



# MODC Matters

A Publication Of The Monmouth-Ocean Development Council

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January 2004

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## Recent Events

### New Jersey Economic Forecast

The blustery fall weather brought about a great turn out for the November 14<sup>th</sup> General Membership Luncheon, which was capped by an interesting and somewhat whimsical outlook on New Jersey's economic status by Mark



Mark Vitner

Vitner, Senior Economist for Wachovia Bank. Mr. Vitner, a nationally renown speaker on the economic forecasting, covered a wide spectrum of economic indicators, noting that there are mixed signals coming from various sectors of the economy as to whether or not we are on the rebound. Indicators such as the Gross

National Product, housing markets and the national unemployment levels generally reflect an improving economy, even though most businesses are quick to retort that they "are not seeing it in their business". Mr. Vitner highlighted some aspects of the current climb back from recessionary times as being different from that which we experienced in the 80's and 90's, noting the major difference is the state's population explosion in recent years, which will keep the housing market stable. And who would have believed that one of the best economic forecasting indicators could be a

"dead chicken"? A special thanks goes to Mark Vitner, who traveled all the way from North Carolina to bring us an enlightening overview of our economy, and for doing so in such a unique fashion.



November Luncheon

## Upcoming Events

January 9, 2004  
General Membership Luncheon  
Woodlake Country Club, Lakewood  
11:30 a.m.

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



At the Holiday Season  
our thoughts turn  
gratefully to those  
who have made our  
progress possible.  
There is no time more  
fitting to say THANK  
YOU and to wish you a  
Happy Holiday Season

## Committee Reports

### 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 16<sup>th</sup> 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 the holidays approaching, and a change in venue, the Economic Development Committee drew a slightly more intimate crowd to their November 21<sup>st</sup> meeting, but an ambitious one none the less. After a number of sub-committee updates and some discussion on upcoming objectives, the group jumped right into the primary focus of this month's meeting – planning for "smart growth" initiatives and ways in which MODC can be a part of how this statewide effort comes together. It was decided that we would be best suited to play the role that we perform best, which is that of an advocate and educator. The committee is preparing to develop a panel discussion seminar for the morning



of their May luncheon which will tie in with the luncheon program speaker. A keynote speaker, and a panel consisting of representatives from various state agencies and other interested parties will be established, with the objective of providing information from all sides of this somewhat controversial subject. To move this day long project along more efficiently, an ad hoc committee was formed to begin the process, and will be meeting in the next couple of weeks to begin planning. The next regular committee meeting will be on December 19<sup>th</sup> at the New Jersey Natural Gas Company, Wall.

### Energy & Environment

(Genevieve Boehm, Chair)

The Energy & Environment Committee took to the road for their November 25<sup>th</sup> meeting, and met at New Jersey Natural Gas Company in Wall for their business meeting and a presentation by Bob Kudrick of NJNG on their recently unveiled solar energy installations. Bob provided an overview of the two solar projects that NJNG completed with solar installations, one residential in Neptune and a commercial unit on the gas company's service center in Wall. The residential system is supplying approximately twenty-five percent of the home's electricity, and the commercial installation provides close to ten percent of the power usage in the NJNG building. The success of these renewable energy systems is a tribute to the advances being made in this technology in recent years, and is just a taste of things to come in the field of green energy. The committee devoted some time to reports from members regarding the pending rule changes for the state's affordable housing dilemma, the new smart growth initiatives and the proposed cross acceptance process they are working towards, and an awareness program developed by Mike Weinstein and the NJ Marine Sciences Consortium highlighting the



dangers of rip tides in New Jersey ocean waters and how to minimize the threat from them. The committee also discussed plans for their February luncheon program, and the March seminar, "Permitting 101" that is in the works. There are a number of site visits being planned, and a few committee presentations in the next few months. The next scheduled meeting is on January 27<sup>rd</sup>.

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### **Non-profit**

(Tony Chiariello, Chair)

On yet another of their popular road trips, the Non-profit Committee met at the Ronald McDonald House in Long Branch. To the delight of all of those in attendance, Mary Ann Martin, Chair of the Board, and Debbie Cini, Executive Director, provided an historical overview of the House, one of over two hundred now in existence. There could be no more perfect of a retreat for anxious parents and family members who have children in local hospitals for extended periods of time. The subdued, yet friendly atmosphere of the House is undoubtedly a welcomed comfort to parents and siblings who need to spend time with children confined to nearby hospitals or undergoing regular treatments for life threatening ailments. Kudos to the entire staff, and countless volunteers, who make this facility a true blessing to those who are destined to take advantage of the Ronald McDonald House's services. The committee discussed details of an upcoming seminar planned for January that will deal with Annual Fundraising Campaigns, something that so many of non-profit members must deal with regularly, but are not always in tune with the best methods of conducting them. Additionally, the March luncheon will be hosted by this committee, and a number of potential speakers and topics are being researched for further discussion at the next meeting, which will take place on December 18<sup>th</sup> at the MODC office.

