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MODC Matters

A Publication of the Monmouth-Ocean Development Council
(732) 751-8696 Fax (732) 751-8698 www.modc.com

E-Newsletter

February 2018

Newsletter Sponsor

Upcoming Events

General Membership Luncheon
Friday, February 16, 2018
Waterview Pavilion, Belmar

Profit First Seminar
Wednesday, March 7, 2018
Jumping Brook CC, Neptune

*For details on the events listed above,
please visit www.modc.com*

Recent Events

January Membership Luncheon



Mangia with the MOD Squad

**Would you be interested
in hosting a Business After Hours
event?**

If you are a MODC member interested
in hosting a "Business After Hours"

event at your office location, please call the MODC office for more information - 732-751-8696.



[View Photo Albums](#)

2018 Silver Gull Honorees

Community Service

Hope Sheds Light

Joe Leone Intron, Joe Leone's Italian Specialties

Move for Hunger

Economic Development

Carluccio, Leone, Dimon, Doyle & Sacks

Center for Career Development at
Brookdale Community College

Two River Community Bank

Tourism Achievement

Surflight Theatre

Townsquare Media

President's Award

EisnerAmper, LLP

Member Spotlight

Kerry Herbert

Vice President, Development & Community Relations



MODC's Business Publication is on the news stands! You can pick one up at any of our events or at the MODC office. You may also download a copy of the magazine by clicking [here](#).

"NJ Storm watch"

To check the status of MODC activities which may be affected by inclement weather conditions log on to www.wobm.com, www.943thepoint.com, and type *NJ Storm watch* in the "search" box to obtain up-to-date information.

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on LinkedIn

Kerry Herbert is responsible for raising funds to support CPC's mission. During her tenure she has developed and manages a diverse program including special events, grants, direct mail and major gifts. In addition to her work with CPC, Kerry is a member of the MODC's Board of Directors, a board member of the Association of Fundraising Professionals New Jersey Chapter, serves on the board of Monmouth Reform Temple and sits on several committees.

CPC Behavioral Healthcare is an outpatient-based community mental health center serving nearly 8,600 children, adolescents, adults and families from Monmouth County and adjacent counties. CPC's mission is to serve the communities by delivering evidence-based services in mental health, substance abuse, special education and physical health through an integrated system of care designed to promote wellness, recovery and productive lives.

Reminder

The MODC Membership Directory is available to members free of charge at any time in either



electronic or hard copy format. The directory is updated daily so call or e-mail the office to receive your current copy now.

Welcome New Members

Frank Costa

World Insurance Associates

World Insurance Associates is a fast-growing independent insurance agency headquartered in Tinton Falls, NJ that provides personal and business insurance services.

Steven Kubow

Marsha McCarthy

Helen Ramirez

Kean University

Kean University is a public cosmopolitan university serving undergraduate and graduate students in the liberal arts, the sciences and the professions.

Eric Joice

Family Resource Network

Family Resource Network is a leading provider of family support services to individuals with intellectual and developmental disabilities and their families in NJ.

Owen McKenna

Spencer Savings Bank

Spencer Savings Bank is a community bank headquartered in Elmwood Park, NJ, serving consumers and businesses

Members only!

If you'd like to be listed on MODC's website under "Member Links", please email your link to modcstaff@modc.com

Quick Links

MODC Website

throughout New Jersey with integrity and pride.

<http://modc.com>

Event Registration

<http://modc.com/events.html>

Member Benefits

<http://modc.com/memberbenefits.html>

More About Us

<http://modc.com/contact.html>

MODC Education Foundation

Every year MODC's Education Foundation provides thousands of dollars in scholarships to students at the two Universities, the two Community Colleges and the two Vocational School Systems in Monmouth & Ocean Counties. These scholarships are only possible through your generosity. There are two ways in which you can participate in our fundraising efforts:

- You should have received an email asking for your contribution to the **Annual Fundraising Appeal**. Donations of any amount are welcomed and will enable us to offer more scholarships to our recipients. If you need additional information, please contact the MODC office.
- Purchase a ticket for our annual **50/50 Raffle**. Tickets are sold at MODC events by our Foundation Trustees. You can also inquire about the raffle tickets by calling the MODC office.

We hope you can help us to help more students around the bi-county region. Thank you for your ongoing support of MODC.

MODC's Social Media Groups

An added benefit of your MODC membership is the opportunity to join our social media groups on LinkedIn and Facebook, where you can connect with other members and help promote yourself and your business to them.

<https://www.facebook.com/groups/MODCGroup/>

<https://www.linkedin.com/groups/2732604>

Business \$ense

"P.F.A."

The most widely used system local business owners use to establish their advertising/marketing budget.

P.F.A. is an all-encompassing system. It is used to qualify market research, prove your point in a political argument and, more often than not, used to determine your advertising/marketing budget. While it is widely used, it's not very effective.

P.F.A. stands for "*pluck from air*". I learned that early on in my

career, just about the time I discovered that most people's B.S. meters don't go quite as high as I thought. (I think you can figure out what B.S. stands for.)

[Click here to read the full article](#)

This space is available for
 MODC member advertising!
 Contact the MODC office for details.

Don't forget to check out our Member Benefits section of the website (see link on yellow column to the left) for discounts on Six Flags Great Adventure Tickets, Lakewood BlueClaws SkyBox opportunities and much more.

Upcoming Committee Meetings

Meetings are held 8:30 am at the MODC office unless otherwise noted below.

- Feb 6 Silver Gull, **9:00am**
- Feb 12 Nonprofit
- Feb 15 Technology
- Feb 15 Marketing, **3:30 pm, Atlantic Club, Wall**
- Feb 20 Cultural & Tourism ***note change of regular date**
- Feb 21 Business Growth & Management
- Feb 23 Economic Development, **NJNG**
- Feb 27 Energy & Environment
- Feb 28 Government Relations
- Mar 8 Golf

Monmouth-Ocean Development Council, 4814 Outlook Dr., Suite 102, Wall, NJ 07753

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