



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

March 2005

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Recent Events

January 21, 2005 General Membership Luncheon Doing More With Less Crystal Point Yacht Club, Pt. Pleasant

In the midst of a cold snap, and with a major snow storm on the horizon, the audience of the January 21st general membership luncheon welcomed the comments of New Jersey Natural Gas Company's Chairman, Larry Downes, as he provided an enlightening overview of the current world of energy. To most people, we are the utility company, and there is nothing more to it, noted Larry as he



provided a brief visual presentation and commentary on the various methods and aspects of energy production that are not always evident to the consumer. In reality, New Jersey Natural Gas Company, and others like us, are just the provider of that energy through our infrastructure of pipelines and equipment. He went on to explain how the actual creation of that energy is coming from the suppliers, whether it is fuel oil, coal, electric or nuclear in nature. And those suppliers are the predominant factor in establishing the pricing for energy as well. Availability and the method of production play an important role in fixing prices on energy worldwide. Although one of Mr. Downes favorite tongue-in-cheek comments to an audience is to go home, turn your thermostat up, and open your windows, he quickly dismisses that as folly, and expresses the concerns that are shared by all of us. Existing

Upcoming Events

March 15, 2005, 5:30 - 7:30 p.m.
Business After Hours
Dream House Financials, Brick

March 18, 2005, 11:30 a.m.
General Membership Luncheon
Corporate Philanthropy
Doolan's Spring Lake Heights

energy supplies are not limitless, and developing alternative and sustainable methods of energy production is essential if we expect to continue utilizing it to the massive degree that we do in today's environment.

January 26, 2005 Nonprofit Lecture Series Building Bridges Joining Forces Prevention First, Ocean Township

It's hard to believe that the second in our series of Nonprofit Committee Lecture Series events could be any more popular than the first, but a standing room only crowd of over 60 people attended that event on January 26th at the new office location of Prevention First in Ocean Township. A combination of a renowned speaker and the excitement of sharing ideas and global issues with peers in the nonprofit community drew participants from all over the region to listen to a delightful presentation by John McIlquham, Publisher of *The Nonprofit Times*. John's lighthearted, yet informative, look at the trends in nonprofit giving in today's economy brought a lot of perspective as nonprofits and businesses alike listened and absorbed his tidings. Summarizing his message regarding our appeal to prospective donors find out



what they want their contribution to do, then give them the opportunity to make that donation their way. Customizing your appeal to the audience will reap tenfold the benefits of a generic donation request. Simple philosophy extravagant returns. This is something we all need to keep in mind.

**February 1, 2005
Sorting Out Today's Technologies
Holiday Inn, Tinton Falls**

On February 1st the MODC Technology Committee presented the first of a series of planned panel presentations, and it appears to have been well received based on the various comments and questions that came from around the room. As a result of the technology survey that was conducted last year, a number of different topics have been selected that will be used to develop future presentations

such as this one. The first program focused on wireless technologies, and was intended to provide attendees with an overview of some of the many wireless technologies that are available in today's workplace. Some very sophisticated equipment was discussed, such as satellite transmissions for computers and wireless security accessories. There were also more common applications to consider, such as cellular telephone and data equipment, and wireless connections for travelers with laptop computers. The program, moderated by MODC's Technology Chair Bill Eventoff, consisted of presentations and comments from Wayne Sos, President of WayComm Consulting, Larry McCain, Account Manager with Sprint Business Solutions, and Marshall Wright, President of Decker Wright Corporation. Numerous exhibit tables were on display representing some of the technologies and support organizations that are available right here in our backyard. I'm sure that the anticipation is high for the next in this series of programs which is scheduled for sometime in the spring.



Committee Reports

Business Growth & Development (Steve Bumbera, Chair)

A couple of new faces around the Business Growth & Development Committee meeting table brought a flurry of new ideas and suggestions for some upcoming programs for MODC's consideration. The always popular Business After Hours events were reviewed, with a half dozen events already on the calendar for 2005. This committee is also looking to partner with two of our other program committees on projects and events. The first will be an effort to create a business survey to generate out to the businesses in the bi-county area to determine how they feel the economy is looking for business. The Economic Development Committee will also be participating in this effort. The other partnership will be with the Cultural & Tourism Committee, and that will involve a series of workshops and seminars in cooperation with the NJ Department of Labor that will focus on customer service and retail service training. The June luncheon program is also under discussion for a program and speaker. The next committee meeting will be on March 16th.

Cultural & Tourism (Mike Redpath, Chair)

Committee members attending the February 15th Cultural & Tourism Committee meeting took a few moments to share announcements on a number of tourism activities and events coming up in the spring, including the Governor's Conference on Tourism scheduled for mid April. The committee is also looking to partner with the MODC Business Growth & Development Committee to present a series of workshops on customer service training. The plan is to use the April general membership luncheon hosted by the Cultural & Tourism Committee to launch the seminar series. There was also some discussion on some changes taking place at the State Office of Tourism level that would impact the regional tourism councils around the state. It was suggested that we invite someone to an upcoming meeting to discuss this issue to determine if there is anything for MODC to do to support the regional councils. The next meeting is scheduled for March 15th at the MODC office.

