

the BottomLine

PRESIDENT'S MESSAGE

Happy Spring! It has been a long, cold winter, and I think everyone is ready to get back out and network again across our great state!

NJAWBO has great things happening this year! It's our 40th Anniversary, and we're planning a fantastic event to celebrate. Mark your calendar for Tuesday, June 12, at The Imperia in Somerset, NJ. We have a very special evening planned, including interviews with four past presidents (one from each decade) and our incoming president. We hope you can join us as we review our NJAWBO history and look toward the future of this great organization.

In preparation for our celebration, we'd love to receive photos you may have of a special memory from a past NJAWBO event, testimonials (written or video) about your experiences in NJAWBO, and early issues of *The Bottom Line*. So, please feel free to share those with us prior to the event. You can email them to us at njawbo@njawbo.org.

I'd also like to announce that we're planning to have a commemorative volume of the Big Bold Book published before the year ends. This special volume will highlight NJAWBO members who choose to participate. See page 4 for more details.

And, a new NJAWBO website is in the works, too!

As I approach the last few months of my term as state president, I am proud of the accomplishments our organization has achieved, thankful for the efforts of our state board members and region leaders, and look forward with confidence and anticipation to all that is yet to come.

Remember to join me at our Spring Conference on April 26!

Rosanna
Rosanna Imbriano
NJAWBO State President



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Jan. - March 2018

NEW MEMBERS

Get to know our newest members by viewing their member profiles. Either click on the member's name or go to njawbo.org and search their name using [FIND A MEMBER](#) in the teal menu bar.

Central Region

Andrea Burke

Truest You Life
Coaching, Flemington

MetroEast Region

Regan Caton

Charmed by a Cause
LLC, Montclair

Jill L. Johnson

Institute for
Entrepreneurial
Leadership, Newark

Northeast Region

Cecelia Henderson

WSI Marketing Edge,
Wayne

Northwest Region

Terri Nelson

Europeandeli.com,
Morristown

Lisa Herling

Herling
Communications, LLC,
Sparta

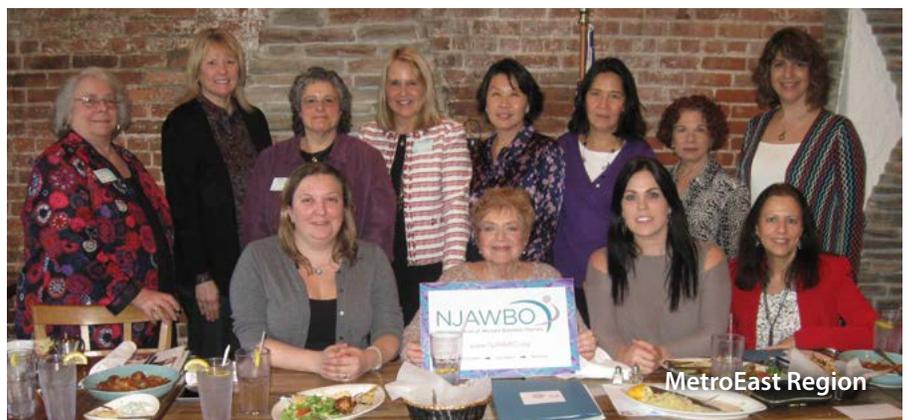
South Jersey Region

Silvia Miller

501c Staffing, Voorhees

Carrie A. Ward

Bloom Peters, LLC,
Horsham, PA



RELATIONSHIPS → REFERRALS → REVENUE

5 Tips for Building Better Relationships

by Erin Harris

When it comes to building relationships, do you ever struggle to find or connect with the “right” people? Does it seem difficult to meet people that are authentic, inspirational, or just make you feel good to be around? If this sounds like something you struggle with, here are five tips to help you connect and build meaningful personal and professional relationships:

1. Find out where your people are. Seek out groups of people that have similar interests and goals. If you’re looking to get healthy, consider joining or creating a hiking, dancing, or healthy cooking Meetup group where you can connect with people that have similar passions. If Meetup isn’t your thing, there are great online forums and groups that offer a powerful sense of community and friendship. Search for what you think you need, and you’ll find it.

