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MODC Matters

A Publication of the Monmouth-Ocean Development Council
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E-Newsletter

April 2011

UPCOMING EVENTS

General Membership Luncheon
April 15, 2011
The Breakers, Spring Lake

Fundraising & Social Networking Seminar
May 4, 2011
SCAN Learning Center
Monmouth Mall, Eatontown

Awards Dinner
46th Annual Silver Gull
May 5, 2011
Jumping Brook Country Club
Neptune

Annual Legislative Reception
May 25, 2011
Crystal Point Yacht Club,
Point Pleasant

23rd Annual Golf Outing
October 13, 2011
Jumping Brook Country Club
Neptune

One-Stop Shop for Business

The State of NJ has launched the Business Portal Website where you can find information on the Governor's newly created Business Action Center, registering or starting a business, State offered financing and incentives, and much more. Click on the link below to access the site.

<http://www.nj.gov/njbusiness/>

RECENT EVENTS



March General Membership Luncheon



Lobbying 101 Seminar



Lobbying 101 Panelists

Committee Reports

Business Growth & Development (Len Nitti, Chair)

Word must be out that the Business Growth & Development is a fun and rewarding committee to get involved with because there was standing room only at their March 16th meeting. After an update on projected Business After Hours events, the group devoted some time to discussions on upcoming programs. First on the list is a slightly "different" seminar which will have a memory expert who teaches business people how to improve their memory to help in their business and sales efforts. There is also a program on "outsourcing to local businesses" which is scheduled for early Fall, and a networking/relationship building event tentatively set for later in the year. With a handful of new committee members, we expect to see



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"Storm Watch"

To check the status of MODC activities which may be affected by inclement weather conditions log on to www.wobm.com or www.943thepoint.com and click on the "stormwatch" link to obtain up-to-date information.

Reminder

The MODC Membership Directory is available to members free of charge at any time in either electronic or



hard copy format. The directory is updated daily so call or e-mail the office to receive your current copy now.

more great ideas and programs coming from this committee. The next meeting will be held on April 20th at the MODC office.

Cultural & Tourism
(Tom Gilmour, Chair)

A small, but productive, group of committee members met on March 15th for the monthly Cultural & Tourism committee meeting, devoting a good portion of their time to details of their upcoming general membership luncheon. The new Director of Travel and Tourism has been invited to speak about some of the state's new initiatives in promoting tourism in New Jersey. Since this information should be of interest to a majority of businesses around the shore region, a major marketing plan was discussed to promote the event. Attendees also discussed some of the successful tourism shows that they recently attended, and what plans are in the works for future events. The committee meets next on April 4th, a little earlier in the month than usual, to allow for further discussions on promoting their April luncheon.

Economic Development
(Ed Gurskis, Chair)

Spring brought out a full room of committee members for the March 25th Economic Development Committee meeting. As usual, there was a full agenda of discussions and information focusing on economic and business development issues around the region. There were some updates on the closure of Fort Monmouth, as well as on some Monmouth and Ocean County related issues. The committee is considering some type of program or meeting venue that would look at the future plans for the fort. There was also discussion regarding an event in the Fall which would present speakers from various state departments talking about the various business initiatives that the administration is pushing forward. An old topic of interest to MODC - a business/technology incubator - also resurfaced as it relates to the closing of the base. We will look to set up a meeting with officials at FMERA to determine interest in pursuing an incubator affiliated with the fort properties. The next meeting will be on April 29th, one week later than usual due to the conflicting Good Friday holiday on the regular date.

Energy & Environment
(Tom Mikulski, Chair)

The early spring weather provided a good backdrop for the March 22nd Energy and Environment Committee meeting as the committee worked through a full agenda. There were a number of updates regarding ongoing issues, such as the installation of wind turbines at some local shore venues, as well as a proposed community project that the committee could participate in. The group discussed a potential seminar for October, with topics ranging from alternative/renewable energy use by small businesses, to changes in environmental policies offered by the Governor and his administration. A survey will be conducted to solicit the interest of the full committee in some of these topics before committing to the seminar focus. The committee also discussed future meeting locations, with a visit to a wind turbine site and a kayak trip on the horizon for the months ahead. The next committee meeting will be at the MODC office on April 26th.

Government Relations
(Paul Dement, Chair)

There were only a few issues on the agenda at the March 29th Government Relations Committee meeting, but they lead to some spirited discussions and consumed a full hour of meeting time. In the absence of Frank Robinson, committee chair Paul Dement stepped up with some updates from Trenton, most of which revolves around the beginning of the legislative budget discussions now underway. The group reviewed their recent seminar "Lobbying 101" and talked briefly about possible follow-up programs that may be of interest to attendees of the first event. There was also some discussion regarding outreach to the list of legislators and elected officials who were invited to the May 25th Legislative Reception. With a new location in Ocean County, and a few changes pending in the state legislature this year, we are hopeful that we can attract more Ocean County representation to the event than we have in previous years. The next

committee meeting will be on April 27th.

