



# MODC Matters

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

## E-Newsletter

January 2010

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### Upcoming Events

**Employee Handbooks Seminar**

1/7/10  
 Meridian Health, Wall

**Coastal Climate Change Conference**

1/15/10  
 Monmouth University, Wilson Hall

**Economic Development Seminar**

1/22/10  
 New Jersey Natural Gas, Wall Twp.

**"Storm Watch"**

To check the status of MODC activities which may be affected by inclement weather conditions log on to [www.wobm.com](http://www.wobm.com) or [www.943thepoint.com](http://www.943thepoint.com) and click on the "stormwatch" link to obtain up-to-date information.

Take a moment to complete the MODC Business Outlook Survey

### Recent Events

Everywhere you turn you hear success stories of businesses who have integrated one or more of the social media outlets into their marketing and public relations strategies. Not only is it being used for promoting products and services, but it is useful in monitoring what your clients and competitors are saying about you. Deborah Smith, social media consultant, provided attendees at the joint MODC/JSPRAA luncheon meeting on November 20th with an easy to understand overview of how this was accomplished using local, recognized businesses and case studies. Regardless of whether you are a one-person consultant or a multi-million dollar corporation, it is clear that social media is something that needs to be on your radar screen for use in your business.

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### Committee Reports

**Business Growth & Development**  
*(Len Nitti, Chair)*

It was a pleasant surprise to have an overflow crowd in the MODC conference room for the Business Growth & Development meeting on December 16th. A number of new folks have joined the committee, some of whom were quick to bring ideas to the table. The primary project on the agenda right now is the planning of next year's series of workshop programs. The topic of choice will be along the lines of "What did we learn from the current down economy", and there will be three or four programs dealing with different aspects of how successful businesses dealt with the recession. Testimonials will be sought by various committee members and details will be firmed up at the next meeting. The committee is also working on their June 2010 luncheon event, with a number of suggested speakers put forth by attendees. The next meeting will be on January 20th.

**Cultural & Tourism**  
*(Tom Gilmour, Chair)*

Three hearty souls made the trip across the snow covered highways and byways to the Cultural & Tourism Committee meeting on December 21st. After a few updates on C & T issues, the group discussed topics and speakers for their May luncheon and workshop program. The change in administration in Trenton may open up some opportunities to bring in someone to address the state of tourism and the arts in New Jersey. The next committee meeting will be on January 25th.

**Economic Development**  
*(Ed Gurskis, Chair)*

The upcoming holidays took it's toll on the December 18th Economic Development Committee meeting, but the handful of attendees that were there accomplished quite a bit. The primary agenda item was their January seminar on "Green Opportunities". In addition to learning about some of the criteria and training it takes to become a "green builder", the program will focus on what businesses can do to reduce costs in construction and save money in maintenance using sustainable energy. A number of organizations will be assisting MODC in marketing the event. There was also some discussion on another seminar proposed for the spring focusing on the business and employment opportunities that will be coming from the new Joint Base McGuire, Dix, Lakehurst. Additional follow-up is required on this event after the holidays. Since the January seminar will be replacing the regular monthly meeting, the next scheduled committee meeting will take place on February 26th.

[click here](#)

Energy & Environment  
(Penny Griber, Chair)

With their Climate Change Conference on the horizon, the Energy & Environment Committee devoted much of their November 24th committee meeting to defining the content, confirming panelists and brainstorming potential audiences to market the program to. This event, a joint venture with Jersey Shore Partnership and the Urban Coast Institute at Monmouth University, is shaping up to be an interesting and exciting program, taking place on January 15th at Monmouth University's Wilson Hall. The committee also had a few brief updates from committee members on issues around the region, and discussed a few legislative concerns that might prompt a letter from the committee to the new administration in Trenton to voice our concerns. It was decided to defer the December committee meeting due to the Christmas Holiday, but an ad hoc group will probably meet in early January to finalize conference details.

**Reminder**

Nonprofit  
(Paul Brook, Chair)

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.

It seems the trek to western Monmouth County was too much for some of the regular Nonprofit Committee attendees, but those that arrive at the Monmouth Council of Boy Scouts facility on December 2nd were treated to delicious bagels, hot coffee and a warm reception by our hosts. After committee spotlights by Chrohn's and Colitis Foundation and committee Chair Paul Brook, and the host spotlight by BSA, committee members jumped into the agenda to begin work on a number of upcoming activities. The March luncheon is a priority, and handful of good suggestions came out for potential topics and speakers. Some committee members will be reaching out to contact prospects and will report back by next month's meeting. This committee is also working on a seminar for the spring that will feature a presentation on using the internet and social media for nonprofit fund raising, as well as some of the issues and concerns in doing so. More to come on that at the next meeting as well, which is scheduled tentatively for January 6th.



**Quick Links**

- [MODC Website](#)
- [Event Registration](#)
- [More About Us](#)

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**Upcoming Committee Meetings**

(Note - meetings are at the **MODC office** at unless otherwise noted)

- Jan 11 Nonprofit, 8:30 a.m. **(location TBD)**
- Jan 13 Marketing, 3:30 p.m.
- Jan 14 Member Services, 3:30 p.m.
- Jan 20 Business Growth & Development, 8:30 a.m.
- Jan 21 Technology, 8:30 a.m.
- Jan 25 Cultural & Tourism, 8:30 a.m.
- Jan 26 Energy & Environment, 8:30 a.m.
- Jan 27 Government Relations, 8:30 a.m.

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**Business Sense**

*Is Your Pricing Sound?* Without a doubt pricing is THE hot topic these days, so many business owners have to deal with customers who are shopping for price more than ever before. So . . . some thoughts to consider.

[click here to view the entire article](#)

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