



# MODC Matters

A Publication Of The Monmouth-Ocean Development Council

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March 2004

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## Recent Events

### "New Jersey's Universities" January General Membership Luncheon

Although it might look "dead", the proposal to consolidate New Jersey's major research universities (Rutgers, New Jersey Institute of Technology & the University of Medicine and Dentistry) is "still moving". Those words came from the presentation by the gentleman commissioned to orchestrate that proposal, Dr. Roy Vagelos, at the January 9<sup>th</sup> general membership luncheon at Woodlake Country Club. Despite the fact that the Governor recently retracted the formal proposal to consolidate, there remains a need in our state to restructure and centralize many of the educational components of these three universities in order to compete for national funding opportunities that become available to such research institutions. The current trend is for major research facilities to move to other nearby states where research universities are funded at much higher levels than in New Jersey, and therefore provide a higher level of graduates and potential employees for these companies. For this reason, and a host of others, it makes sense that the State of New Jersey finds a way to resolve the objections currently expressed by some of the partners in this proposal, and determine how a collaborative effort on behalf of all three universities can accomplish some of the projected goals of the now stalled formal merger.



Dr. Roy Vagelos

## Upcoming Events

March 19, 2004

**General Membership Luncheon**  
Spring Lake Manor, Spring Lake Heights  
11:30 a.m.

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.



## Is Your Company Linked to Our Website?

Please visit [www.modc.com/memberships.html](http://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)

Neither snow, nor sleet, nor chill of morning could stay a hardy group of members of the Business Growth & Development Committee from their appointed meeting on January 28<sup>th</sup>. In the absence of their chairperson, Peter Brown stepped up and moved the attendees through the agenda. Discussions on the quickly approaching Business Tax seminar took place, and a few suggestions were made regarding ways to stimulate further interest in attending on somewhat short notice. The committee members also spoke about the growing list of offers to host Business After Hours events, with five of them in the works from February through the summer. There were a few suggestions for possible workshops that came from Susan Young of Susan Young Media Relations, and a program on the pending BRAC (Base Realignment and Closure) effort by the military that might be available for the June general membership luncheon which will be hosted by this committee. Ben Waldron noted that a legislative issue that this committee has been following regarding Family Leave is resurfacing under the new administration and legislature. He will be working with the NJ Business & Industry Association to assure that the legislation does not move forward too quickly in its current form. The next committee meeting will be on February 25<sup>th</sup>.

### Cultural & Tourism

(Mike Redpath, Chair)

Although mid winter might not be the typical season you would expect to be on the oceanfront for an early morning meeting, the atmosphere was warm and productive at the January 13<sup>th</sup> Cultural & Tourism meeting. Mike Redpath discussed the successful seminar that MODC created for the League of Municipalities convention back in November, and noted that we were invited to participate again next year. We will need to look at how we can enhance MODC's role in that program to generate more recognition for our organization. The committee devoted extensive time to plans for a May media event that will promote the clean waters and beaches of our region, along with the cultural and tourism activities that Monmouth and Ocean counties have to offer. Further coordination and approval



is required in order to hold the event at the Manasquan Inlet as planned. A sub committee will work on the details and report back at the next

meeting. There was also discussion on the proposal to create a partnership with area colleges in an attempt to gather data that would enhance that which tourism entities currently receive from the state. The information that the NJ Office of Tourism is now providing is being questioned as to some of its accuracy and thoroughness, and MODC will be looking to supplement that data with some of their own once the criteria has been established for the project. A meeting will be set up with Monmouth University and Georgian Court College to determine how to best move forward. The next committee meeting will be on February 17<sup>th</sup>, at a location to be determined.

