



MODC Matters

A Publication Of The Monmouth-Ocean Development Council

2520 Highway 35, Manasquan, NJ 08736 (732) 223-MODC Fax (732) 223-1516 Web Site www.modc.com

June 2004

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Recent Events

April General Membership Luncheon "Affordable Housing"

Asbury Park was a fitting venue to address the subject of affordable housing on April 16th for the April General Membership Luncheon. Guest speaker Assemblyman Sean Kean noted examples of how the city is on the cusp of many great things, including the expansion of affordable homes. Assemblyman Kean expressed the concern of some of the state's legislators that the oversight commission called the Council On Affordable Housing (COAH) might not be the most effective entity to maintain the original intentions of the law which established it. It is being recommended that this responsibility be moved from the Department of Community Affairs, of



which COAH is an affiliate, back to the legislative body where lawmakers are more directly in touch with their local constituency on issues such as where affordable housing is most needed, and how it will impact their municipalities. Assemblyman Kean also addressed how the local infrastructure positively impacts property and housing values in our area, and noted that the skyrocketing prices of homes in Monmouth & Ocean Counties can be directly attributed to our success in creating such a wonderful place to live, work and play, and offering a quality of life that is attractive to buyers. As we are all well aware, however, along with the escalating property values comes rising property taxes. And until a more equitable system of property tax evaluation becomes a reality, we will continue to see people losing their homes due to their inability to keep up with the cost of maintaining it and the continuous tax hikes they are experiencing.

Upcoming Events

June 3, 2004

"Smart Growth Transportation" Seminar
Brookdale Community College
Western Monmouth Higher Educ. Ctr., Freehold
8:30-11:30 a.m.

June 10, 2004

"Communications" Seminar
Brookdale Community College, Lincroft
8:00-10:30 a.m.

June 18, 2004

**Annual Meeting and
General Membership Luncheon**
Waterview Pavilion, Belmar
11:30 a.m.

June 22, 2004

"Business After Hours"
Amper, Politziner & Mattia, P.C., Wall
5:30 - 7:30 p.m.

July 13, 2004

"Business After Hours"
Lakewood Blue Claws, Lakewood
5:30 - 7:30 p.m.

Business After Hours

The increasingly popular Business After Hours events have become a mainstay of MODC events in recent months, as evidenced by the most recent one on April 20th at Manasquan Savings Bank in Spring Lake Heights. Nearly



100 people crowded the lobby of the bank, and mingled among their business associates in a warm and friendly atmosphere of networking. One of the most notable qualities of these

affairs is that it allows for attendance by many of our MODC family that are not typically available to participate in our luncheon or seminar programs. And when we partner with one of our local business associations, as we did this time with the Southern Monmouth Chamber of Commerce, it opens up the doors to new relationships with folks we might not otherwise have the opportunity of communicating with. We look forward to the upcoming Business After Hours events in June, August, October and December for more of the same.

Technology Forum

The interest in emerging technologies was more than evident at the Technology Forum held on April 27th at Woodlake Country Club, where almost 150 attendees enjoyed the presentations of some of the real gurus of the technology world. This collaborative event, presented by MODC, Brick Township Chamber of Commerce, Lakewood Chamber of Commerce and



Single Throw, appeared to be a huge success, and was extremely well received by attendees and exhibitors alike. Presentations by Microsoft, Avaya,

Connotate Technologies and Symbol Technologies kept much of the audience's attention, while others mingled and networked around the sponsor and exhibitor tables hoping to gain new insights into some of the newest technologies on display. Senator Robert Singer, a member of the NJ Commission on Science & Technology, opened our program with comments on the dramatic change in the way New Jersey is looking at technology, biotech and pharmaceutical businesses over the past 10 years. With a recognition of the significant impact of these industries on the economy of the state, the Governor and his administration are developing initiatives to retain and attract high quality technology business to New Jersey. This event, and the conversations heard around the room, leaves no doubt that there needs to be a concentrated effort to expand and develop these companies around the state.

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.

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.



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.

