



MODC Matters

A Publication Of The Monmouth-Ocean Development Council

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April 2004

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Recent Events

"Clean Energy Makes 'Cents'"

Following the Governor's Energy Summit in December of 2002, a number of recommendations came forth that could possibly reshape the future of energy consumption for generations to come. Cameron Johnson, Program Manager in the Office of Clean Energy at the New Jersey Board of Public Utilities, addressed these programs and recommendations at the February 20th General Membership Luncheon at the Breakers.



With the creation of the Office of Clean Energy and the NJ Clean Energy Council, there was a marked movement towards using renewable resources for energy generation in the areas of transportation, commercial and residential development. All of these efforts focus on the goal of reducing New Jersey's 50% dependency on petroleum fuels, and leaning towards sustainable energies such as wind and solar thermal. And if that isn't enough of an incentive to transition more to this form of "green" energy, think about the benefits to the environment as a result of these methods of energy generation. Clean energy certainly does "make cents", as well as "make sense".

Upcoming Events

April 6, 2004

"Permitting 101" Seminar
Ocean County College, Toms River
8:00 a.m.

April 16, 2004

General Membership Luncheon
The Berkeley-Carteret Oceanfront Hotel
Asbury Park
11:30 a.m.

April 20, 2004

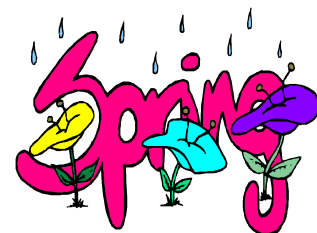
"Business After Hours"
Manasquan Savings Bank, Spring Lake Heights
5:30-7:30 p.m.

April 27, 2004

**"Technology - Changing
The Face of Business" Forum**
Woodlake Country Club, Lakewood
8:30 - 11:30 a.m.

May 6, 2004

39th Annual Silver Gull Awards
Ocean Place Resort & Spa, Long Branch
5:30 p.m.



Is Your Company Linked to Our Website?

Please visit www.modc.com/memberships.html, click the down arrow to see if your company is listed. If not, please call or send an email to the MODC office and we'll be happy to link your website to ours.

Committee Reports

Business Growth & Development

(Marie Lucier-Woodruff, Chair)

Just when they thought it was time to take a breath and relax, the Business Growth & Development Committee took on a host of new activities for the upcoming year. At their February 25th meeting, committee members reviewed the list of potential Business After Hours events on the calendar for April, June and August. Also on the agenda are two seminars, one in June and one in September. The first seminar will be presented by Susan Young Media Relations and relates to the methods of improving your work attitudes in order to achieve greater success, as well as the secrets to listening and learning to build interpersonal relationships. The September program will be presented by Transworld Systems, and will focus on the various ways in which small businesses and non-profit agencies can take advantage of financial collection services, even if they feel that it might not be appropriate for their needs, or that the service might not be cost effective for their budget. There was some discussion on a few legislative matters, in particular, some of the new proposals for mandated family leave. Ben Waldron indicated that he would keep in touch with that issue and report to the committee as to what steps, if any, would be necessary for MODC to react to any such initiatives. The next committee meeting is scheduled for April 14th.

Cultural & Tourism

(Mike Redpath, Chair)

To a tourist who asks "what exit are you off of?", we were at exit 105. To the Cultural & Tourism Committee members, we were at the Holiday Inn at Tinton Falls, who graciously hosted the February 17th committee meeting. After some updates on the Shore Region Tourism Council, a discussion ensued regarding a piece of legislation that is moving through the Assembly that would require semi-annual reporting by the Office on Travel & Tourism of the condition of the tourism industry to the Governor's office. It was suggested that the MODC Government Relations Committee review consider a recommendation from the Cultural &



called "Open The Ocean", which will highlight the cleanliness of our beaches and waterways, as well as

T o u r i s m
Committee to endorse this legislation on behalf of the tourism industry in our region. The committee also devoted extensive time to details of the event planned for May 22nd, tentatively

the economic importance of tourism and the arts to our area. The beginning of this public education project will start with an informational page on the MODC web site that will link to other sites of value to those seeking information on our local beaches. The committee also discussed possible programs to be considered for their April luncheon. Inquiries are being made to the State Office on Travel and Tourism, under the direction of NJ Commerce, to see if an appropriate speaker can be obtained that will address the correlation between redevelopment cities and the need to include tourism and the arts in their redevelopment plans. The next committee meeting will take place on March 30th at the Novins Planetarium at Ocean County College.