Marketing/Member Services
(Jim Mahlmann & Natalie Cortale, Chairs)

It was good to see the room full at the March 17th Marketing and Member Services Committee meeting. Attendees finalized details of the Member Spotlight initiative they have been working on which will highlight new and existing MODC members in our publications, website and social media. They also discussed the ongoing new member recruitment program that has been underway since last October, and worked on the member outreach calls to MODC members who have not been as active as we would hope to make sure they are enjoying their relationship with the organization. The Marketing Committee, along with the Social Media Committee, will be hosting a seminar and luncheon in June. The morning seminar will be a continuation of previous programs regarding LinkedIn, and the luncheon will focus on the topic of branding your business in the digital age. The committees will meet next on April 21st.

Quick Links

- [MODC Website](#)
- [Event Registration](#)
- [More About Us](#)

Nonprofit
(Roman Lucky, Vice Chair)

The next stop on the Nonprofit Committee's monthly road trips was at Family Resource Associates in Shrewsbury on March 14th. Nancy Phalanukorn, Executive Director of FRA, provided a comprehensive overview of the programs and services they provide to assist people of all ages with disabilities to reach their fullest potential through the use of modern therapies and advanced technology. The committee spent some time discussing their upcoming seminar programs on Social Media Fundraising and Alternative Strategies for Revenue. The group then took some time to revisit the committee's mission and focus, discussing both their monthly meeting objectives, as well as their program and educational objectives. This worthwhile conversation resulted in a few great ideas and potential agenda items for future meetings. The next committee meeting is scheduled for April 11th at FirstEnergy Park, the home of the Lakewood BlueClaws.

Technology
(Marshall Wright, Chair)

The spring weather must be stirring people to get out and around, as another full room of members attended the Technology Committee meeting on March 17th. (or maybe it was the delicious Irish Soda Bread provided by Sue Pavlisko!) Aside from some brief updates on continuing issues such as the closure of Ft. Monmouth, and the Project Connection project at Ocean County Vo-Tech, the committee devoted some time to details of their proposed seminar program in May. The focus of the event will be on providing guidance and advice on what types of PDA's and Smartphones work best for your particular business environment, and how to manage your wireless communication system efficiently and cost effectively. Following the seminar will be the monthly general membership luncheon, and a speaker is being sought from the State that could discuss how they have implemented wireless communication strategies in their public relations outreach. Should be an interesting day for all of, since there is virtually no one who does not utilize this technology in some form or another. The next committee meeting will be on April 21st.

Business \$ense

**Small Company 401(k) Plans:
What are your Fees and your Potential Fiduciary
Liability?**

Employees of small businesses have finally seen their 401(k) plans recover over the past two years as stock market gains have driven up retirement account balances, but small business savers are still laboring under a major burden: they pay **substantially higher plan fees on average which**

reduce their investment returns. ([click here to read the entire article](#))

Member News

Congratulations to **New Jersey Natural Gas** for being ranked the highest in overall business customer satisfaction in the Eastern United States by the *J.D. Power and Associates 2011 Gas Utility Business Customer Satisfaction Study*. This distinction is a true reflection of their commitment to their customers and the communities they serve.

BizConnect

Monmouth County's BizConnect will be co-hosting a program titled "Preferential Programs" for Small Business on April 7th, 5:00pm to 7:00pm at the Monmouth County Agriculture Building in Freehold. The focus of the event will be to inform qualified small businesses how to bid on federal contracts. For more information go to:

www.visitmonmouth.com/econdev/

BizConnect is the toolbox of Monmouth County's Department of Economic and Workforce Development. It's where questions are answered, information and advice are found, and is a clearinghouse for ideas that can create new ways of doing business anywhere in Monmouth County. For more information on all of the free services offered by BizConnect call (800) 523-2587, or visit their web site at: www.visitmonmouth.com/bizconnect.

The State of New Jersey, within the Governor's Office, has formed the ***New Jersey Business Action Center (BAC)*** which provides a "one-stop shop" for businesses, including business retention and attraction services, and customer service assistance if your business is having difficulties in maneuvering State government. The Center can be reached by calling toll free 1-866-534-7789 Monday through Friday, 8am to 5pm. After hours, leave a message and you are guaranteed a return call within 24 hours.

Upcoming Committee Meetings (Note - meetings are at the MODC office at 8:30 am unless otherwise noted)

- April 4 Cultural & Tourism
- April 11 Nonprofit, **First Energy Park (Lakewood BlueClaws Stadium, Lakewood), 9:00 am**
- April 20 Business Growth & Development
- April 21 Technology
- April 21 Joint Marketing/Member Services, **3:30 pm**
- April 26 Energy & Environment
- April 27 Government Relations
- April 29 Economic Development, **New Jersey Natural Gas, Wall Twp.**

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