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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**

**January 2012**

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### Upcoming Events

General Membership Luncheon  
**January 20, 2012**  
Jumping Brook Country Club,  
Neptune

"Farewell Fort Monmouth...  
Hello Opportunity" Seminar  
**January 31, 2012**  
Gibbs Hall, Tinton Falls

### 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/>



Find us on Facebook

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!

[Sign up for Facebook here](#)

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### Recent Events

Annual Holiday Luncheon



Toys for Tots



Holiday Gifts



Mrs. Santa Claus  
(Patricia Lindberg)

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### Member Spotlight

**Richard A. Schmidt 3rd, Sales Associate**  
Ward Wight Sotheby's International Realty  
901 Main Street, Belmar, NJ 07719

Office: 732-681-0027 Cell: 908-337-9355

**"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.

For more than 40 years, Ward Wight Sotheby's International Realty has represented Buyers & Sellers of residential real estate in southern Monmouth & northern Ocean counties.

Our affiliation with Sotheby's International Realty provides our associates with important tools & techniques to better serve the needs of our clients.

With local knowledge of southern Monmouth County, having lived in the area for the past twenty years, I specialize in working with sellers and buyers in the shore towns of Bradley Beach, Avon By The Sea, Belmar, Lake Como, Spring Lake, Sea Girt, Spring Lake Heights, Manasquan, Brielle and Wall Township.

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**Welcome New Members**

*A special welcome to our new members joining MODC in December*

**Marybeth Redner-McDonald**

Courtyard Marriott, Red Bank

**Jeffrey Sinacore**

Emerald Financial Resources

**Terry Thompson**

New Jersey Community Bank

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**Committee Reports**

**Business Growth & Development**

(Len Nitti, Chair)

**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.



I'm sure the hectic holiday season activities had something to do with the half dozen Business Growth & Development Committee members who were "MIA" on December 21st, but the small group that made it to the meeting accomplished quite a bit. This committee will be co-hosting a seminar on new marketing techniques in today's business environment along with our Technology Committee. Format and proposed panelists are being discussed, with a projected program date of June 2012. The group also discussed a number of legislative issues that are under consideration in Trenton, most of which will be moved forward into the new legislative session in January. There is one business after hours on the agenda for February, with another event potentially in the works for the spring which will be done in conjunction with one or more of our chamber of commerce friends. The next committee meeting will be on January 18th.

**Quick Links**

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

**Cultural & Tourism**

(Tom Gilmour, Chair)

The distractions of the coming holidays took its toll on one member of the Cultural & Tourism Committee, but after a brief delay the December 19th meeting got underway with the Chair at the helm. Various members in attendance provided updates on local, county and state activities, including the possibility of seeing some proposed legislation to increase funding for tourism around the state. Once additional information is gathered on these proposals MODC will consider our position and generate the appropriate correspondence to our elected officials. This committee will be hosting the April general membership luncheon, and they are working to obtain a representative of the 2014 Super Bowl Host Committee to speak. There is also discussion of a seminar event in conjunction with the luncheon which would focus on the Super Bowl and the benefits to local businesses. Attendees also spent some time discussing some changes taking place within the cultural and arts communities, particularly

on a state level where new administrators are in place to oversee the efforts of this industry. The next committee meeting will be on January 17th, a day later than usual due to a conflict with the Martin Luther King holiday.

#### **Economic Development**

(Ed Gurskis, Chair)

If you are a local business looking to expand your workforce, you may be eligible for up to a **50 percent reimbursement of wages** (up to \$4,000) if you hire a previously dislocated worker. Before you hire, call the Monmouth County WIB at (732) 683-8850, x3711.