Economic Development (Steve Juliano, Chair)

Braving the coldest morning temperatures of the season in search of a warm cup of coffee, over a dozen Economic Development Committee members gathered at New Jersey Natural Gas Company to tackle their always growing agenda. Steve Juliano provided a status report on the MOM Rail project, noting that things are looking a little more promising now that Commissioner Lattiere of NJ DOT has promised that a preferred local alternative will

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definitely come out of the current Draft DEIS that is under way. A few legislative related topics were discussed, such as the Fast Track legislation that is under consideration for amendment or appeal, and the problems that some municipalities around the state are having with the state's CAFRA regulations. Assemblyman Van Drew has a bill pending that will extend the compliance period for CAFRA applicants, and MODC will look at whether we should consider endorsing that legislation. Ben Waldron commented on an opportunity that has come about for MODC to partner with a local regional accounting firm and other interested parties to produce a business outlook survey for the Monmouth/Ocean region. A number of volunteers came forward to work on an ad hoc committee to pursue this. The February luncheon, which is being hosted by this committee, is pretty well set, and the committee is now looking at a May luncheon and possible conference. A few topics were discussed, and a sub committee will gather to look at the options for this program. The next committee meeting will be on February 25th.

Program Committee Meetings

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

Feb 24 Nonprofit, 8:30 am
Long Branch Concordance, Long Branch
Feb 25 Economic Development, 8:30 am
NJNG, Wall
Feb 28 Technology, 8:30 am
Mar 2 Silver Gull, 3:30 pm
Mar 15 Cultural & Tourism, 8:30 am
Mar 16 Business Growth & Dev., 8:30 am
Mar 17 Government Relations, 8:30 am

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.

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. J. Brent Beene**, CFP, Financial Planner, Wealth Builders, Inc., 34 Sycamore Avenue, Suite 1-E, Little Silver, NJ, 07739, Phone: 732-842-4920, Fax: 732-842-8049, E-mail: bbeene@wbadvisory.com

☛ **Mr. Bill Cusick**, Principal, Contemporary Health Care, Inc., 1955 Highway 34, Suite 1-B, Wall, NJ, 07719, Phone: 732-974-7200, Fax: 732-974-7299, E-mail: info@chci.net

☛ **Mr. Tom Mikulski**, President, Commercial Flooring Concepts, PO Box 158, West Long Branch, NJ, 07764, Phone: 732-233-3707, Fax: 732-728-9587, E-mail: tmikulski@comcast.net (Referred by Steve Juliano)

☛ **Mr. James A. Wasas**, President, Conklin Marketing, Inc., 2517 Highway 35, Bldg G, Suite 103, Manasquan, NJ, 08736, Phone: 732-528-0556, Fax: 732-528-0755, E-mail: jim@conklinmarketing.com (Referred by Rich Jarosz)

Bushel of BlueClaws

The Lakewood BlueClaws are offering an exciting opportunity for our members to purchase special game ticket packages while providing a fundraising opportunity for MODC. When you purchase a *Bushel of BlueClaws* game package, you will receive two FREE day passes to Six Flags Great Adventure with your purchase, and MODC will receive \$21 from each package purchased as a reward for our referral. Please take a moment to review the attached flyer for details of this program, and consider your purchase of a *Bushel of BlueClaws*. Thank you for your continued support of the Monmouth-Ocean Development Council.



Corporate Philanthropy

More Than Just Writing Checks

General Membership Luncheon

Friday, March 18, 2005, Doolan s, Spring Lake Heights

Sponsored by

National Multiple Sclerosis Society

Featuring Guest Speaker

Jo Maitland Weiss

Director of Strategic Giving, Lehman Brothers

Presented by MODC s Nonprofit Committee

Corporate America has always been recognized as a prime financial benefactor for nonprofit and community organizations. However, true corporate philanthropy involves more than just underwriting and sponsorships. Businesses who encourage their employees to provide other needed services to the community, such as participation on local boards, working with youth based groups and engaging in fund development efforts by charitable organizations, are a reflection of what real corporate giving is all about. Ms. Weiss will be sharing some of the strategies employed by Lehman Brothers to assure that their human resources are just as prominent in the community as their financial resources.

11:30 a.m.

Networking Reception

12:00 p.m.

Luncheon

1:00 p.m.

Guest Speaker: Jo Maitland Weiss

I d like to make _____ reservations for the March 18, 2005 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: #1 Corned Beef & Cabbage #2 Chicken Francaise #3 Poached Salmon

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/031805.html>)

Directions: GS Pkwy. Exit 98 to Rt. 138 east; 2 miles to Rt. 35 south (to Sea Girt/Spring Lake); 1 ½ miles to Warren Ave. (Eckerd Pharmacy on left) turn left; at next light turn right onto Hwy. 71; Doolan s is 3 blocks on left.

Please contact us for any special accommodations.

If you do not wish to receive future emails or faxes of 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 FOR A

BUSINESS AFTER HOURS

Tuesday, March 15, 2005, 5:30 to 7:30 p.m.

Hosted by

Dream House Financial, LLC **1610 Rt. 88, Suite 301, Brick, NJ**

Steve Juliano and the Dream House Financial team invite you to 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/031505.html

WE LOOK FORWARD TO SEEING YOU ON March 15th!

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 contact the MODC office at (732) 223-MODC
or email us at staff@modc.com

or

visit Dream House Financial's web site at www.dreamhousefinancial.com