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# MODC Matters

A Publication of the Monmouth-Ocean Development Council  
(732) 751-8696 Fax (732) 751-8698 [www.modc.com](http://www.modc.com)

**E-Newsletter**

**February 2011**

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## UPCOMING EVENTS

"What Healthcare Reform Means for Your Business or Organization" Seminar  
**February 9, 2011**  
HealthSouth Rehabilitation Hospital of Tinton Falls

General Membership Luncheon  
**February 18, 2011**  
Waterview Pavilion, Belmar

"Effective Ways for Nonprofits and Businesses to Influence State and Local Government" Seminar  
**March 1, 2011**  
New Jersey Natural Gas, Wall

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

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



Look for the inaugural edition of the MODC Social Media Committee newsletter to be released in mid-February!

## RECENT EVENTS



Michelle Siekerka  
Assistant Commissioner  
NJ DEP

The New Jersey Department of Environmental Protection created the division of Economic Growth and Green Energy in an effort to assist businesses in growing while remaining environmentally sensitive. They will also be fostering the growth of green energy initiatives throughout the state.

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## Committee Reports

### Business Growth & Development (Len Nitti, Chair)

The group welcomed a new committee member or two at their January 19th meeting, and started off the meeting with the usual jocularity about how to deal with living in the great Garden State. Once down to serious business, attendees discussed their upcoming healthcare seminar, as well as a couple of proposed programs for the spring and fall, which will include topics such as ways of outsourcing work to local businesses and professionals, and the proper ways of networking and developing relationships for your business. There are also a couple of after hours events in the making, beginning with a proposed BAH at Bacchus Wines in Toms River and one at Cowan, Gunteski & Co. in Tinton Falls. The next committee meeting will take place on February 16th.

### Cultural & Tourism (Tom Gilmour, Chair)

An energetic group fought off the single digit cold weather on January 24th to attend the Cultural & Tourism Committee meeting at MODC. After some updates and announcements from Monmouth & Ocean Counties, as well as the Jersey Shore CVB, the committee devoted some time to planning for their April luncheon event, which will also include a morning workshop program. Keynote speakers and topics are still in discussion, but should be firmed up within the next couple of weeks. Their next committee meeting will be on February 14th.

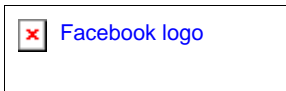
### Economic Development (Ed Gurskis, Chair)

Coming off of a brief hiatus caused by the 2010 holidays, the Economic

## 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/>



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](http://www.wobm.com) or [www.943thepoint.com](http://www.943thepoint.com) and click on the "stormwatch" link to obtain up-to-date information.

Development Committee met on January 28th at NJ Natural Gas Company and quickly caught up on pending issues. Thanks to Bonnie Goldschlag and Laura Kirby from the Monmouth County Planning Board, the group received an interesting overview of the County's recently completed profile. Considering the economic recession we have experienced over the past couple of years, the County comes through in good shape in most measurable categories of economic development and consumer resources. The complete report may be viewed on the County's web site ([click here](#)). The committee also discussed topics and speakers for some upcoming seminars, including one in which representatives of a number of newly created divisions housed under the Lt. Governor might participate in panel discussions. As always, lots of good information coming out of this committee meeting. The next monthly meeting will take place on February 25th.

### Energy & Environment (Tom Mikulski, Chair)

It was good to see a few "returning" committee members at the January 25th Energy & Environment Committee meeting. As always, there was a lively discussion regarding a number of environmental issues that are impacting the region, including changes in the way businesses deal with the NJDEP, and also how we will cope with the new laws affecting the Barnegat Bay watershed. The committee spoke briefly about their recently hosted general membership luncheon, noting that it was a successful event and the speaker received many compliments. There was also a brief discussion regarding the possibility of putting together a seminar program for early summer or the fall. The next meeting will be on February 22nd.

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

A full table of committee members gathered on January 20th for the joint Marketing/Member Services Committee meeting, taking on an aggressive agenda of activities and projects. The new member recruitment calls are still underway using the Lakewood BlueClaws sales team. Results thus far are slow, but a few companies have expressed interest in learning more about MODC. The committee also discussed their Member Spotlight initiative which will highlight new and "not-so-new" members in our newsletters and on the website. The Social Media Committee is also actively promoting MODC events and has prepared their first quarterly newsletter which will go out to our membership. This committee will also be hosting a spring luncheon and seminar, so plans for topics and speakers for that event began to surface. This committee's next meeting will be on February 24th.

### Nonprofit (Roman Lucky, Vice Chair)

Cold temperatures on the morning after another blanket of snow hit the region didn't stop twenty of the Nonprofit Committee members from making the trip to Middletown on January 10th. Our host, the Community YMCA, provided a warm reception (along with great coffee and bagels) for everyone who attended. Lisa Christian, President and CEO, also provided a comprehensive overview of all of the great programs and services that the YMCA offers to its constituency. The group devoted some time to discussions regarding upcoming programs, starting with the joint seminar with the Government Relations Committee on Lobbying. They also spoke about the proposed fundraising with social media program scheduled for early May, as well as a program on alternative strategies for nonprofits scheduled for late June. In addition, this committee will be hosting the March general membership luncheon at which Alex Plinio, a well known businessman and philanthropic consultant, will be the featured speaker. As always, this committee has a lot on its plate, and will continue to work on upcoming activities at their next meeting on January 31st.

### Technology (Marshall Wright, Chair)

A small, but efficient, group of committee members attended the January 20th Technology Committee meeting (including MIA member Larry Mandell) and moved through the agenda to set their program calendar for

**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.

the months ahead. There was some discussion about the status of Fort Monmouth, and a tentative conference that MODC had suggested to be hosted jointly with FMERA. However, since the organization is still somewhat in a state of a disarray, it was suggested that the topic and format of the program be altered to accomodate FMERA's current mission. The committee also discussed their spring luncheon program, which will be hosted in conjunction with a morning seminar on the topic of using PDA's in a business environment. The next committee meeting is scheduled for February 17th.

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**Member News**

Congratulations to MODC member **Meridian Health** who, for the second straight year, has been recognized as one of FORTUNE Magazine's "100 Best Companies to Work For." The full list of companies can be viewed at [www.fortune.com/bestcompanies](http://www.fortune.com/bestcompanies).

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**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](http://www.visitmonmouth.com/bizconnect).

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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.

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**Upcoming Committee Meetings**

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

- February 14 Cultural & Tourism
- February 16 Business Growth & Development
- February 17 Technology
- February 22 Energy & Environment
- February 23 Government Relations
- February 24 Joint Marketing/Member Services, 3:30 pm
- February 25 Economic Development, **New Jersey Natural Gas, Wall Twp.**
- March 14 Nonprofit (**location to be announced**)

**Quick Links**

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