### Economic Development & Technology

(Steve Juliano & Bill Eventoff, Chairs)

With so many objectives and initiatives in common, it is no wonder that a joint committee meeting between these two groups was an overwhelming success. And with guest speaker Mike Ruane on the agenda, attendees received an extensive overview of the military process called "BRAC" (Base Realignment and Closure) that is currently underway around the nation. Having escaped a similar review back in the mid 1990s, Fort Monmouth, along with the other military installations in our area, is once again attempting



to highlight their importance to not only the military, but to the economics and vitality of the region and the state. As we did back in the 90s, MODC will be preparing supporting resolutions to be distributed to the appropriate government officials asking for consideration of keeping our local military bases in place. The committees devoted some time to discussing plans for the May 21<sup>st</sup> Smart Growth Conference and the April 27<sup>th</sup> Technology Forum, presented by the Economic Development and Technology Committees respectively. Future meeting dates were announced – February 2, 2004 at the MODC office for the Technology Committee, and February 27<sup>th</sup> at the NJ Natural Gas Co. for Economic Development. The committees also agreed that future joint meetings should be considered.

### Energy & Environment

(Genevieve Boehm, Chair)

A little bit of Old Man Winter's wrath was not going to keep the Energy & Environment Committee members away from their meeting on January 27<sup>th</sup> at Woodlake Country Club. Despite the view of the snow covered golf course outside, the committee was warm and 'energetic' inside. Steve Leone, of Ecoplan Architects,

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Planners & Interior Designers, offered a great presentation on the use of "Green Construction" designs in buildings. A rating system designed by the U.S. Green Building Council called LEED (Leadership in Energy & Environmental Design) has set the standards for all new construction and renovations to consider the use of environmentally safe and energy efficient



Steve Leone presentation at the Energy & Environment Committee Meeting

processes in the entire design of the project. Some of the benefits of a LEED certified project are cost savings, increased property valuations, and an overall healthier work environment. And there are numerous state and local incentives available for LEED certified buildings. Thanks to Steve for his presentation. The committee also spent some time finalizing details on their upcoming luncheon in February, and also the "Permitting 101" seminar scheduled for April 6<sup>th</sup>. The March committee meeting will take place up at Ft. Hancock, Sandy Hook where the committee will receive a presentation by Sandy Hook Partners on the status of the redevelopment project taking place there. And in April they hope to meet at the Monmouth County landfill facility. The next committee meeting is set for February 24<sup>th</sup> at a location to be determined.

### **MOM Rail Line**

(Bonnie Goldschlag, Chair)

A few inches of snow couldn't deter the MOM Rail Committee from their meeting on January 15<sup>th</sup>, and those in attendance were provided with some valuable updates on the status of the project. Although the DEIS is still in process, there has been little information released to either the counties or other interested parties on the direction the study is taking. It was suggested that MODC, Monmouth & Ocean Counties, the Central Jersey Rail Coalition and any others so inclined generate letters to the DEIS Consulting firm and NJ Transit requesting a status update. Hopefully the pressure of these requests will free up some information that will be helpful in determining what our next steps might be. Also, letters to the newly elected 12<sup>th</sup> District legislators would be helpful in getting them to understand the importance of this project to the region. In addition to the efforts of MODC and the MOM Rail Committee, New Jersey Marine Sciences Consortium has offered to partner with us to create an educational forum that would focus on smart growth and it's relationship to mass transit. This program, tentatively scheduled for June, will be an educational tool that will help advance

our outreach efforts to show how the MOM Rail project will play into the State's Smart Growth initiatives. The next committee meeting will be scheduled after some response is received from the consultants on the DEIS.

### **Non-profit**

(Tony Chiariello, Chair)

Once again, the nonprofit community showed it's support of an MODC Non-profit Committee event by turning out nearly 50 people for their "Get On The 'A' Train" seminar on January 22<sup>nd</sup> at the American Red Cross/Jersey Coast Chapter's offices in Tinton Falls. This interactive program, presented by Tim Zeiss of Brookdale Community College Foundation and Nancy Cummons of the Monmouth Council of Girl Scouts, was an extremely informative overview of how to prepare for and execute a successful annual fundraising campaign. Both panelists have been involved with campaigns of their own, and complimented one another's programs in a way that expressed the ups and downs of annual giving programs. Almost as important as the presentations was the question and answer segment following the seminar, where valuable information and ideas were abundant. Special thanks to committee chair Tony Chiariello for underwriting the refreshments, and to Heather Barbieri for hosting our program. The committee met briefly afterwards to discuss details of their upcoming general membership luncheon in March, and to set future meeting dates and locations.