Economic Development & Technology

(Steve Juliano & Bill Eventoff, Chairs)

As always, a full room of people were on hand for the Economic Development Committee's February 27th meeting at NJ Natural Gas Company in Wall. After a brief update on the MOM Rail Line project, Mike Danko presented a proposal for a grant program that would partner MODC with the NJ Marine Sciences consortium and the two

counties to address Smart Growth, and in particular, how the MOM Rail can play an important role in those initiatives. A sub committee will be created to begin to develop the



workshop that is being proposed, with a target date of June or July. There was a lengthy discussion regarding the May 21st Smart Growth conference and luncheon, and whether we needed to expand the scope of the program to include other interests. However, it was decided to keep to the original focus of the program, which was to educate the MODC population on the cross acceptance process being used by the State of New Jersey to achieve it's Smart Growth objectives. There was a brief discussion on BRAC, and it was noted that MODC has aligned itself with grass roots organizations in both counties that are working to highlight the important role that the military bases play in our local economy. Ben Waldron mentioned that supporting resolutions had been issued by MODC during the last round of BRAC back in the mid 1990s for both Navy Lakehurst as well as Ft. Monmouth. The next committee meeting will be on March 26th at NJNG.

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Energy & Environment

(Genevieve Boehm, Chair)

The MODC E & E Committee seems to be ever-growing, and welcomed a few new committee members at their February 24th meeting. After some reports by committee members on current energy and environmental issues, they reviewed their recent successful luncheon program, and finalized details of the upcoming seminar on April 6th titled "Permitting 101". The



program will be held at Ocean County College, and will consist of a panel presentation by representatives from the NJ DEP, the Army Corp of Engineers and Birdsall Engineering, focusing on ways in which the permitting process for projects surrounding local waterways can be expedited if applicants are aware of the shortcuts available to them. The committee spoke about the Coast Day 2004 event which will take place on October 9th and 10th this year, and will continue to be held in Cape May and Viking Village. It was also noted that Coast Day was the recipient of the Governor's Eco-Tourism Award this year, and will be recognized as such at a luncheon in March. The next committee meeting will be on March 23rd, tentatively at Ft. Hancock, Sandy Hook.

Government Relations

(Jack Sahradnik/Tom Hayes, Chairs)

With a stable meeting date for monthly meetings in place, the Government Relations Committee met on February 19th with good attendance and energized members. First on the agenda was planning for the Legislative Reception scheduled for May, which will be a venue for getting the elected officials together with local business people in a casual atmosphere. Jenkinsons in Pt. Pleasant Beach has agreed to host the event at their facility, however, we need to determine which of their buildings would be most suitable. A sub committee will be formed to assist in the planning of this program, and will attempt to meet and report back to the next full meeting. A number of legislative issues were discussed, with feedback on some of the topics from Frank Robinson of NJBIA. In Trenton, the budget will take precedent in the coming months, but a few bills regarding Family Leave and possible raises in certain taxes need to be monitored closely. Mike Redpath presented a request from the Cultural & Tourism Committee to consider a supporting resolution for Assembly bill A-1947 which deals with a semi-annual reporting requirement for the Office on

Travel & Tourism to the Governor's office on the status of tourism in the state. After discussion, the committee agreed that a resolution should be created and forwarded to the MODC Board of Directors for approval. It was suggested that this committee begin their meetings at 8:00 am, thereby giving some committee members the opportunity of getting out early enough to go to Trenton if they need to be involved in a legislative committee or session on that day. Therefore, the next committee meeting will take place on March 18th, 8:00 am, at the MODC office.

Non-profit

(Tony Chiariello, Chair)

Another traveling show for the Non-profit committee meeting on February 26th turned out nearly 20 people at the Oakhurst offices of The National Multiple Sclerosis Society. Our host, Mike Elkow, provided attendees with a nice overview of the programs and services provided by the MS Society. After reviewing the successful Annual Appeal workshop that was held at the American Red Cross facility last month, the committee members jumped into some intense conversations about their June luncheon program. It was determined that the topic of affordable housing could relate well to the business community as well as the non-profits, and they will be looking to secure an appropriate state or regional level speaker to have address that subject. Ben Waldron also noted that the Business Growth & Development Committee has a seminar program under consideration that they wanted the Non-profit Committee to partner with them on regarding

collections in the non-profit and small business world. The committee is also considering another jointly sponsored ad in the Silver Gull



Ad Journal this year, allowing any of our Non-profit Committee members the opportunity to take advantage of an ad at minimal cost. The next committee meeting will take place on March 25th at the MODC office.