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Committee Reports

Business Growth & Development

(Marie Lucier-Woodruff, Chair)

Chairperson Marie greeted a few familiar and a few new faces around the table at the Business Growth & Development Committee meeting on May 19th. With their June 10th "Communications" seminar almost here, the committee reviewed the program and talked about ways to market the program for optimum attendance. There is also a Business After Hours event scheduled for the end of June, along with a couple more over the summer and into the fall and early winter. A workshop session on collections, with a focus on small business and nonprofit organizations, is scheduled for September. Karen Cooper, from Transworld Systems, will moderate the program, and the committee will be working on one or two other participants to round out the program. A sub committee will meet in July to develop the agenda and an invitation flyer for that event. There was some discussion on a possible seminar on networking, and what the appropriate venue might be to bring that type of program to. There was also some conversation about how MODC might partner with some of our associates at the various State agencies, as well as the community colleges and the county Workforce Investment Boards, to bring some new and innovative programs to our membership in the upcoming year. After a brief discussion on a couple of legislative issues impacting the local business environment, the committee wrapped up the meeting and set their next meeting date for July 14th. The next meeting might be a "road trip", so a location will be announced prior to the meeting date.

Cultural & Tourism

(Mike Redpath, Chair)

On what turned out to be the warmest day of the 2004 year, the Cultural & Tourism Committee convened their April 19th meeting at the Count Basie Theater in Red Bank, thanks to the hospitality of the Monmouth County Arts Council. The Count Basie is approaching its centennial anniversary, and will be undergoing some renovations and expansions in the coming months that will allow for new seating capacities for 1,600 patrons. This historic theater provides a wide variety of top of the line programs and events to local residents at affordable prices. A schedule of upcoming events may be found at their web site, www.countbasietheatre.org. One of the initiatives that came out of this committee was a public education project regarding the quality and cleanliness of our beaches and waterways, which could positively impact tourism in the area. Initially, the communications of this data will be done through a series of links on the MODC web site. Another project that the committee will undertake is a data collection program that will be coordinated through Monmouth University and their Business

School. Tourism businesses have expressed concerns that they do not have accurate information at their disposal about the visitors to the New Jersey shore regions on which they can base business decisions. Data such as the origin of the tourists, what recreation they might be looking for, other local destinations they might have in mind, the types of restaurants they like to frequent, etc. could be very helpful in establishing packaged vacation opportunities to tourists destined for our area. This committee will be responsible for the June luncheon program, and an invitation is being extended to secure a speaker who can address the need for such data, and some of the sources of this information that can be made available to businesses who are looking for it. The next meeting will be on May 17th at a Toms River location to be determined.

Economic Development

(Steve Juliano, Chair)

With an ever growing agenda before them, the Economic Development Committee moved quickly through their assignments at the April 23rd committee meeting. Bonnie Goldschlag provided a brief update on the MOM Rail project, noting that a Community Liaison Committee meeting is scheduled for June 3rd up in Middlesex County. MODC will have representation at that meeting. She also mentioned that she had heard



recently at a meeting with NJ Transit and NJDOT that there might not be a preferred alignment indicated as a result of the ongoing DEIS. We will need to have more conversation with those agencies, as well as the consultants hired by Monmouth & Ocean Counties, as to whether that is an accurate statement. There was some discussion regarding the recent furor over the "Highlands legislation" that is being proposed which will impact development in the northwest corridor of the state. MODC will look for more information on this issue and follow up as required. Much time was devoted to discussion on the Smart Growth conference & luncheon coming up on May 21st. Panelists are secured, and the Commissioner of DCA, Susan Bass Levin is still on board as the luncheon speaker. A sub committee will meet to finalize the agenda and report back to the appropriate committee members with details of that meeting. The conference is intended to be a launching event for a number of additional seminars focusing on various aspects of Smart Growth.

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The first seminar is scheduled for June 3rd, and the topic will be transit oriented Smart Growth which involves land based transportation initiatives such as mass transportation, rail service, road improvements, as well as transit villages and transportation centers. More information on this event will be out in the near future. The next committee meeting will take place on May 28th at New Jersey Natural Gas Company's office in Wall.

Energy & Environment (Genevieve Boehm, Chair)

Not everyone would look forward to spending a brisk, spring morning at the county landfill, but the Energy & Environment Committee did just that for their May 4th meeting. Committee member Rich Watson hosted the meeting and, with the help of Chris Murray and Larry Zaayenga, provided the committee with a comprehensive overview of the operations of the Monmouth County Reclamation Center. Afterwards, attendees enjoyed a site visit to the energy generation



facility that operates at the landfill. With a half million tons of waste materials coming into the Center, there is plenty of gas accumulating in the landfill. The power

generating system removes that gas from the ground, treats it, and uses it to run turbines that create electricity. The electric power generated is then sent to the local power grids for distribution to consumers. There is so much going on here that I would highly recommend everyone in Monmouth County take the opportunity to find out more about all of the great, environmentally sound things that take place at the Center. There was a brief update from some of the committee members on various topics surrounding energy and environmental issues, and some discussion on locations for the next few committee meetings. The next scheduled meeting date is May 25th, at a location to be determined.

