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MODC Matters

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

August 2011

Upcoming Events

MODC Anniversary
Celebration
August 25, 2011
The Stone Pony
Asbury Park

General
Membership Luncheon
September 16, 2011
Branches
West Long Branch

3rd Annual Southern BBQ
September 21, 2011
Lakewood BlueClaws Stadium
at FirstEnergy Park Lakewood

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/>

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Recent Events



2011 Lakewood Regional Business Expo

Member Spotlight

Kathie W. Adams
Assistant Vice President and Branch Manager



**Manasquan
Savings Bank**
Since 1874

Manasquan Savings Bank has been serving the communities of Ocean and Monmouth County since 1874. We are a Bank with assets in excess of \$810 million, providing individuals and businesses with the personal and professional services they need to live and grow with in the community. Safe, strong and secure, I think you'll find Manasquan Savings Bank big enough for all your financial needs, and small enough to know your name.

Peter M. Brown, President/CEO

Welcome New Members

A special welcome to our new members joining MODC in July

Camille Biamonte
Strand Theater

Suzanne Corson
Society for the Prevention of Teen Suicide

John O'Donnell
Air Cruisers

Geoffrey Lanza
Omland Engineering

Member News

The Brooklyn Chamber of Commerce has presented **Barlo & Associates, Architects and Abatare Builders** the 2011 Building Brooklyn Award for

Those of you who have **Facebook** and **Twitter** accounts can now "find and follow us" on those medias. And if you don't have a Facebook or Twitter account . . . sign up for one now!

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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.



Quick Links

[MODC Website](#)

Sustainable Structures for their 200,000 square foot Heninekens Distribution Center and offices. The facility generates its own electricity, heating, cooling and refrigeration through cogeneration, and is totally "off the grid".

Committee Reports

Business Growth & Development
(Len Nitti, Chair)

A somewhat lighter than usual group attended the July 20th Business Growth & Development Committee meeting, most likely a result of hectic summer schedules. With their Memory Switch seminar almost complete, discussions moved to the September program on "outsourcing" which will focus on the kinds of work and tasks that businesses can use third party providers for to help streamline their internal operations and free up time to perform more important tasks. This committee will also be hosting the November general membership luncheon, so they devoted some time to discuss potential topics and speakers for that event. There is also another Business After Hours in the works for sometime in the late summer or early fall time frame. The committee will meet again on August 17th at the MODC office.

Economic Development
(Ed Gurskis, Chair)

The word is out that there's a hot breakfast at NJNG on the fourth Friday of the month, so a number of hungry folks showed up for the Economic Development Committee's meeting on July 22nd. Thanks to Don Irvin for providing breakfast and hosting our meetings. This committee will be co-hosting a seminar in the early fall that will focus on the redevelopment plans for Fort Monmouth. The intent is to get the word out to the business community exactly what will be taking place on the vacated fort properties, and what role some of them may have in the redevelopment process. Planning meetings are scheduled with MODC, Monmouth County and FMERA to begin pulling this program together. County representatives provided some updates on issues relevant to their respective areas, and there was further discussion on future meeting speakers and venues that would be interesting to the committee members. The next meeting will be on August 26th at New Jersey Natural Gas in Wall.

Energy & Environment
(Tom Mikulski, Chair)

As always, there was a wealth of great information disseminated at the Energy and Environment Committee meeting on July 26th. After a recap discussion on their recent Kayak Field Trip, a number of attendees provided updates on various issues that have been in the spotlight at previous meetings. Margot Walsh mentioned a recent Asbury Press article regarding surfing injuries that reportedly happened as a result of beach replenishment projects. The Jersey Shore Partnership responded to the article referencing a number of scientific sources that note that those statistics are not supported with hard data. There were a couple of Monmouth and Ocean County updates on topics such as the Barnegat Bay restoration initiatives taking place, as well as the storm water management plans under review locally and throughout the state. A suggestion was offered regarding a potential seminar/luncheon topic over the winter that would include a "Green Fair" exhibition focusing on the ways that people and businesses can become more aware of energy conservation. The next committee meeting will be on August 23rd.

