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MODC Matters

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

March 2011

UPCOMING EVENTS

General Membership Luncheon
March 18, 2011
Spring Lake Manor,
Spring Lake

46th Annual Silver Gull Awards Dinner
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



February General Membership Luncheon



Healthcare Seminar

Committee Reports

Business Growth & Development (Len Nitti, Chair)

Some committees continue to see new attendees around the table, as was the case with the February 16th Business Growth & Development Committee. The meeting began with the usual chatter about various business impact issues around the state, and eventually lead into discussions about recent, and proposed, events. The committee just came off of a successful Health Care Reform seminar, and is making plans for another event that will focus on networking and relationship building in the business world. Their next regular meeting will take place on March 16th.

Cultural & Tourism (Tom Gilmour, Chair)

With Ben Waldron away escaping the elements of NJ, Barbara Reed sat in and took minutes of the February 14th Cultural & Tourism Committee meeting. Aside from some updates on County Tourism issues, and a few discussions on upcoming tourism related shows and events, the group devoted their energies to finalizing a speaker and program for the April

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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.

General Membership Luncheon they are hosting. The primary targeted speaker who would have addressed the 2014 Super Bowl taking place in New Jersey was not available to accommodate a program at this time, so the committee is looking at a couple of other possibilities. There was also some discussion regarding a possible seminar, however, that will be pushed back to another time to allow for sufficient time to properly plan for the event. The next meeting will be on March 15th.

Economic Development

(Ed Gurskis, Chair)

Windswept rain didn't deter a full room of attendees from gathering at the February 25th Economic Development Committee meeting. Bonnie Goldschlag, from the Monmouth County Planning Board, presented a brief overview of the two currently proposed rail tunnels which would carry traffic between New Jersey and New York. Both lines would be much more appropriate than the ARC tunnel project would have been, although with somewhat less capacity. The committee reviewed their recent luncheon featuring the presentation of the annual Business Outlook Survey, and discussed options for one or two seminar programs in the months ahead. There were also lengthy discussions regarding FMERA and the closure of Ft. Monmouth, the expanded missions of the Joint Base, and a recent announcement from Trenton involving the abolishing of the state's UEZ program. More to come on all of these issues at the next meeting on March 25th.

Energy & Environment

(Tom Mikulski, Chair)

A full house turned out for the February 22nd Energy & Environment Committee meeting, despite it being the first day back to work for most after a holiday weekend. After tending to some regular agenda business, the group welcomed Peter Wright, of Turbine Advantage, who spoke about some of the issues he, and others in the wind energy business, are facing as they attempt to find locations and get permits for installations. Regulatory obstacles and public mis-perceptions are enough to cause extensive delays in many of these kinds of projects. MODC will monitor the progress of a few such projects that they are aware of and see if the need arises to take a position in endorsing change to the current process. The committee also discussed possible seminar program topics, some of which may come about as a result of a summary report on the conference recently hosted by the Jersey Shore Partnership and the Urban Coast Institute. The next committee meeting will be on March 22nd at the MODC office.

Government Relations

(Paul Dement, Chair)

Attendees welcomed a new committee member, along with the return of Chairman Dement after his service to the courts, at their February 23rd meeting. Frank Robinson provided an update on issues in Trenton, in particular the recent Governor's Budget Address and some of the things that will have an impact on the business community in the year ahead. There were some updates on pending legislation that MODC has been monitoring, and the committee also discussed their upcoming seminar, Lobbying 101, as well as the Legislative Reception scheduled for May. It will be a busy couple of months for this group between now and the end of May. The next meeting will be on March 23rd.

Marketing/Member Services

(Jim Mahlmann & Natalie Cortale, Chairs)

The Marketing and Member Services committees took the opportunity at their joint meeting on February 24th to finish up on a couple of old agenda items, and make plans for a couple of future programs. The Member Spotlight initiative is just about ready to roll out, with just a few technical tweaks necessary to the web site to accommodate it. The new member recruitment calls continue to be made, thanks to the team at the Lakewood BlueClaws, and the committee spent some time reviewing existing member outreach to members who have not been as active as they should be. The Marketing Committee will be hosting the June General Membership Luncheon, and they are working on securing a speaker for that event. The Social Media Committee is working on a workshop that will be held in conjunction with the luncheon, with a topic focus on educating businesses

in the ways to properly use social media in their marketing efforts. The next committee meeting will be on March 17th.

Nonprofit
(Roman Lucky, Vice Chair)

After weeks of snow and wintry weather, the brisk, clear air and sunshine was a welcomed change, and it brought a large number of the Nonprofit Committee members to Manasquan on January 31st. Thanks to our hosts at the Algonquin Theatre, we were treated to hot coffee, some light refreshments, and a peek into the history of this historic cultural facility in downtown Manasquan. The group quickly turned to the pressing matter of their winter and spring program schedule, which includes three seminars and a luncheon event. Most of the details have been worked out for the majority of the events, leaving just the promotion and marketing of the programs to be addressed at the next committee meeting scheduled for March 14th.

Quick Links

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

Technology
(Marshall Wright, Chair)

It was nice to see some new faces and some "returning" faces around the table at the February 17th Technology Committee meeting. Attendees offered a few updates on issues of discussion from previous meetings, such as the Fort Monmouth closure and the New Jersey Technology Solutions Center. The group then focused on a seminar and luncheon program they will be hosting in May. The morning program will be on the ways in which businesses can take advantage of the use of smart phones, which model is best for their particular business needs, and what policies and liabilities might be involved in using them in the daily work environment. A number of luncheon speakers were suggested that could follow up on, and relate to, the morning's topic. This event will be finalized at the next committee meeting on March 17th.

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.

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.

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)

- March 14 Nonprofit, **Family Resource Associates, Shrewsbury**
- March 15 Cultural & Tourism
- March 16 Business Growth & Development
- March 17 Technology
- March 17 Joint Marketing/Member Services, **3:30 pm**
- March 22 Energy & Environment
- March 23 Government Relations
- March 25 Economic Development, **New Jersey Natural Gas, Wall Twp.**

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