2. Become genuinely interested in other people. When you’re genuinely interested in other people, you naturally want to learn more about them instead of waiting for your turn to speak or trying to sell something. Relationships form naturally when there is give-and-take. When you meet people, do your best to be present by giving others your full attention. Leave distractions (like cell phones) out of view and earshot so you’re more likely to be fully engaged and live in the moment.

3. We have two ears and one mouth for a reason. Listening to others is so important for relationship building. As a general rule, you should listen twice as much as you speak. All people have unique and interesting insight and observations to share and questions to ask and answer. Listen to what others have to say. When someone has a question, offer an answer.

Avoid offering solutions to problems before you know what people need. A good listener is not only likable, but naturally learns something from and about those they listen to.

4. Honesty is the best policy. People deserve honesty. When you’re honest, you develop rapport very quickly. I have always liked, appreciated, and have been grateful for those people in my life that tell me I have something

stuck in my teeth or that another style would be more flattering. These little truths are so powerful. They let you know that someone has your back and is looking out for you. Who wouldn’t want that? I have a great love, respect, and trust for those people in my life who care enough to be honest, especially when the truth is difficult to face. It takes courage to be honest, but I believe that even harsh truths can and should be delivered with kindness, compassion, and empathy.

“Integrity is telling yourself the truth and honesty is telling the truth to other people.”

—Spencer Johnson

5. It’s OK to be vulnerable. We are human and sometimes that means showing and sharing our vulnerabilities with others. During challenging times, it’s important to have the support of others and not allow your problems to isolate you. It’s helpful to have the support and understanding of people that are struggling with similar difficulties in their lives. Connecting in this way can build lifelong bonds. Look to connect with others that want to take action, heal, grow, and improve lives. Seek out and connect with those that are successful in the area(s) you need.

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Erin Harris is a designer, marketer, writer, and content creator.

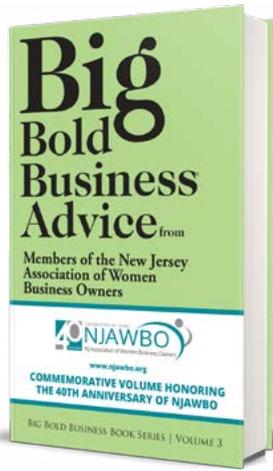
She is CEO and founder of both Insomnia Graphix (www.helloig.com) and Intimatology (www.intimatology.com),

two boutique creative agencies that provide strategic marketing and creative services in Montclair,

New Jersey. As a multi-passionate entrepreneur, she has worked with businesses of every scale in both the nonprofit and for-profit sectors and is dedicated to the success of the people and organizations she serves. Erin can be reached at erin@intimatology.com or 973-241-7440.

Wow! NJAWBO News

NJAWBO Plans Commemorative Volume of Big Bold Business Book



Big Bold Business Advice from Members of the New Jersey Association of Women Business Owners will honor NJAWBO's 40-year history and highlight the members who choose to participate in the project. This special volume will comprise 25 to 40 chapters written by NJAWBO members, each focusing on a business topic about which the business owner can

provide practical pointers, solutions, and strategies to help other business owners succeed.

This commemorative volume is being published in collaboration with the Big Bold Business co-founders,

Donna Thompson and **Joyce Restaino**. It was Joyce (a longtime member, writer, and editor of *The Bottom Line*), along with Donna and Brenda Hendrickson (former business partner of Thompson's), who first suggested that the knowledge of NJAWBO members would make for an excellent book. The series was created about eight years ago, and two-thirds of the 72 chapters published in the first BBB volume happened to be written by NJAWBO members because of the powerful relationships that our organization creates!

The 40th Anniversary of our phenomenal organization is the perfect time to recognize and honor NJAWBO with a volume all its own! The anticipated publication date will be Fall 2018, with books to be available to all members at our November 29 Holiday Dinner & Expo.

