

Navigating you  
to success!

CONTACT US



221 Sherman Avenue  
Suite 124  
Berkeley Heights, NJ 07922  
(908) 464-1254  
fax (908) 838-0048

About Us  
Land Use &  
Development  
Marketing  
Public Relations  
Other  
Services  
FAQ -  
Frequently Asked  
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## About Us

Angie D. Devanney is an experienced administrator who understands how to get things done inside the local, state and federal arenas. As the chief administrative officer, she has crafted and supervised a \$14 million municipal budget; Mrs. Devanney understands local, county and state government from within City Hall. From zoning changes, budget development, government consulting, affordable housing regulations, developer's agreements, open space acquisition, community outreach, crisis management, public relations and grant writing, Keywood Strategies'

Angie Devanney has the expertise to navigate the planning board, board of adjustment and governing body processes as well as the state permitting process.

As the chief executive and Township Administrator in Berkeley Heights, New Jersey, Angie was able to get the municipality "shortlisted" to be the home and practice facility by courting the New York Jets. This marketing effort was instrumental in the Township being named #45 on the Best 100 Places to Live by Money Magazine. The Star Ledger, wrote about the development boom in a July 2007 article, an effort spearheaded by Mrs. Devanney through intensive zoning changes and economic development planning.

Before launching her own company, Angie also served as the Union County Trust Fund Administrator acquiring over 100 acres of open space 7 years ahead of schedule. Responsible for over \$130 million dollars dedicated from a special tax, she also worked closely with Green Acres and wrote the grant applications that yielded millions of dollars in acquisition grants. As a result, Union County was able to add several new parks, expand the Trailside Museum and improve the Union County Arts Center.

Ms. Devanney has served as a congressional campaign manager for District 7, 1999 Bergen County Democratic Campaign Manager, Political Director for McGreevey for Governor '97, Executive Director for the Political Action Committee for Working Families, and Campaign Coordinator for Bollwage for Mayor in 1996. Angie

**Angie D.  
Devanney**



**Principal**

successfully orchestrated two open space referendums in Union County in 1999 and in Hudson County 2003. Most recently, Mrs. Devanney also ushered in the change of township government smoothing the legal and administrative challenges that arose from a Township Committee form of government to a Mayor-Council-Administrator government. This change resulted from a successful ballot initiative in 2005. Mrs. Devanney has successfully worked in Democratic and Republican administrations.

In 2005, Angie was awarded a Woman of Excellence in the field of Environmental Advocacy by the Union County Status of Women. The Gateway Regional Chamber of Commerce voted Mrs. Devanney the Business Administrator of the Year in 2006. Presently, she is the Treasurer of the LoveHopeStrength Association a non-profit cancer administrative support organization bringing awareness to stem cell research in New Jersey to cure debilitating diseases.

Angie formed Keyword Strategies, LLC in 2001 and remains the principal. Mrs. Devanney and her husband, George, the Union County Manager, lives in Berkeley Heights with their son Ryan.

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## Development Planning and Zoning

Keywood Strategies has a proven record of rezoning, planning and managing key projects by navigating the local governing body, Planning Board, Board of Adjustment or State regulatory process. Angie has successfully assisted:

- Lifetime Fitness
- Westin Hotel
- The Connell Company
- Hilton Extended Stay Hotel
- Summit Medical Group
- Berkeley Aquatics Training Facility

### Berkeley Heights' Imminent Boom

*Projects to get under way soon*



Commercial buildings likely will add estimated \$1.5M in revenue *cont'd*

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## Marketing Public Relations



Township of Berkeley Heights on Money Magazine's  
100 Best Places to Live

New York Jets Training Facility Presentation to the Jets  
and the New Jersey Sports and Exhibition Authority

Lucent-Alcatel, Murray Hill, North American  
Headquarters, Employee Presentation

Kean University-Lucent-Alcatel partnership to develop academic/ business  
incubator

Establishment of local Business Council

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## Other Services

- Government & Legislative Affairs
- Regulatory, Permit and Review Process
- Business Development
- Crisis Management
- Public Relations
- Community Outreach
- Coalition Building
- Special events
- Political Action Committee Management
- Grant Writing





***by fax:*** (908) 838-0048

***by email:*** [adevanney@keywordstrategies.com](mailto:adevanney@keywordstrategies.com)