Technology

(Bill Eventoff, Chair)

On a spring-like morning, when many of the committee members might have preferred to be golfing, a full room of people still gathered for the March 1st Technology Committee meeting. Marshall Wright updated everyone on the progress he is making with the Promotional Marketing Program, beginning

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with his draft of a web site system that could be housed with MODC and provide referrals to various resources for economic development information. He also indicated that he has begun to establish relationships with other technology organizations around the state that could be beneficial to MODC in achieving some of our committee goals. Pat McShea and Jim Mahlmann discussed the Education and Training Survey that this committee will be sending out to solicit input from our membership as to what types of seminars and programs they most want to see from the Technology Committee. Larry Mandel spoke of his efforts in getting information together that will be used to create a supporting resolution from MODC on behalf of the efforts of the state to consolidate some of the research and development efforts that are being done independently by our universities around New Jersey. The committee discussed the April 27th Technology Forum that MODC is hosting jointly with the Brick Township and Lakewood Chambers of Commerce. This is looking like an exciting program, with a number of esteemed panelists from the technology world, and exhibitors from all sorts of technology businesses participating. Publicity will be going out shortly with details of the event and for registrations. Committee members also paved the way for a program in the fall that would be as a result of the feedback we receive from the surveys, and that will be a collaborative event with some of our committee members who are in the midst of creating a technology trade show around that same time. The next committee meeting is on April 5th at the MODC office.

WELCOME NEW MEMBERS

If you are interested in learning more about the mission and objectives of MODC's program committees, click on the following web address link: www.modc.com/involved.html.

☛**Ms. Andrea Bass**, Director of Development, Arthritis Foundation, 200 Middlesex Turnpike, Iselin, NJ, 08830, Phone: 732-404-3676, Fax: 732-283-4633, E-mail: abass@arthritis.org

☛**Ms. Penelope A. Griber**, Environmental Project Manager, Birdsell Engineering, Inc., 611 Industrial Way West, Eatontown, NJ, 07724, Phone: 732-380-1700 x1253, Fax: 732-380-1701, E-mail: pgriber@birdsell.com

☛**Mr. Kevin McInerney**, Regional Sales Coordinator, AFLAC, 1 Bethany Road, Hazlet, NJ, 07730, Phone: 732-335-1400 x11, Fax: 732-335-9001, E-mail: kevin_mcinerney@us.aflac.com

☛**Ms. Sally Mollica**, Campaign Manager, Leukemia & Lymphoma Society, 281 Highway 79, Suite 14, Morganville, NJ, 07751, Phone: 732-591-0370, Fax: 732-591-5878, E-mail: mollicas@lls.org

☛**Mr. Bill Saurer**, Vice President & General Manager, Millennium Radio New Jersey, 2401 Route 66, Ocean, NJ, 07712, Phone: 732-897-8282, Fax: 732-897-8235, E-mail: bill.saurer@mrgnj.com

☛**Mr. Charles Taylor**, Vice President, Matrix Golf & Hospitality, Forsgate Drive, CN4000, Cranbury, NJ, 08512, Phone: 732-521-2900, Fax: 609-395-8289, E-mail: ctaylor@matrixcompanies.com

MEMBER NEWS

Congratulations to ...

Barlo & Associates Architects and Abatare Builders who were the recipients of the 2004 Fame Award for Best Custom Home in Ocean and Monmouth County presented by the New Jersey Shore Builders Association.

Peter Brown and Dawn Gerald of Manasquan Savings Bank who have been promoted to Senior Vice President and Vice President respectively.

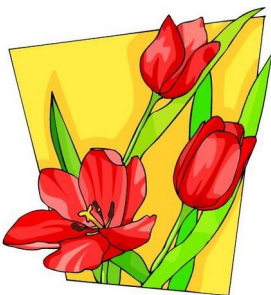
Program Committee Meetings

(Note: meetings are held at the MODC office unless otherwise indicated)

- Mar 24 Committee Chair Breakfast, 8:30 a.m.
Woodlake Country Club, Lakewood
- Mar 25 Non-Profit, 8:30 a.m.
- Mar 26 Economic Development, 8:30 a.m.
NJNG, Wall
- Mar 30 Cultural & Tourism, 8:30 a.m.
Novins Planetarium, OCC, Toms River
- Apr 5 Technology, 8:30 a.m.
- Apr 14 Business Growth & Dev., 8:30 a.m.

Reminder...

