

# opinion

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Established 1879  
Pulitzer Prize  
winner 1998

## Our View

# A new player at Revel table

The cry from the casino craps table is often “New shooter comin’ out,” meaning someone new will be rolling the dice. Glen Straub is the new shooter in Atlantic City — and he is not that interested in gambling.

The Florida developer’s company, which is slated to buy the twice-bankrupt, now closed Revel casino hotel for the bargain price of \$90 million, told USA Today that he dislikes the idea of Atlantic City as a casino town. So do we.

Straub, who emphasized that the sale is not final and there are hurdles to the final acquisition, including labor union negotiations, refused to say what his specific plans are for the 2-year-old property. But it is nonetheless encouraging that he has indicated that a glitzy gambling den is not necessarily his priority. That is the kind of thinking Atlantic City needs if it is to wean itself away from casino dependency.

Straub has a track record. His Polo North Country Club company has 600 projects. It specializes in turning around big properties. Says Straub: “We are like doctors who turn around sick patients.”

Straub says he is committed to doing that with Revel and with Atlantic City. His wider vision for the city includes high-speed rail links with New York City and Philadelphia, which at least shows Straub’s willingness to think beyond a boardwalk tower.

If Straub succeeds in acquiring Revel, we hope he understands that a commitment to the city must include addressing public safety concerns and improving the neighborhood areas west of Pacific Avenue and beyond. We don’t believe the city can succeed unless the needs of all parts of the city are addressed.

Both the casinos and the city are ill. Straub may have the prescription: turning Atlantic City away from being a one-trick pony by recognizing that the city needs more than slot machines to thrive.

Gambling is not going to save Atlantic City. It has suffered for years from increased competition in neighboring states. Pennsylvania has dethroned it as the second-most-visited gambling destination in the country, behind Las Vegas.

This sad state of affairs is sure to continue unless Atlantic City welcomes more varied visitors and becomes far less dependent on gambling revenues. Atlantic City’s chief draw may remain the casinos for some time to come. But it needs to appeal to a broader audience than the gambling crowd by tapping into its great seaside location, its historic boardwalk and its wide, 3.4-mile strand of beachfront.

The future of Atlantic City depends on whether it is willing to transform itself from its imagined role as some poor man’s Las Vegas and become instead a city that appeals to families. It must stop viewing itself as some sort of “Sin City East” and recast itself in a way that appeals to a wider demographic, as it once did as the premiere seaside resort. A new, more family-inclusive message is needed. We hope Straub can help deliver it.



## Your Views

### Quintuplets’ family grateful to dental practice

This is in reference to the story, “Eighty years of All in the Family for the Campis,” Sept 9.

I cannot express the warmth and memories brought to light when I read about All in the Family Dental Care of Wall.

As the blessed parent of quintuplets in Monmouth County 31 years ago, I also became doubly blessed when I began going to this dental group. Dr. Tom Campi took all of us under his wing. From that day forward when my five 2-year-olds waltzed in there, we were not patients. We were family!

I knew then, and know now with Jack and Joe Campi at the helm, that we were taken care of. With five children all the same age, never did a dental issue (and many an emergency right up to and including when married!), ever get left unanswered. Personal woes and/or family excitement never went by unshared. And, individual accomplishments were celebrated by all.

So, as this third-generation family practice in Wall continues forward, I only hope many a person is able to receive the personal care offered and relish in knowing that it is the best service and most up-to-date technology. It truly represents the best for “all in the family.”

Jenifer Joyce  
SEA GIRT

### Praise Obama’s caution; it’s not sign of weakness

The armchair generals in Washington criticize President Obama for not acting fast enough to combat ISIS. When he shows restraint and attempts to form coalitions, he is considered weak. As the saying goes, the first casualty of war is the truth.

## FEATURED LETTER

# In Atlantic City, bring back family-friendly attractions

My family and I vacationed in Atlantic City before gambling, and we always had things to do: the pier with the diving horse, the diving bell, and on the boardwalk the woman who turned into an ape.

Bring family attractions back and Atlantic City will grow again.

After 35 years of gambling, you would think Atlantic City would be a lot better off. So many people were laid off, but the big boys still get paid.

Atlantic City needs to return to yesteryear to attract families. Stop letting big corporations build these huge hotels, which cost an arm and a leg.

Return to smaller hotels and affordable attractions, and families will return.

Tom Parker  
TINTON FALLS

One only needs to think of President George W. Bush in his rush to war with no military strategy. The Texas cowboy was quick on the draw and shot from the hip. Remember “Mission Accomplished”?

Now, after 13 years, 6,800 American soldiers killed in Iraq and Afghanistan, not to mention the tens of thousands wounded, and trillions of dollars for infrastructure — building schools, roads, hospitals, etc. — we are back to square one.