Government Relations (Jack Sahradnik/Tom Hayes, Chairs)

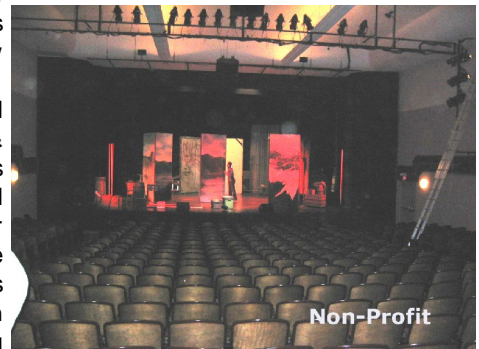
The first priority on the agenda for the April 15th Government Relations Committee meeting was to discuss the fate of the quickly impending legislative reception that has been tentatively planned for the end of May. A number of obstacles have prevented the committee from orchestrating this function in a timely manner, therefore, it was decided to postpone the

event until next Spring in order to seek out a different location and to prepare properly for a superior level event. Another upcoming event under discussion was the September candidates luncheon, which will feature congressional candidates from the four districts in Monmouth & Ocean counties. A direct outreach will be made to the candidates after the June primary elections to assure a good participation at the luncheon. The committee has been discussing extending invitations for speakers at upcoming committee meetings, as well as hosting some future meetings off site at locations that would be conducive to attracting those speakers. A few potential speakers will be followed up on for the June and July meetings. The committee also reviewed a proposed resolution submitted by the Technology Committee which supports the efforts by the State of New Jersey to improve our standing in the country in the areas of technology research and educational offerings. The resolution was approved for forwarding to the Executive Committee for final approval. NJBIA representative Frank Robinson updated the committee members on a few issues coming out of Trenton right now, however, most areas are quiet due to the priority of the budget meetings at this time of year. The next committee meeting will be on May 20th, 8:00 am at the MODC office.

Non-profit (Tony Chiariello, Chair)

With our host Jack Drew in the lead, the Non-profit Committee had the pleasure of touring the Algonquin Theatre prior to their April 22 committee meeting. The Algonquin was purchased, refurbished and opened by Jack Drew and his wife back in 1994, and the growing success of the theatre becomes more apparent every year. This beautiful, historic theater provides movie productions and live shows year round to the delight of senior citizens, school children and all lovers of the arts. The impact of the Algonquin goes well beyond the

city of Manasquan, as they draw attendance from all around Monmouth & Ocean Counties and beyond. And the free, outdoor summer movie series has become an overwhelming success in the



community. We wish Jack and his wife much success with this passion of theirs in the future. The committee reviewed their recent general membership luncheon, and made preparations for a series of seminars that they are looking to roll out starting in the Fall which would focus on a number of different topics related to the non-profit community, such as giving trends, planned giving opportunities, and the values of

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interaction with the business community. The next committee meeting will be on May 27th.

Technology

(Bill Eventoff, Chair)

In Bill's absence, Marshall Wright jumped in and chaired the Technology meeting on May 10th at the MODC office. Primary on the agenda was a review of the recent Technology Forum which was co-sponsored by MODC's Technology Committee and the Lakewood and Brick Township Chambers of Commerce. Overall, the program appeared successful, although there was much discussion in regard to the content of the program and the audience it was intended to reach. With a similar type of program in the works for MODC to roll out in the fall, the committee discussed the pros and cons of this particular event, and will look to improve on those areas of weakness for the fall program. Jim Mahlmann reported that many of the technology surveys have been returned, and are being compiled to determine exactly what type of training and education the MODC membership is interested in. The results will provide guidance for the committee in structuring the fall seminar they have planned. There was also some discussion regarding the current round of BRAC that is underway, and what roll MODC can play in supporting the bases in New Jersey. John Gagliano will be the contact person for this issue, and will report back to the committee with recommendations. The next meeting is scheduled for June 7th, at which time the committee will be looking at goals and objectives for the committee for the upcoming fiscal year.

