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MODC Matters

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

June 2011

Upcoming Events

General Membership Luncheon & Seminar
June 17, 2011
The Lobster Shanty
Point Pleasant Beach

Business After Hours
June 23, 2011
Cowan, Guteski & Co., P.A.
Tinton Falls

"Beyond Fundraising: Alternative Revenue Strategies & Resources"
Seminar
June 29, 2011
Riverview Medical Center
Red Bank

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



Legislative Reception



Legislative Reception



Robert Gold
Gold Mobile



Smartphone Seminar



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](#)

[Sign up for Twitter here](#)

"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.



Business After Hours at Bacchus



2011 Silver Gull Awards

Member Spotlight

Donald Norkus, Owner/Operator
Action Coach

Don coaches business owners to do what he has done - build a profitable business with a team and systems in place so that they have options, like selling it at a substantial profit. "I am the only business coach I know of in the area that actually owned my own businesses for thirty years. I love teaching business owners how to make more money and have balance in their lives as well."

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.



Welcome New Members

A special welcome to our new members joining MODC in May

- Thomas Harris, Citi** - NJ Business Banking
- Francine Pannella**, Alzheimer's Association
- Nancy Phalanukom**, Family Resource Associates
- Lee Sowers**, Prudential
- Carol Wolfe**, Homes Now/Dottie's House

Member News

Congratulations to the following MODC members for their recognition by NJBiz as a *2011 Best Places to Work in New Jersey*:

- Affinity Federal Credit Union**
- Cowan, Guteski & Co.**
- Meridian Health**
- Wilkin & Guttenplan**
- WithumSmith+Brown**

Quick Links

[MODC Website](#)

Business \$ense

Have You Taken Your Business for a Tune-up Lately?

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

Cash. A business plan. A high-performing team. Performance data. With these building blocks, you can create a profitable business for yourself. Yet many owners neglect one or more of these areas of the business. To drive home the importance of these components, *imagine that your business is a car* (pun intended). Like your car, your business can take you to amazing places; it's just a matter of how far you can go and how much fun you have getting there.

[Click here to view the entire article](#)

Committee Reports

Business Growth & Development

(Len Nitti, Chair)

The Business Growth & Development Committee welcome a new face or two, as well as MODC's President, Tom Hayes, to their May 18th meeting. As always, there was a wealth of great business related information shared at the start of the meeting, along with some welcomed jocularly to brighten up a dreary morning. After a review of their recently hosted Wine Bottling Business After Hours, the group devoted some time to discussions on their Enhancing Your Memory for Business Success seminar scheduled for July, as well as another program in September about outsourcing some components of your business operations for cost savings and efficiency. Both programs should be a great draw and a little change from the normal topics for this committee. Their next committee meeting will be on June 15th at the MODC office.

Cultural & Tourism

(Tom Gilmour, Chair)

A cool, dreary morning in mid-May was not exactly the atmosphere the Cultural & Tourism Committee members were looking forward to when they met to prepare for the kick-off to their summer season. The Jersey Shore CVB is getting ready to launch their new marketing campaign, and have a handful of other activities on the calendar in the weeks ahead. There was some discussion regarding the current structure of the Division of Travel & Tourism, and that a return to the previous administration's designation of Travel and Tourism as a Department might lend itself to better communications with the DMO's and CVB's around the state. The group also talked about the fact that the Super Bowl will be in our area in 2014, and that all of the tourism interests should be starting to ramp up their efforts to attract visitors to their respective venues. MODC will be looking to secure the leadership of the Super Bowl planning entity as a luncheon speaker in the next year or so. As committee members begin to gear up for their busy season, they discussed having a lighter meeting schedule over the summer. There will be no June meeting, however, they will meet again in July for a more casual meeting around the shore area.

Economic Development

(Ed Gurskis, Chair)

What better venue for a meeting on the Friday morning of Memorial Day weekend than the oceanfront setting of McCloone's Supper Club on the Asbury Park Boardwalk. That's where members of the Economic Development Committee gathered on May 27th, and were treated to a delicious breakfast courtesy of Don Irvin of NJ Natural Gas Company. Along with the typical updates on standing agenda items, attendees had the pleasure of hearing about issues surrounding the Fort Monmouth closure directly from Frank Cosentino and Rick Harrison of the Fort Monmouth Economic Revitalization Authority. Frank and Rick supplied a wealth of information on the status of the Fort and the pending approval of the master plan of redevelopment. We're happy to have FMERA represented on the committee to keep us in the loop on the progress of the properties. Tom Gilmour provided an update on a number of governmental issues, both state and local, and also gave the group a status update on the redevelopment projects taking place in Asbury Park. As always, there was lots of great

information shared around the room. Thanks to Tom Gilmour and McCloone's for arranging for the meeting location, and to Don Irvin for his generosity in underwriting the breakfast. The next meeting will be back at NJ Natural Gas in Wall on June 24th.