The usual "suspects" welcomed a number of new faces to the January 3rd Economic Development Committee meeting at NJNG, which was well attended in spite of the change of date to the first day back after the holidays for many. In addition to some new gas company participants, the group welcomed Gary Finger, Ombudsman for the Board of Public Utilities and Roger Kliemisch, AVP for TRC Solutions, all of whom were representing the interests of a new initiative for upgrading energy efficiencies in residential and commercial buildings. The committee discussed their upcoming seminar on the redevelopment of Fort Monmouth, which is turning out to be a popular event. This committee will also be hosting the February General Membership Luncheon which will feature the presentation of this year's Business Outlook Survey. After some brief updates regarding local and county issues, a handful of committee attendees remained to discuss a potential seminar with the BPU and TRC to help roll out the financial incentive programs that are available to businesses to help build and upgrade buildings to make them more energy efficient. This will probably be a joint program with our Energy and Environment Committee. The next monthly meeting will take place on January 27th at NJNG in Wall.

#### **Energy & Environment**

(Tom Mikulski, Chair)

A meeting scheduled in the middle of the December holidays took its toll on the Energy and Environment committee, as only a small handful of committee members were able to attend. But they did manage to get in a few discussions regarding their upcoming General Membership luncheon, as well as a couple of updates on ongoing issues around the region. The next meeting will be on January 24th at the MODC office.

#### **Marketing**

(Jim Mahlmann, Chair)

A small, but effective, group of Marketing Committee members attended their meeting on December 15th, and tackled an aggressive agenda. This committee is working on co-hosting a seminar with the Business Growth & Development Committee on new ways of marketing using emerging technologies and media. They will also be working on finalizing the proposed new publication for MODC in the coming months, in hopes that it will be available for distribution before the end of the first quarter of 2012. There is also a video production in the making which will use MODC members in testimonials about the value of membership in organizations like MODC. These should prove helpful in getting the word out about what we do and how we can help businesses grow and be more profitable. The next committee meeting is scheduled for January 19th.

#### **Nonprofit**

(Roman Lucky, Chair)

The always hospitable Girl Scouts of the Jersey Shore hosted the December 12th meeting of the Nonprofit Committee. COO Rick Renzulli provided an overview of their facilities in Monmouth and Ocean Counties, including the Program Activity Center in Farmingdale where the meeting was held. The committee is in the midst of a series of planned seminar programs, the next of which will be in March. Details of that program, along with suggested topics and speakers for the March luncheon, consumed a good portion of the meeting. There is also another seminar scheduled for May, which will conclude this year's series of events. This committee will also be co-hosting a seminar with the Government Relations Committee on Lobbying, tentatively scheduled for late February. Ben Waldron provided an update on this year's Project Connection projects, with four proposals under consideration in addition to another Technology/Website project in the works with the Monmouth and Ocean County vocational schools. The next committee meeting will be on January 9th.

#### **Technology**

(Marshall Wright, Chair)

The committee table was full at the December 14th Technology Committee meeting as they worked on details of a couple of upcoming programs and events.

This group will be co-hosting a seminar in January with the Economic Development Committee regarding the Fort Monmouth redevelopment project. They also have a seminar in the works for early March which will focus on the use of tablets in the work environment. This committee will also be responsible for the May 2012 general membership luncheon, and will be looking to secure a topic and speaker over the next month or so. The next meeting will be on January 19th.

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**New Jersey Partnership for Action**

The Partnership for Action is an initiative of Governor Christie's administration which focuses on the retention and attraction of businesses in New Jersey. Under the direction of Lt. Governor Kim Guadagno, the Partnership is comprised of representation from Choose New Jersey, the New Jersey Business Action Center, and the New Jersey Economic Development Authority. The PFA has some interesting success stories to share that reflect well on their mission to make our state more business friendly. [Click here](#) to view a November 15, 2012 Partnership for Action presentation in Monmouth County.

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**Upcoming Committee Meetings**

Note - meetings are held at the MODC office, 8:30 am, unless otherwise noted

- January 9 Nonprofit, **Star & Barry Tobias Ambulatory Campus, Conf. Rm. B, at CentraState Medical Center, Freehold**
- January 17 Cultural & Tourism
- January 18 Business Growth & Development
- January 19 Technology
- January 19 Marketing, **3:30pm**
- January 24 Energy & Environment
- January 25 Government Relations
- January 27 Economic Development, **NJNG, Wall Twp.**



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