge contest!

What is a PSA?
A Public Service Announcement (PSA) is a short video or audio recording that is broadcast on television, radio, or the internet. PSAs are used to raise awareness about important issues and to encourage people to take action.

What is the contest?
The contest is open to middle school students in New Jersey. Students are asked to create a 30-second PSA that addresses the dangers of drugs and alcohol. The winning PSA will be featured on a national television network.

Prizes:
Winning students will receive a cash prize, a trip to Hollywood, and a chance to have their PSA broadcast on national television.

Submission Information:
Submissions should be sent to: www.pdfnj.org/psa

Fun Things to Do Instead of Drugs

www.pdfnj.org

Presented by Verizon and The Horizon Foundation for New Jersey



The Partnership for a Drug-Free New Jersey

FACTS:
Drug use has increased among young people in New Jersey. In 2011, 15% of high school seniors reported using drugs or alcohol.

4 LIMITS:
The Partnership for a Drug-Free New Jersey has set limits on the amount of alcohol that can be consumed at a party.

5 TRUTH:
The Partnership for a Drug-Free New Jersey is committed to providing accurate information about the dangers of drugs and alcohol.

6 BE ALERT:
Be alert to the signs and symptoms of drug and alcohol use. If you suspect someone is using drugs or alcohol, get help immediately.

7 ALCOHOL:
Alcohol is a drug. It can impair your judgment and lead to dangerous decisions.

8 ACTION:
Take action to prevent drug and alcohol use. Get the facts, talk to your parents, and make smart choices.

www.pdfnj.org

15 Minute Child Break

A FREE Substance Abuse Prevention Parent Education Program

Parents who talk to their children about their attitudes an average of 15 minutes per day have children who are 47% less likely to try marijuana.

15 Minute Child Break



RESEARCH



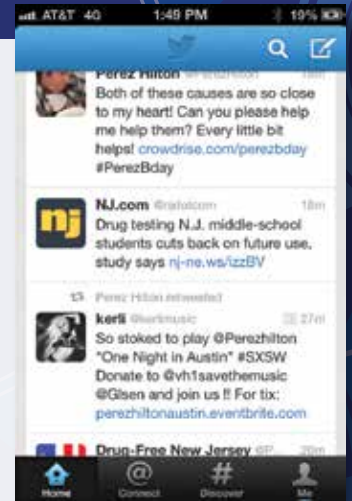
STUDY: RANDOM DRUG TESTING OF MIDDLE SCHOOL STUDENTS PROVES EFFECTIVE IN PREVENTING SUBSTANCE ABUSE

THE PARTNERSHIP FOR A DRUG-FREE NEW JERSEY (PDFNJ) and Fairleigh Dickinson University's PublicMind, in 2013, released the results of their six year study of the effectiveness of drug-testing in the prevention of substance abuse among New Jersey middle school students at the statewide Addiction Conference, Atlantic City.

For several years, some New Jersey middle schools have asked parents for permission to carry out random drug testing in the school. Now, the first longitudinal study measuring the effectiveness of these programs indicates these tests tend to reduce rates of drug abuse in later years.

The PDFNJ/PublicMind study measured student attitudes toward drugs and alcohol as well as their use of drugs, and their social contact with drugs and alcohol. It was carried out over a six-year period in schools both with and without the random drug testing programs.

Although almost no students in middle schools studied test positive for drug or alcohol use, the findings suggest that the mere act of drug testing makes them less likely to use drugs in the future.



SOCIAL MEDIA AND THE NEW PDFNJ BLOG

In 2012, major changes began in the PDFNJ Media Campaign. While traditional media contacts continue to be explored, non-traditional and social marketing plans were also established and secured.

Live video feeds of press events, and additional short video clips are now created of PDFNJ events and press conferences, and a new weekly blog authored exploring current topics and trends in substance abuse prevention are addressed.



IN THE WORKPLACE



DRUGS
DON'T
WORK
IN NJ!

DRUGS DON'T WORK IN NEW JERSEY!

Assists business owners and public sector employers to establish a drug-free workplace policy. Seminars and legal updates are provided regularly to members. DDW participation continues to rise with over 900,000 New Jersey Employees impacted by this program.



The Partnership for a Drug Free New Jersey receives nearly seven dollars of in-kind support for every dollar spent.



2012-2013 Granters & Corporate Supporters

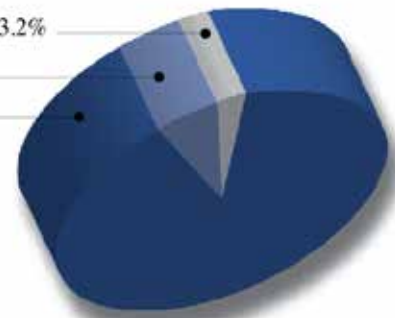
State of New Jersey - Department of Human Services
Governor's Council on Alcoholism & Drug Abuse

PDFNJ Would Like to Thank the Following Organizations and their members for their 2012-2013 In-Kind Support

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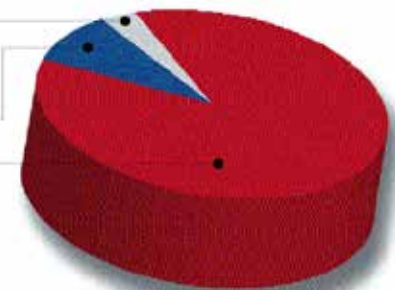
2012-13 Revenue by Source

Capitol Contributions - 3.2%
Donations - 10.3%
Grants - 86.5%



2012-13 Expenses by Category

Fundraising - 2.5%
Management - 11.7%
Program - 85.8%



**Partnership for a
Drug-Free New Jersey**

in Cooperation with the Governor's Council on Alcoholism
and Drug Abuse and the NJ Dept. of Human Services

The Partnership for a Drug-Free New Jersey is a private 501(c)(3) not-for-profit organization. We are proud to receive support from both the Governor's Council on Alcoholism & Drug Abuse and the New Jersey Department of Human Services, through the State of New Jersey's Drug Enforcement Demand Reduction Fund, as well as from a broad range of corporations and foundations. All Partnership for a Drug-Free New Jersey programs, projects and services are offered to New Jersey's residents and businesses free of charge.