



MODC Matters

A Publication Of The Monmouth-Ocean Development Council

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February 2004

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Recent Events

2003 Holiday Luncheon

Even the mild temperatures couldn't diminish the holiday spirit as nearly 200 MODC members and friends enjoyed the beautifully festive atmosphere at The Shadowbrook on December 12th. The annual Holiday Luncheon is always a highlight event for MODC and our membership, providing everyone with a jump start on the holiday season. Over one hundred gifts were distributed to the merry crowd of luncheon attendees, and dozens of toys were collected for the Toys For Tots program sponsored by the U.S. Marine Corps. It seemed that, regardless of some of the trials and tribulations that some of us may have suffered over this past year, there was no sign of anything other than joyous fellowship here in Shrewsbury. On behalf of the Officers and Board of Directors, MODC President Greg Aikins offered wishes for a happy and healthy holiday season.



Greg Aikins

Upcoming Events

February 20, 2004
General Membership Luncheon
The Breakers, Spring Lake
11:30 a.m.

February 24, 2004
"Business After Hours"
OceanFirst Bank, Wall
5:30-7:30 p.m.

March 19, 2004
General Membership Luncheon
Spring Lake Manor, Spring Lake Heights



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)

The ever-busy Business Growth & Development Committee met on December 17th to look at their proposed winter and spring activities, and reflect on a very successful November luncheon program. Final details are still being discussed for a late-winter workshop focusing on tax laws and the tax appeal process. There are also a couple of locations under consideration for hosting our Business After Hours events in the late winter and late spring months. The possibility exists to collaborate with one of our Monmouth County Chamber of Commerce partners on one of the events. This committee will be hosting the June Luncheon and Annual Meeting, and will be looking



to secure a speaker and topic for that program soon. Two workshop/seminar events were also under

discussion – one that would deal with the legalities and practices of hiring employees in a small to medium sized business environment, and another that would focus on the financial collection process used by small business and nonprofit entities. More to come on all of these activities after the first of the year. The next committee meeting is set for January 21.

Cultural & Tourism

(Mike Redpath, Chair)

Described by one of the Cultural & Tourism Committee members in attendance as "something from a holiday post card", the scene surrounding the Manasquan Reservoir Environmental center was indeed perfect. The recent snowfall painted a winter wonderland picture outside, as the committee sat warmly inside working their way through a busy agenda. After a brief presentation by Laura Kirkpatrick, of the Monmouth County Parks Department, and an update of regional tourism issues, the committee moved through a busy agenda of projects that are in the works for 2004. Some of the topics of projects include marketing/public relations campaigns in the effort to educate people on the value of arts and tourism to the local economy, as well as how clean the local waters and beaches are. The basis behind the latter project is, in part, the Blue Wave program that has been in existence for the last couple of years, and is shedding a negative impression on the New Jersey shoreline as having clean and safe beaches. Also on tap is a follow-up CHAT event, which may be planned in conjunction with the release of

these public education campaigns to attract more publicity. The committee is also still working on the possibility of bringing a couple of our colleges and universities together to assist in creating a database of tourism information that would be helpful to the counties and tourism related entities in developing marketing and expansion plans for their area. The Cultural & Tourism Committee will be hosting the April 16th general membership luncheon and will be trying to secure a speaker and program by the next meeting, on a date and place to be determined.

Economic Development

(Steve Juliano, Chair)

With a few new and a few returning committee members around the table, Steve Juliano worked his way through a busy agenda at the December 19th Economic Development Committee meeting. Bonnie Goldschlag updated attendees on the MOM Rail project, noting that the finalization of the DEIS study will be in June of 2004. We still have much to do to make sure that all available funding sources are in tact, for without it the results of the study will be immaterial. The majority of the meeting was consumed by discussions on the upcoming Smart Growth symposium that the committee will be presenting in conjunction with the May general membership luncheon. Panelists have been approached who will be part of the morning seminar program, and we are hoping to have DCA Commissioner Levin as our luncheon keynote speaker. The morning panel will be discussing the new process by which the state is addressing Smart Growth, which is a concept called "cross acceptance", and which hopefully leads to a plan endorsement by the State. A number of additional components of the proposed seminar, which will include utility companies, developers and the DEP, will be held aside and assembled as

a separate seminar later in the year. Also, Mike Danko, of NJ Sea Grant, has also asked to partner with MODC in a Smart Growth project for which they

have received a small funding grant to create. The next committee meeting will be held jointly with the MODC Technology Committee's monthly meeting on January 23, 2004 at the NJ Natural Gas Company offices in Wall. At that meeting Mike Ruane, of The James Thomas Group, will be making a presentation on the BRAC (Base Realignment And Closure) issue that is coming up this year.

Non-profit



(Continued on page 3)

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(Tony Chiariello, Chair)

Once again, the Nonprofit Committee attracted a full house of attendance at their December 18th meeting, due in large part, I'm sure to the presentation that was offered by Jennifer Anderson from the Community Foundation of Monmouth County. Jennifer commented on the great work that the Foundation has accomplished in their short 2+ years of existence, and the ways in which the recipients of their contributions have benefited from the \$2 ½ million they have put out into the community. Many of our MODC Nonprofit Committee members are in line to take advantage of similar opportunities, and will be looking to work with Jennifer and the Community Foundation to obtain their financial goals. The committee also prepared for their January 22nd meeting which, in addition to the business meeting, will include a training seminar program focusing on the ways in which to run a successful "annual campaign". Panelists are confirmed, and details of the program and location should be confirmed shortly as well. Committee members will be inviting members of their Board of Directors and Trustees, as well as other interested parties, to attend this valuable work session. This committee will be hosting the March general membership luncheon and is working on securing their speaker for that event. The topic of the luncheon presentation will most likely revolve around the results of a recently completed needs assessment performed in Monmouth County which reflects some of the major concerns as it relates to social and government services. As previously noted, the next meeting will be on January 22 in conjunction with the annual campaign seminar.