Program Committee Meetings

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

- May 27 Non-Profit, 8:30 am
Ladacin Network, Wanamassa
- May 28 Economic Development, 8:30 am
NJNG, Wall
- Jun 7 Technology, 8:30 am
- Jun 8 Golf, 12 noon
Woodlake Country Club, Lakewood
- Jun 15 Education Foundation, 8:30 am
- Jun 17 Gov. Relations, 8:30 am, LTBA
- Jul 14 Bus. Growth & Dev, 8:30 am, LTBA

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.

MEMBER EVENTS

Congratulations to...

Lily Vega, Director of Marketing and Corporate Sales of the **Watchung Companies**, Lakewood was named Business Person of the Year by the New Jersey State FBLA (Future Business Leaders of America).

WELCOME NEW MEMBERS

- ☛ **Ms. Carol L. DiCola**, Branch Manager, Commerce Bank/Shore, N.A., 802 West Park Avenue, Ocean, NJ, 07712, Phone: 732-493-1590, Fax: 732-493-2995, E-mail: cdicola@yesbank.com
- ☛ **Mr. Jerry Gallagher**, President, Primetime Entertainers, 2849 Woodbridge Avenue, Edison, NJ, 08837, Phone: 732-548-5480, Fax: 732-906-8788, E-mail: primetmdj@aol.com
- ☛ **Mr. Thomas J. Gilmour**, Director of Economic Development, Asbury Park, City of, One Municipal Plaza, Asbury Park, NJ, 07712, Phone: 732-502-5749, Fax: 732-775-1483, E-mail: tgilmour@cityofasburypark.com
- ☛ **Mr. Jeff Greene**, President, Jersey Shore Public Relations & Advertising Association, PO Box 8515, Red Bank, NJ, 07701, Phone: 732-842-3311, Fax: , E-mail: jack@reinassociates.com
- ☛ **Ms. Paige P. Metzger**, Financial Planner, Summit Financial Resources, Inc., 615 Hope Road, Bldg 5A, Eatontown, NJ, 07724, Phone: 732-389-3242, Fax: 732-389-3209, E-mail: pmetzger@sfr1.com
- ☛ **Mr. Michael L. Redpath**, Interim Executive Director, Toms River Business Improvement District, 218 Main Street, Toms River, NJ, 08753, Phone: 732-341-8738, Fax: 732-341-8748, E-mail: tomsriverbid@verizon.net
- ☛ **Mr. Joseph Royal**, President, H.M. Royal, Inc., PO Box 28, Trenton, NJ, 08601-0028, Phone: 609-396-9176, Fax: 609 396 3185, E-mail: joe_royal@hmroyal.com
- ☛ **Mr. Christopher Wilcox**, President, Christopher Stephen Enterprises, Inc., 617 Union Avenue, Bldg 3-23, Brielle, NJ, 08730, Phone: 732-223-3606, Fax: 732-223-5949, E-mail: chriswilcox@optonline.net
- ☛ **Mr. Ted Wojtech**, President, Greener Corporation, PO Box 315, 1110 Beach Avenue, Beachwood, NJ, 08722, Phone: 732-341-3880, Fax: 732-286-7842, E-mail: tedw@greenercorp.com



“Making Smart Growth Work For You” Transit Oriented Development

Thursday, June 3, 2004, 8:30 a.m. – 11:30 a.m.

**Brookdale Community College, Freehold, NJ
Western Monmouth Higher Education Center**

Sponsored by

New Jersey Sea Grant Program

Presented by MODC's Economic Development Committee

Why build near transit? Why do we need transportation alternatives? Why are mixed-use communities important? Growth and development continue at high rates in Monmouth and Ocean Counties. This workshop, the second in a series of educational programs, will demonstrate how development and redevelopment around transportation centers, in particular the Monmouth-Ocean-Middlesex (MOM) passenger rail line, can help revitalize older neighborhoods and serve as an excellent location to channel development.



8:30 a.m.	Registration & Continental Breakfast
9:00 a.m.	Welcome – Greg Aikins, MODC President CEO, Medical Management Techniques, Inc.
9:10 a.m.	Smart Growth/Transit Oriented Development Seminar Panel Moderator: Peter Reinhart, K. Hovnanian Enterprises Panelists: Peter Cavaluzzi, Ehrenkrantz, Eckstut & Kuhn Brent Barnes, NJ Department of Transportation Paul Drake, Office on Smart Growth, NJDCA Bob Bzik, Somerset County Planning Department Jeff Nadell, K. Hovnanian Enterprises
11:00 a.m.	Questions & Answers
11:30 a.m.	Adjournment

YES! I'd like to make _____ reservations for the June 3, 2004 seminar @ \$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: www.modc.com/062104.html.

