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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

October 2017

Newsletter Sponsors



Commercial & Residential Plumbing

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Upcoming Events

General Membership Luncheon
Friday, October 20, 2017
Branches Catering, W. Long Branch

Business Opportunities with
Government and Military
Wednesday, November 1, 2017
Woodlake Country Club

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

Recent Events

Drones for Business Seminar



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.



Candidates' Luncheon



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 Stormwatch* in the "search" box to obtain up-to-date information.



[View Photo Albums](#)

Member Spotlight

Toby Wolf
Director of Marketing
Jenkinson's

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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.

Toby Wolf, Director of Marketing for Jenkinson's Boardwalk, has been with the company since 1999. Wolf has held many positions including a stint as Marketing Manager for Jenkinson's sister company, Casino Beach Pier in Seaside Heights. As Director of Marketing, Wolf oversees the company's advertising, public relations, social media, events, and website as well as other projects. During her tenure as Director of Marketing, Wolf has worked with a team to turn a traditional summer venue to a year round family entertainment destination. Through the development of holiday themed family events Jenkinson's has seen success in proving the Jersey Shore is open for business 12 months a year.

In addition to her work at Jenkinson's, Wolf serves as Chair of the Ocean County Business Development our Tourism Council, is a board member of the New Jersey Travel Industry Association and sits on the Advisory Council for the new Hospitality, Recreation and Tourism Management program at Ocean County College.

Welcome New Members

Alexandra DePierro
Shore Creative Group

Shore Creative Group offers a full spectrum of advertising and marketing services - from Advertising & Branding to Search Engine Marketing, Social Media, Email Marketing, Web Design and Video Marketing.

Members only!

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

Debi Heptig

Monmouth Park Charity Fund, Inc.

Monmouth Park Charity Fund raises and distributes funds to non-profit agencies in Monmouth County that provide services for healthcare, those at risk in the community and those in need of special services.

Michael Tynan

DroneOn Pro Aerial Inspections

DroneOn Pro Aerial Inspections provides Thermographic and Video images of buildings to help protect the owner's investment and better manage their properties.

Ariane Yazdan

CASA of Ocean County, Inc.

CASA is a nonprofit organization that advocates for children in foster care in Ocean County.

Quick Links

MODC Website
<http://modc.com>

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

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

More About Us

MODC's Social Media Groups

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

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 MODC activities.

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

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

Business \$ense

Why Should I Use Digital Marketing? It's More Than a Webpage and E-mail!

Digital Marketing.... We hear a lot of chatter about it and why it's important. If you own your own business and are over the age of 40, the concept might sound both foreign and scary to you. What is it? How does it work? How can I use it? Who does it reach?

You may be tempted to dismiss this as another Millennial fad but it's not. As technology continues to impact on how and where we do business as well as how we reach out to and engage our customers, you will find that it's necessary to consider digital marketing as part of your overall strategy.

[Click here to view full article](#)

SMS Social Media Strategies

We do it for you, or Coach you on how to do it yourself. Get your Digital presence optimized and noticed today!

Connect with us at:

www.facebook.com/sms.socialmediastrategies

Contact Suzanne at:

sms@smstingo.com or 732-571-0747

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 Georgian Court University Graduate Studies, 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.

Oct 11 Silver Gull, **9:00am**
Oct 16 Cultural & Tourism
Oct 18 Business Growth & Management
Oct 19 Technology
Oct 19 Marketing, **3:30pm**
Oct 24 Energy & Environment
Oct 25 Government Relations
Oct 27 Economic Development, **NJNG**
Nov 13 Nonprofit

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

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