### **Technology**

(Bill Eventoff, Chair)

Committee members devoted much time to discussions on their marketing strategies at the November 17<sup>th</sup> meeting, and set plans in motion for ways in which MODC can collaborate with other technology organizations around the state. Once we have compiled the necessary materials to be used for promotional purposes, we will look to some of our potential partners to assist in getting MODC into the appropriate venues to market our region and the state as a good place to do business. The committee also discussed their upcoming luncheon in January, where Dr. Roy Vagelos will be the featured speaker. Suggestions for a spring seminar were also on the agenda, which appears to be forming into a free standing series of panel discussions wrapped around an exhibitors forum for technology related businesses. The next committee meeting is tentatively scheduled for December 15<sup>th</sup>, however, a confirmation is still pending on a proposed speaker for the program which will be done in conjunction with the Economic Development committee.

**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](http://www.modc.com/involved.html).**

### **Program Committee Meetings**

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

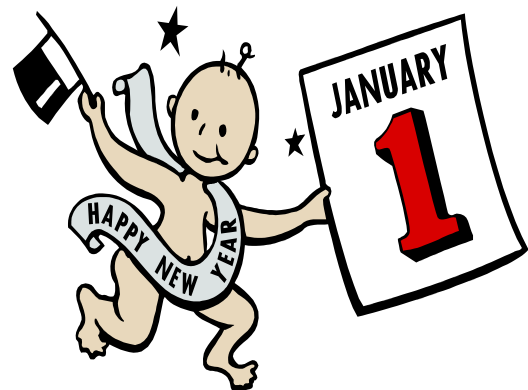
Dec 17 Business Growth & Development, 8:30 a.m.  
Dec 18 Non-Profit, 8:30 a.m.  
Dec 19 Economic Development, 8:30 a.m.  
**NJNG, Wall**

### **WELCOME NEW MEMBERS**

☛ Mr. Arthur Gallagher, President, Gallco Enterprises, Inc.,  
55 Leonardville Road, Belford, NJ, 07718, Phone: 732-495-8988, Fax: 732-495-8284, E-mail: [artvg@gallco.net](mailto:artvg@gallco.net)

### **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](http://www.modc.com).**





# "New Jersey's Universities"

Drivers of Economic Growth

Friday, January 9, 2004

Woodlake Country Club, Lakewood

## Dr. Roy Vagelos

Retired Chairman of the Board & CEO, Merck & Co., Inc.

Chairman of the Commission on Health Science, Education & Training and the  
Commission on Jobs Growth & Economic Development

Sponsored by **New Jersey Coastal Communiversitry**

Presented by MODC's Technology Committee

With the economy recovering, New Jersey is examining ways to further economic growth and build an economy that can compete nationally and internationally. Immediate steps can be taken to stimulate near-term growth, however, the long term competitiveness of our economy depends on strengthening the national competitiveness of our research universities. This recognition led to a 2002 commission recommendation to restructure Rutgers University, the University of Medicine and Dentistry of NJ and the New Jersey Institute of Technology to achieve this goal. Dr. Vagelos will be providing luncheon attendees with an update on plans for realigning and strengthening our research universities, as well as the progress of the Commission on Jobs Growth & Economic Development.



11:30 a.m.

Networking Reception

12:00 p.m.

Luncheon

1:00 p.m.

Guest Speaker: **P. Roy Vagelos, M.D.**

I'd like to make \_\_\_\_\_ reservations for the January 9, 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 Chicken Breast w/ Apple Stuffing    # 2 Flounder Francaise**

Fax or send reservations to:

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

Or register on our website: [www.modc.com](http://www.modc.com) (Click on the following link to register: <http://www.modc.com/010904.html>)

**Directions:** From North-GS Pkwy exit 91 Lakewood/Brick; stay right after toll booth and proceed to 5th traffic light-Rt. 88; Turn right on Rt. 88 West and proceed to 1st traffic light. Turn right on New Hampshire Ave. Woodlake is the 2nd entrance on the right.  
**From South-GS Pkwy** exit 90; take jughandle at 1<sup>st</sup> light & turn left onto Chambers Bridge Rd; proceed to Rt. 88 and turn left onto Rt. 88 West. Continue as above to New Hampshire Ave.

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