Raymond Papa  
WHITEHOUSE STATION

### Bad photos of Christie show newspaper’s bias

I’d like to enlighten those who claim to not know when the George Washington Bridge saga

will end.

Nothing has been found to indicate that Gov. Christie was involved, yet the investigation goes on and on and will continue, causing more lawyer fees, until after the 2016 presidential convention — thanks to the frightened Democrats.

Despite the fact that a majority of voters in New Jersey approve of Christie, the Press continually attacks him in every conceivable way.

One of the paper’s insidious tricks is to publish only unflattering pictures of our governor. How come? He is not a bad-looking man and has been photographed thousands of times, giving the Press ample pictures from which to choose.

Yes, the lawyer fees will escalate until the election, thanks to the liberals.

Alan Seip  
LACEY

## Tell us what you think

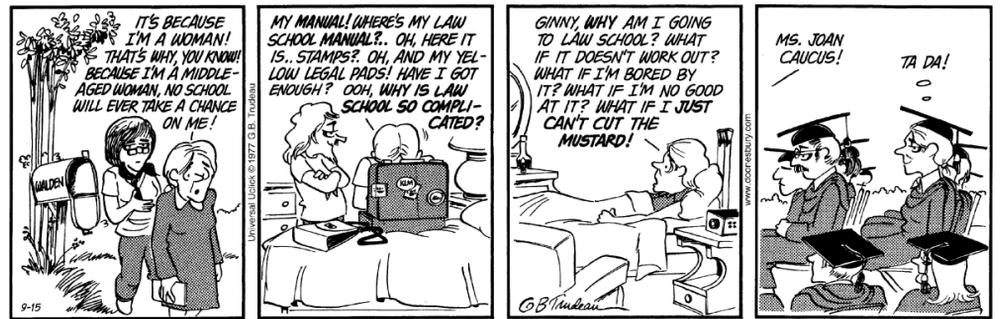
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## “DOONESBURY” BY GARRY TRUDEAU



# Female NFL fan base put Rice on sidelines

CHICAGO — What do pedicures and sparkly flip-flops have to do with Ray Rice’s unceremonious ouster from football?

Everything. Most observers credit the latest leaked video of Rice punching out his then-fiancee Janay Palmer for his new punishment. But this theory misses the rising power of the NFL’s increasingly female — and super hard-core — fan base.

The day before the now-infamous elevator video went viral, I was in line at the store behind a young woman decked out in NFL gear. From her licensed NFL Chicago Bears baby-T jersey and logo key chain lanyard to her sparkly dark blue rhinestone Bears flip-flops and precision-polished “fancure.”

A fancure, I learned that day, is NFL team color and logo-inspired fingernail and toenail art meant to showcase team spirit in ways only girly-girls can imagine.

In 2013 Cover Girl cosmetics introduced ... well, I can’t be nearly as breathless as Fashionista blogger Nora Crotty, so I’ll let her tell you.

“Nail art and ... football? We can dig it. Well, now it’s easier than ever to support your favorite NFL team via nail art: Just in time for football season ...



Esther Cepeda

COMMENTARY

CoverGirl, the newly-anointed ‘official beauty sponsor of the NFL,’ will be offering up customized bundles of the brand’s Nail Gloss polish based on your favorite team’s logo. The collab comes as the latest in a recent string of attempts made by the NFL to appeal to the largely untapped market of fashion-and-football-loving fangirls — remember that Marchesa collab?”

The collaboration she refers to was reported on by Fashionista in the fall of 2012, when New York Jets T-shirts were fancied up with Swarovski crystals. At the time, blogger Cheryl Wischhover asked,

“Will this girly football thing catch on among lady football fans?”

Oh, yes. Very much so. Lady football fans are big in numbers, big in their passion for teams and super big in fanatical spending.

I’m not sure when, exactly, the NFL got its hooks into my mother, but in the last decade or so she has become as knowledgeable, as passionate and as rabid a fan of the Dallas Cowboys as my father.

Whether we’re talking about toddlers wearing official game-day gear, young girls wearing clothing and accessories from the NFL Juniors line for tweens and teens, special manicure/pedicures or team breast cancer awareness tie-in merchandise, women are no longer merely on the sidelines of pro football purchasing power.

Back in March when Rice was charged with assault for harming

Palmer, now his wife, his two-game suspension made waves but stayed predominantly in the sports press.

The fact that last week’s wince-inducing video leapt out of the sports section and onto the Twitter and Facebook feeds of so many of the very women who help make pro football the top-watched events on broadcast and cable TV is in no small part what led to Rice’s dismissal.

Last I checked, the hashtag #ResignGoodell was taking off on various social media platforms on both male and female accounts. It makes all the sense in the world: A full 35 percent of pro football TV viewers are women, and with them, trying to turn a blind eye to domestic violence isn’t going to play well.

Esther Cepeda is a nationally syndicated columnist.