Energy & Environment
(Tom Mikulski, Chair)

What appeared to be a "lightly attended" Energy & Environment Committee meeting on May 24th soon turned into a full table of committee members, and the group took to their always in-depth and enlightening agenda of topics. A number of issues under discussion at this meeting have been in the media of late, particularly the public access regulations which are under review, as well as the public hearings on the Monmouth County Wastewater Management Plan. Attendees also discussed possible topics for a seminar program, one of which might be an educational forum on the work being done to prevent further degradation of Barnegat Bay, and also something on Disaster Preparedness for Businesses. The next meeting of this committee will take place at Forge Pond in Brick on June 28th as a kayak field trip.

Marketing
(Jim Mahlmann, Chair)

With the Marketing and Member Services Committees returning to their individual meetings and agendas, the Marketing Committee members took the opportunity to develop a few short and long term goals for their group to work on. Of primary interest is a formal marketing plan for MODC, to include standard and internet based initiatives. In cooperation with the Social Media committee, this group will be looking to increase the awareness of our organization to the surround business community through a number of different efforts. This committee will be hosting the June luncheon and seminar event, which will feature a LinkedIn training workshop in the morning, leading into the luncheon and featured speaker who will be talking on the use of Social Media in a business marketing strategy. The Marketing Committee is seeking a few new members, so if you have some talents or strategies that you think would contribute to the success of their efforts, give the MODC office a call. The next meeting is set for June 15th at 3:30 pm.

Member Services
(Natalie Cortale, Chair)

The Member Services Committee met for the first time under their newly reorganized meeting schedule on May 24th, and took on the arduous task of developing a series of initiatives that will highlight the MODC membership and provide an incentive for members to become and remain involved. A few new member recruitment programs were also discussed, with a target of mid summer to kick off one of the initial campaigns. This group's primary responsibility is to interact with our current membership to make sure they are receiving the best possible return on their investment in our organization. If you are interested in being part of this effort, give the MODC office a call. The next committee meeting will be on June 28th at the MODC office.

Nonprofit
(Roman Lucky, Chair)

Newly appointment Vice Chair, Steve Ross, stepped in for the absent Roman Lucky at the May 9th Nonprofit Committee meeting, hosted this month at the Program Activity Center of the Girl Scouts of the Jersey Shore. The PAC is situated on the grounds of Camp Sacajawea in Farmingdale, one of three properties operated by the GSJS. Attendees reflected on the successful seminar recently presented with guest speaker Ted Hart. The event was overwhelmingly well received, with everyone offering great comments about the content and speaker. There was some discussion regarding the next committee hosted seminar in June, with details to be made available shortly so that marketing materials can be developed for distribution later in May. There was an update on the progress of this year's Project Connection projects, as well as some discussions on other nonprofit related activities and legislative issues. The next committee meeting will be on June 13th at the Ronald McDonald House in Long Branch.

Technology
(Marshall Wright, Chair)

On a rare committee trip across the river to Ocean County, the Technology Committee was welcomed at the Ocean County Vo-Tech in Toms River with a delicious breakfast (scones; apple crepes; bagels) and warm hospitality of our hosts at OCVTS. The culinary skills of the students never ceases to amaze, and attendees were also treated to a series of presentations on some of the technology skills of the students and support staff of the school. Students from OCVTS were instrumental in the redevelopment of a website for one of MODC's Project Connection applicants, and have also been involved in a number of state and nation competitions related to science and technology projects that are part of the curriculum being taught at the school system. A tour of the Toms River Campus was provided after the formal meeting. A special thanks to our Technology Committee members Nancy Weber-Loeffert and Kevin Dineen for hosting the meeting, and to all of the OCVTS faculty and staff that were there to make the morning enjoyable. The next committee (sans the breakfast) will be on June 16th at the MODC office.

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.

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

- June 13 Nonprofit, **Ronald McDonald House, Long Branch**
- June 15 Business Growth & Development
- June 15 Marketing, **3:30 pm**
- June 16 Technology
- June 23 Government Relations, **New Jersey Business & Industry Association, Trenton**
- June 24 Economic Development, **New Jersey Natural Gas, Wall**
- June 28 Energy & Environment, **Forge Pond, Brick**
- June 28 Member Services, **3:30 pm**

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