Government Relations
(Paul Dement, Chair)

It was nice to see some returning committee members, along with one or two new ones, at the July 27th Government Relations Committee meeting. After an update on a number of legislative issues and the budget discussions taking place in Trenton, the group moved on to their primary agenda item -

[Event Registration](#)
[More About Us](#)

the September Candidates' Luncheon. Nearly 20 candidates have already responded their attendance, and we have been in contact with the county democrat and republican party chairmen to ask them for their preference in speakers at the event. This looks to be a popular program this year, partly due to the fact that many of the state candidates are running in new or realigned districts this year. The committee also discussed possible seminar topics for the year ahead, as well as some speakers to tap for the Monmouth ELC meetings which will start back up in September after a summer hiatus. The next meeting will take place on August 24th.

Marketing

(Jim Mahlmann, Chair)

Attendees at the July 20th Marketing Committee meeting had their first real opportunity to begin developing a marketing plan for MODC, by way of publications, social media and web site activities. An analysis of our website traffic flow indicates that we might be able to take better advantage of certain areas of the site to market to current and prospective members. The group is also working on recreating a collateral piece similar to our last economic development publication. This committee will also be hosting the annual BBQ at the ballpark, and an ad hoc group of the committee has begun working on details of this event which is scheduled for September 21st at FirstEnergy Stadium. The next committee meeting will be on August 17th.

Member Services

(Natalie Cortale, Chair)

Summer took its toll on attendance at the July 26th Member Services Committee meeting, however, the small group of attendees did a yeoman's job in handling the agenda. Suggestions were made for some final edits to the member recruitment incentive program scheduled to begin in October. This is a follow up to the initiatives offered last year which were well received by our membership. Attendees also discussed a few ideas for generating prospects for joining MODC, some of which will be offered to the Marketing Committee for consideration in their efforts to create more awareness of the organization. The group also reviewed a list of new members who will be contacted to welcome them to MODC and make sure they begin to get integrated into our organization. The next meeting will be on August 23rd, 3:30pm at the MODC office.

Nonprofit

(Roman Lucky, Chair)

Relief from the heat and humidity of a summer morning was easy to find in the cool comfort of LADACIN's new administrative office on July 11th. The recently opened facility on the property immediately adjacent to the Schroth Center in Wanamassa was designed to move administration out of the valuable space in the center which can be better used for client needs. Thanks to Luisa Vroman for hosting our meeting once again. The committee devoted much of their time discussing topics and a potential theme for seminar programs for the year ahead. There seems to be much interest in human resource and nonprofit operations topics, so a group of sub-committees were formed to work on specifics for each of the suggested topics and bring some ideas back to the next committee meeting. The group is also preparing for the distribution of this year's Project Connection RFP's. The next committee meeting will be on August 8th at the Arc of Monmouth's Work Opportunity Center in Long Branch.

Technology

(Marshall Wright, Chair)

As always, the topic of Fort Monmouth was at the top of the agenda at the July 21st Technology Committee meeting. This committee, along with the Economic Development Committee, is planning a program in conjunction with the Fort Monmouth Economic Redevelopment Authority (FMERA) that would showcase the master redevelopment plan proposed for the former fort properties once they officially close on September 15th. This program would include presentations by FMERA, the EDA and other relevant parties, and also a bus tour of some of the properties that will be scheduled for

redevelopment. More to come on this at the next meeting. The Technology Committee will also be hosting the October luncheon, so they are beginning the outreach to determine an appropriate topic and speaker. The next committee meeting is on August 18th.

BizConnect

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.

Upcoming Committee Meetings

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

- Aug 8 Nonprofit, **The Arc of Monmouth, Long Branch**
- Aug 17 Business Growth & Development
- Aug 17 Marketing, **3:30pm**
- Aug 18 Technology
- Aug 23 Energy & Environment
- Aug 23 Member Services, **3:30pm**
- Aug 24 Government Relations
- Aug 26 Economic Development, **New Jersey Natural Gas, Wall Township**

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