So, if you are a NJAWBO member with insight and expertise to share, consider writing a chapter for this book. For more details, [click here for a pdf of the chapter reservation form](#) or contact info@woodpeckerpress.com.

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Trouble Increasing Referrals? Time to Get Out of Your Comfort Zone

by Liz Johnson

As a former pharmaceutical senior level executive, I was fortunate to be extensively trained and groomed on “how to ask and close for business.” As a business owner I apply these learned principles to my agency, Always Best Care Senior Services, although my target audience is different. You see, big pharma successfully educates their marketing and sales associates on the following:

- Creating an invaluable need for their products and services
- Understanding/prioritizing the customer base that will lead to cultivating valuable relationships
- Developing a strong plan to customize and deliver “the” marketing message to generate sales, referrals, and revenue

All of these are important. However, the most important quality to generate continuous referrals coming your way is you. It is critical to believe in yourself and not be afraid to get out of your comfort zone.

3 Ways to Get Out of Your Comfort Zone

1. Engage in passionate promotion. This means promoting your business at all times and wherever you go. I don't care whether it's an organized business networking function, personal gatherings (christenings, parties, weddings, and funerals), working out at the gym, or standing in line at the supermarket. Passionate promotion is what I do when I talk about my baby—Always Best Care Senior Services—like a parent speaking passionately about her child.

Once you start thinking about yourself and your business in this fashion, you will create the habit of getting out of your comfort zone and approach people outside of your work environment. The key is to ALWAYS be prepared to articulate the value of your services and why your company is different. Get into the habit of asking: “If you know of anyone who can use my services, do you feel comfortable referring me?” If you don't ask this, you've missed an opportunity to explain your exceptional services—and more important—gain a referral.

2. Promote with purpose and intent. I love thinking outside the box when it comes to promoting Always Best Care Senior Services. Remember, differentiation from your competition is a must. One of the ways I do this is by investing in premiums or giveaways that have a purpose and a goal—such as hand sanitizers (great for cold and flu season), penlights for writing on paper and tablets, and notepads in the shape of scrub tops because these are memorable and different. I always carry a bunch of these items with me so I can give them away when I'm going to a personal or business event.

3. Join networking groups aligned with your business. I must admit that I attended several networking groups as a guest before deciding to join. I joined one that was not a right fit for my business because it turned out to be a business card exchange. There were no meaningful conversations about attendees' businesses. When you're running a business, time matters, so it cannot be wasted by going to the wrong places and meeting the wrong

people in hopes of generating referrals. This equals no referrals or, worse, the wrong referrals.

I quickly ascertained that the right networking groups for my business were those where I could interact with powerful women. Why? It is well documented that women are the world's most powerful consumers and decision makers within a family. In January 2015, *Forbes* magazine published “Top 10 Things Everyone Should Know About Women Consumers.” The article illustrates that “Women drive 70–80 percent of all consumer purchasing, through a combination of their buying power and influence.” And it goes on to say that even when the woman isn't making the purchase, she is the influence or veto vote behind someone else's purchasing power. Wow!

Now I was on a quest to find a networking group of powerful women. It took a few months until a friend and colleague, Nancy Cohen, turned me onto—yep, you guessed it—NJAWBO. So, I joined NJAWBO because I was overwhelmingly impressed with the caliber of business women I met that were serious about their businesses and helping fellow business owners. I enjoy being part of NJAWBO so much that I became the membership coordinator for the Northeast Region last year. And yes, I receive quality referrals from NJAWBO members who I also consider my strategic partners.

© Liz Johnson.



Liz Johnson, CEO and president of Always Best Care Senior Services, is dedicated to serving elders in need and those medically disabled that cannot advocate for themselves. Liz knows all too well how overwhelming and devastating it can be to care for an aging parent, relative, or spouse. This passion in advocating for families stems from her own personal journey in caring and advocating for her mother, diagnosed with Alzheimer's disease, and her younger brother who battled colon cancer. Her 20 years of extensive healthcare and patient advocacy experience as a former executive in top-rated biotech and pharmaceutical companies “screamed” the perfect recipe to help others age gracefully and with dignity. Additionally, Liz serves on several healthcare boards and mentors young professionals. You can reach Liz at Ejohnson@abc-seniors.com or 877-318-0529. To learn more visit www.alwaysbestcarewayne.com.