February's meeting will be on the 26<sup>th</sup>, and is scheduled to be at the offices of the National Multiple Sclerosis Society in Oakhurst.

### **Technology**

(Bill Eventoff, Chair)

In the absence of Chairperson Bill Eventoff, Marshall Wright stepped up to navigate the agenda for the February 2<sup>nd</sup> Technology Committee Meeting. He began with an update on the progress of his own sub-committee, Economic & Business Development, noting that he is still in the process of compiling resource information for the promotional package that will be made available to businesses looking to locate, or relocate, to our region. Also, he indicated that he will soon have a model of a web site up on his server that will eventually be made available to the outside world for similar purposes of providing economic development resources. Larry Mandel updated the committee on a few legislative issues, in particular the ongoing analysis by the Department of Defense in this current round of BRAC (Base Realignment And

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Closure) discussions. At a recent joint meeting of the Technology and Economic Development Committees, Mike Ruane made an excellent presentation regarding BRAC (see Economic Development & Technology reports). Larry also mentioned that he had a brief conversation with Roy Vagelos after his presentation at our last luncheon. On behalf of the MODC Technology Committee, Larry suggested to Dr. Vagelos that we would like to offer our support in moving some of the beneficial components of the university merger plan that was recently "back burned" by the state. We will be looking into what methods of endorsement are appropriate at this time, and work with the MODC Government Relations Committee to accomplish the task. This committee will be co-presenting an April 27<sup>th</sup> Technology Forum at Woodlake Country Club. Panelists will include Microsoft, Avaya, Symbol & Connotate Technologies, and will have over a dozen exhibitors from local and national technology companies. This event is being presented in cooperation with the Lakewood and Brick Township Chambers of Commerce, and Single Throw, Inc., and is expected to draw upwards of 200 attendees. The next committee meeting is set for March 2nd.

#### Program Committee Meetings

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

Feb 24 Energy & Environment, 8:30 a.m.  
Feb 24 Joint Mkt. & Member Serv., 3:30 pm  
Feb 25 Business Growth & Dev., 8:30 a.m.  
Feb 26 Non-profit, 8:30 a.m.  
          **Multiple Sclerosis Soc., Oakhurst**  
Feb 26 Silver Gull Dinner, 12 noon  
Feb 27 Economic Development, 8:30 a.m.  
          **NJNG, Wall**  
Mar 1 Technology, 8:30 a.m.  
Mar 18 Government Relations, 8:00 a.m.

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).

#### 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.

#### WELCOME NEW MEMBERS

☛**Mr. Paul Brook**, CFP, Financial Advisor, Legg Mason Wood Walker, Inc., 595 Shrewsbury Avenue, 2nd Floor, Shrewsbury, NJ, 07702, Phone: 732-212-2776, Fax: 732-530-4944, E-mail: [pabrook@leggmason.com](mailto:pabrook@leggmason.com)

☛**Mr. Raymond Eckhoff**, Vice President, Commerce Bank/Shore, N.A., 500 Shrewsbury Avenue, Tinton Falls, NJ, 07701, Phone: 732-212-6996, Fax: 732-212-6928, E-mail: [reckhoff@yesbank.com](mailto:reckhoff@yesbank.com)

☛**Mr. Len Nitti**, Supervisor, Wilkin & Guttentplan, PC, 1200 Tices Lane, East Brunswick, NJ, 08816, Phone: 732-846-3000, Fax: 732-846-0618, E-mail: [lnitti@wgcpas.com](mailto:lnitti@wgcpas.com)

☛**Mr. Edward Seliga**, Vice President, Advanced Solar Products, Inc., 66 Snyderstown Road, Hopewell, NJ, 08525, Phone: 732-560-9222 x280, Fax: 732-560-9627, E-mail: [ed@advancedsolarproducts.com](mailto:ed@advancedsolarproducts.com)

☛**Mr. Robert M. Smith**, President, CEO, eIS Business Solutions, 125 Half Mile Road, Red Bank, NJ, 07701, Phone: 732-389-9400, Fax: 732-389-9403, E-mail: [rsmith@eisbusinesssolutions.com](mailto:rsmith@eisbusinesssolutions.com)

#### MEMBER MEMO

##### Congratulations to ...

**Linda Brennen**, of the Monmouth County Planning Board, who was recently elected president of the New Jersey County Planners Association.