The MODC Membership Directory is available to members free of charge at any time. We will send it to you electronically or in hard copy format on request. Just call or e-mail the office to obtain your copy. The directory is updated with new members, addresses and phone numbers daily, so ask for a current copy now.

**MODC WEB SITE ADVERTISING**

MODC now offers banner advertising on our web site. The banner is located at the top of our home page and is available as an animated or fixed banner, with a hyperlink to your own web site home page. If you are interested in more details on this great advertising opportunity, please contact Ben Waldron at the MODC office, or go to www.modc.com.

HAPPY SPRING

EDUCATION FOUNDATION FUND-RAISER

Luxury Corporate Suite Raffle

Lakewood Blue Claws vs. Lake County Captains

Wednesday, June 16, 2004, 7:05 p.m.

GPU Energy Stadium, Lakewood

Accommodations for 16 People

Includes Food, Beverage and Game Tickets

Courtesy of Commerce Bank

\$10 a chance

Drawing: May 21, 2004

Tickets will be sold at upcoming events or you may call the MODC Office to make arrangements to pick up tickets



**MONMOUTH-OCEAN DEVELOPMENT COUNCIL
&
SOUTHERN MONMOUTH CHAMBER OF COMMERCE**

INVITE YOU TO JOIN US AT OUR

'JOINT BUSINESS AFTER HOURS'

Tuesday, April 20, 2004, 5:30-7:30 p.m.

Hosted by

Manasquan Savings Bank

305 Hwy. 71
Spring Lake Heights

Meet and greet your MODC and SMCC friends in a casual and relaxed atmosphere. Share some beer, wine, hors d'oeuvres and your business cards. Network with elite business leaders in Monmouth and Ocean counties. Bring a friend or business associate.

Please complete the registration form below and return it to the MODC office at 2520 Hwy. 35, Suite 205, Manasquan, NJ 08736, or fax to (732) 223-1516, or register on our web site: www.modc.com/042004.html.

WE LOOK FORWARD TO SEEING YOU ON APRIL 20TH!

Yes, I would like to make _____ reservation(s) for the Joint Business After Hours at \$10.00 each

Name _____ Company _____

Address _____

Telephone _____ Fax _____ email _____

___ check enclosed ___ I will pay at the door

___ Visa/Mastercard # _____ Exp. Date _____

For more information or directions, please call the MODC office at (732) 223-MODC

Or email us at staff@modc.com



"TECHNOLOGY – CHANGING THE FACE OF BUSINESS"

A Forum On Keeping Up With The Changes

Tuesday, April 27, 2004
8:30 a.m. – 11:30 a.m.

Woodlake Country Club, Lakewood, NJ



Presented by MODC's Technology Committee and in cooperation with
The Brick Township and Lakewood Chambers of Commerce, and Single Throw, Inc.

Sponsored by: **Hale and Dorr, LLP**

What are the most recent technological changes? What do you have to do to keep up? How can your business become more profitable by using technology? Just about everyone needs to know what is coming in the future. Learn how you can use technology to better manage your business. Whether it's local or national, whether it's retail, nonprofit or healthcare related, our panel of expert professional speakers will help you keep up with the changes and prepare for the future.

Agenda

| | |
|------------|--|
| 8:30 a.m. | Registration & Continental Breakfast |
| 9:00 a.m. | Welcome & Opening Comments – Senator Robert Singer R, Mon/Oc NJ Commission on Science and Technology |
| to | |
| 11:30 a.m. | Technology Forum |

Moderator: **Larry Bailin**, CEO, Single Throw, Inc.

Panelists: **Microsoft** (Office 2003)
Symbol Technologies (Healthcare Technology)
Connotate Technologies (Speed of Information)
Avaya (Telecommunications & IP Telephony)

8:30 a.m. to 11:30 a.m. Exhibitor Showcase

YES! I'd like to make _____ reservations for the April 27, 2004 Technology Forum @ \$25.00

Enclosed is my check for \$_____ made payable to MODC.

___ Visa ___ M/C # _____ Exp Date _____ Total Charge \$ _____

NAME _____
COMPANY _____
ADDRESS _____
PHONE _____
GUEST NAME(S) _____

Fax or e-mail reservation form to:

MODC, 2520 Highway 35, Suite 205, Manasquan, NJ 08736; FAX (732) 223-1516; e-mail: staff@modc.com
Or register on our website: <http://www.modc.com/042704.html>.

For complete directions, please visit Woodlake Country Club's web site, <http://www.woodlakecountryclub.com/directions.htm>