For directions, please visit Brookdale Community College's web site, www.brookdalecc.edu, or contact the MODC office.



“Connecting Through Communications”

You Are the Message



Thursday, June 10, 2004, 8:00 a.m. – 10:30 a.m.

Brookdale Community College, Lincroft, NJ
Advanced Technology Center (ATEC), Room 218

Sponsored by

The Center for Business Services at Brookdale

Presented by MODC's Business Growth & Development Committee

Most business professionals have been to college, but there a few colleges or universities that offer a major or area of study called “Attitude”. That’s unfortunate, because it is attitude that determines success. This informative, fast-paced, entertaining and interactive presentation is designed for business professionals and non-profits that want to improve their communication, rapport-building skills and attitudes. The presentation is loaded with successful tips and methods that have proven results. Some of the tools participants will learn are:

- Attitude Adjustment 101 – How to move from mediocre to magnificent
- Key strategies to building rapport with prospects and colleagues
- The # 1 resource that everyone has, but few people use to reach their potential
- How to “package yourself” for success
- How to Transform the 7 deadly habits into 7 caring habits
- 5 keys to improving interpersonal relationships
- 3 secrets to listening and learning

8:00 a.m.	Registration & Continental Breakfast
8:20 a.m.	Welcome – Greg Aikins, MODC President
8:30 a.m.	Connecting Through Communications Seminar
	Speaker: Susan Young, Owner, Susan Young Media Relations, Inc.
10:30 a.m.	Questions & Answers

YES! I'd like to make _____ reservations for the June 10, 2004 seminar @ \$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: www.modc.com/062104.html.

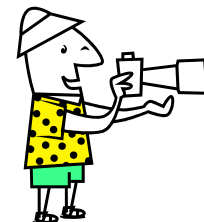
For directions, please visit Brookdale Community College's web site, www.brookdalecc.edu, or contact the MODC office.

If you do not wish to receive future emails or faxes regarding upcoming MODC events, reply via email with “REMOVE” in the subject line, or fax or call us with your request.



"Tourism Market Insights"

Applying the State's tourism statistics to local markets



Friday, June 18, 2004
The Waterview Pavilion, Belmar

Guest Speaker

Adam Sacks, Managing Director – Travel & Tourism Global Insight

Presented by **MODC's Cultural & Tourism Committee**

The tourism industry in New Jersey is responsible for over \$30 billion a year of the state's overall revenues, supports 800,000 jobs and brings the state \$4 billion in tax revenues annually. Yet many of us in the industry are provided with little, if any, explicit data about our markets that could assist in developing effective expansion strategies and allow tourism related businesses to obtain the best return on their investment and optimize their business's growth. Mr. Sacks and Global Insight develop just such data under contract to the New Jersey Office of Travel and Tourism. We have asked him to present the 2003 data that has the most significance for Monmouth and Ocean Counties and interpret the impact of that data for our businesses.

MODC will be installing our new Officers and Directors, and recognizing our outgoing Board members at the luncheon.

11:30 a.m.	Networking Reception
12:00 p.m.	Luncheon
1:00 p.m.	Guest Speaker: Adam Sacks, Global Insight

I'd like to make _____ reservations for the June 18, 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 Prime Rib # 2 Filet of Sole

Fax or send reservations to:

MODC, 2520 Highway 35, Suite 205, Manasquan, NJ 08736, FAX (732) 223-1516; e-mail: staff@modc.com
Or visit our website: www.modc.com (Click on the following link to register: <http://www.modc.com/061804.html>)

Directions: Garden State Parkway exit 98 to Rt. 138 East to Hwy. 35 North. Waterview Pavilion is approx. ½ mile on the right, opposite the Belmar Marine Basin on Rt. 35.

Please contact us for any special accommodations.

If you do not wish to receive future emails or faxes regarding upcoming MODC events, reply via email with "REMOVE" in the subject line, or fax or call us with your request.



MONMOUTH-OCEAN DEVELOPMENT COUNCIL

INVITES YOU TO JOIN US AT OUR

'BUSINESS AFTER HOURS'

Tuesday, June 22, 2004, 5:30-7:30 p.m.

Hosted by

Amper, Politziner & Mattia, P.C.

1350 Campus Parkway

Wall Township

For directions, please visit www.amper.com

Meet and greet your MODC 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/062204.html

WE LOOK FORWARD TO SEEING YOU ON JUNE 22nd!

Yes, I would like to make _____ reservation(s) for the 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