Technology

(Bill Eventoff, Chair)

The interest and enthusiasm for this committee is reflected in the meeting attendance, as over a dozen members gathered around the table at the December 15th meeting. There was some discussion regarding the upcoming January luncheon at which Dr. Vagelos was supposed to be speaking about the merger of the state's research universities. It was decided that there should be little change in that focus since the topic of partnerships between the universities in an effort to strengthen themselves in the international economic markets is still on the horizon, even though the actual merger proposal appears to be deferred indefinitely. There was



Technology

a report from some of the sub committee chairs regarding the economic development promotional package that is being assembled, as well as the MODC member survey which is being used to compile information for future training and workshop sessions. The committee has also agreed to collaborate with the Lakewood and Brick Township Chambers of Commerce to present a technology conference in April which has been developed by Single Throw, Inc. in Brick. The January meeting of the Technology Committee is being combined with the Economic Development Committee meeting at which MODC member Mike Ruane will be discussing the BRAC issue that Ft. Monmouth and other military facilities in our area will soon be facing. That meeting will take place on January 23rd at the NJ Natural Gas Company in Wall.

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.



Program Committee Meetings

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

- Jan 14 Silver Gull Nominating, 2:30 p.m.
- Jan 15 MOM, 2:00 p.m.
- Jan 22 Non-Profit Mtg. & Seminar, 8:30 a.m.
**Jersey Coast Chapter,
American Red Cross, Tinton Falls**
- Jan 23 Joint Econ. Dev./Technology, 8:30 a.m.
New Jersey Natural Gas, Wall
- Jan 26 New Member Orientation, 8:15 a.m.
- Jan 27 Energy & Environment, 8:30 a.m.
Woodlake Country Club, Lakewood
- Jan 28 Business Growth & Dev., 8:30 a.m.
- Feb 2 Technology, 8:30 a.m.
- Feb 10 Education Foundation, 8:30 a.m.

Congratulations to the newly elected officers and trustees of the MODC Education Foundation.

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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.

WELCOME NEW MEMBERS

☛Mr. Eric Joice, Executive Director, Epilepsy Foundation of New Jersey, 35 Beaverson Avenue, Brick, NJ, 08723, Phone: 732-262-8020, Fax:, E-mail: ejoice@efnj.com

☛Mr. Matt Appel, Financial Representative, International Planning Alliance, Galleria Bldg., 2 Bridge Ave., Bldg. 6, Red Bank, NJ, 07701, Phone: 732-212-5035, Fax: 732-576-8699, E-mail: mappel@planningalliance.com

☛Mr. Robert Gagliano, MAI, Managing Member, Gagliano Appraisal, LLC, 59 Avenue at the Commons, Suite 106, Shrewsbury, NJ, 07702, Phone: 732-380-0880, Fax: 732-380-1521, E-mail: rgagliano@gaglianoappraisal.com

MEMBER MEMO

Congratulations to ...

Pat McShea of HyTec Telephone in Manasquan, who celebrated its 20th anniversary in December.

Jeff Greene, Vice President of Brand Strategy at Red Flannel, who was recently elected president of the Jersey Shore Public Relations & Advertising Association.



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.



"Clean Energy Makes 'Cents' "

Cost-Saving Opportunities And
Sustainable Energy Resources For Local Businesses

Friday, February 20, 2004
The Breakers, 1507 Ocean Avenue, Spring Lake

Michael Winka

Sponsored by **Birdsall Engineering, Inc.**

Presented by **MODC's Energy & Environment Committee**

New Jersey has instituted a number of successful initiatives that help to reduce the State's peak demand, conserve finite resources and transform the marketplace for the next generation of electricity supply technologies. Michael Winka, Director of the New Jersey Office of Clean Energy, will present money saving opportunities for your business, address sustainable energy practices to better your business and your role as a community business partner, and provide a look at how local businesses should think about energy in the future.



11:30 a.m.

Networking Reception

12:00 p.m.

Luncheon

1:00 p.m.

Guest Speaker: **Michael Winka, Director**

Office of Clean Energy

New Jersey Board of Public Utilities

I'd like to make _____ reservations for the February 20, 2004 Luncheon
Cost: \$30.00 MODC Member/\$35.00 Non-Member

___I'd like to reserve a display table @ \$25.00 (members only). Set up time is 10:30 - 11:00 a.m.

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

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

NAME _____ Entrée _____

COMPANY _____

ADDRESS _____

PHONE _____

GUEST NAME(S) _____ Entrée _____

_____ Entrée _____

Entrée Choice: # 1 Sliced Sirloin # 2 Sliced Pork w/ Rum Raisin Sauce

Fax or send reservations to:

MODC, 2520 Highway 35, Suite 205, Manasquan, NJ 08736, FAX (732) 223-1516; e-mail: staff@modc.com

Or register on our website: www.modc.com (Click on the following link to register: <http://www.modc.com/022004.html>)

Directions: GSP Exit 98 to Rt. 34 south. Proceed to traffic circle. Go $\frac{3}{4}$ around circle taking Allaire Rd. (Rt. 524) straight to the ocean. Turn right on Ocean Ave. Breakers is approximately 4-5 blocks on the right.

Please call (732) 223-MODC for any special accommodations