#### 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).

## **2004 MODC SILVER GULL AWARD WINNERS**

### **MODC SERVICE AWARD**

**STEVEN G. CRAWFORD, M.D.**  
Corporate Medical Director  
Meridian Occupational Health

### **ECONOMIC DEVELOPMENT AWARD**

**CENTRASTATE HEALTHCARE SYSTEM**  
Freehold

**CLAYTON COMPANIES**  
Lakewood

### **COMMUNITY SERVICE AWARD**

**TIM McLOONE AND THE HOLIDAY EXPRESS**

**PREVENTION FIRST**  
Ocean

**WACHOVIA BANK, N.A.**

### **TOURISM ACHIEVEMENT AWARD**

**OCEAN COUNTY TOURISM ADVISORY COUNCIL**



## “BRAC”

(Base Realignment And Closure)

What Does It Mean To You?

Friday, March 19, 2004

The Spring Lake Manor, 415 Hwy. 71, Spring Lake Heights

Guest Speaker

**Michael Ruane, COO, The James Thomas Group, LLC**

Sponsored by **National Multiple Sclerosis Society**

Presented by **MODC's Business Growth & Development Committee**

The U.S. Department of Defense's goal in the closure of certain military bases around the nation is understandable—cost savings of billions of dollars and a more efficient military. What is not fully understood is the tremendous economic impact our local military installations have on our region. Mike Ruane will review the BRAC process, and highlight the implications that the loss of thousands of jobs and billions of dollars can have to Monmouth and Ocean Counties.



11:30 a.m.

Networking Reception

12:00 p.m.

Luncheon

1:00 p.m.

Guest Speaker: **Michael Ruane**, Chief Operating Officer  
The James Thomas Group, LLC

I'd like to make \_\_\_\_\_ reservations for the March 19, 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 Francaise # 2 Stuffed Sole w/ Crabmeat # 3 Corned Beef & Cabbage**

(Please remember any religious holiday considerations when choosing your entrée)

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 visit our website: [www.modc.com](http://www.modc.com) (Click on the following link to register: <http://www.modc.com/031904.html>)

For directions, please visit Spring Lake Manor's web site, [www.springlakemanor.com](http://www.springlakemanor.com), or call the MODC office.



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.



## “Permitting 101”

### Waterfront Development, Dredging and Dredged Material Management

Tuesday, April 6, 2004, 8:00 a.m. – 10:30 a.m.

**Ocean County College, Toms River, NJ**

Main Campus, William T. Hering Science Building

Sponsored by

**The Marine Trades Association of New Jersey**

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

An intensive education and awareness seminar directed toward marine businesses, consultants, marina owner/operators and coastal municipalities. Speakers from the New Jersey Department of Environmental Protection's Office of Dredging and Sediment Technology, the Army Corps of Engineers and Birdsall Engineering will present information that will assist participants with the ins and outs of the permitting process.

**Topics to be discussed:**

- ✓ Pre-application issues and concerns
- ✓ What to prepare for in the process
- ✓ Timing – What to do and when
- ✓ Upland marina development issues
- ✓ Relevant rules & guidelines



**Agenda**

8:00 a.m.	Registration & Continental Breakfast
8:20 a.m.	Welcome – Greg Aikins, MODC President
8:30 a.m.	Permitting 101 Seminar Panel Moderator: Suzanne Dietrick
10:00 a.m.	Questions & Answers
10:30 a.m.	Adjournment

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YES! I'd like to make \_\_\_\_\_ reservations for the April 6, 2004 seminar @ \$30.00

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](mailto:staff@modc.com)

Or register on our website: [www.modc.com/040604.html](http://www.modc.com/040604.html).

For directions, please visit Ocean County College's web site, [www.ocean.edu/welcome/](http://www.ocean.edu/welcome/), or contact the MODC office.