A Celebration of New Jersey Business Women

Build Relationships, Foster Referrals, and Grow Revenue

The 2018 NJAWBO Annual Statewide Spring Luncheon Conference and Expo

Thursday, April 26, 2018
10:30 am - 2:30 pm
Crowne Plaza
2055 Lincoln Highway
Edison, NJ 08817

Featuring:
 Business Roundtables
 Buffet Lunch
 Speaker Presentations
 Member/Sponsor Exhibits



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2018 Spring Conference Speaker



Willa Edgerton-Chisler
 Founder of Symphony Strategies®
 and CEO of Symphony Coaching, LLC
 West Orange

Insight, Influence, and Inclusion—Are the relationships you have bringing the referrals to grow and sustain your business?

2010 NJAWBO State President, **Willa Edgerton-Chisler**, will lead a conversation on essential components to creating collaborative partnerships and business sustainability: Insight, Influence, and Inclusion.



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2018 Spring Conference Speaker



Liz Johnson
CEO and President
Always Best Care Senior Services
Hackensack

*Prioritize to Monetize
Your Business*

Small business ownership is very exciting, challenging, and rewarding. It is a dream come true to finally plan and execute the vision for your business and core values associated with it while reaping financial benefits. Northeast Region Membership Chair, Liz Johnson will focus on how to overcome challenges that may be getting in the way of generating relationships, referrals and, yes, lots of revenue.

www.njawbo.org/event/SpringConf-2018-4-26

Spring Conference & Expo Committee

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Woodpecker Press

Holly Kaplansky
Minuteman Press of Newark

Diane Lizza
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Facebook Armageddon? Let's Clear This Up

by Cecelia Henderson

Recently, Mark Zuckerberg, Facebook's founder, testified before Congress about breaches in privacy. Facebook holds data on individuals driven by information obtained from their profiles and their actions on Facebook, as well as their use of third-party apps, particularly if Facebook is used to "sign in." If not handled properly, misuse of data can occur, such as the alleged misuse of data by Cambridge Analytica to build voter profiles. As part of the effort to address this, as well as to decrease the likelihood of manipulative posts by entities with false identities, Facebook has undertaken a number of actions.

Of significant concern to businesses is Mr. Zuckerberg's January 11 post that Facebook would be changing its news feed algorithm in an effort to make the site better for users. He stated that Facebook was founded to help people make connections with their friends and families, but recently "we've gotten feedback from our community that public content—posts from businesses, brands and media... is crowding out the personal moments that lead

us to connect more with each other." To address this, the Facebook algorithm will prioritize content from friends and family in the news feed so "you'll see less public content like posts from businesses, brands, and media." Understanding how this change impacts what people see is important because despite the concerns raised about privacy, and the quality of Facebook as a news source, it remains a viable option to reach customers.

Facebook's new algorithm is strongly biased toward engagement (comments, likes, shares) that supports the feel of "community" for its users. When you post a message on your business page, it has a greater likelihood of being shown to a "fan" who has reacted to a similar post in the past. When people don't react to a similar post, Facebook will not show it to them.

To understand this algorithm, think of Facebook as a business that wants to make its customers happy. If Facebook knows a customer likes something (as



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evidenced by numerous shares and comments), then Facebook will display items that are similar to those the customer engaged with.

This Facebook announcement has upset many small business owners who have relied on it as a free channel to reach potential clients. However, all is not lost. There are four ways you can use Facebook to support your business objectives.

4 Tips to Make Facebook Work for You

1. Continue posting on Facebook. Why? Because roughly 200 million people in the US are Facebook users. Some are likely your customers, and you should be where your customers are. Remember that not all of your posts will garner the same viewership, but consistency in posting is important to building your brand. If your concern is about being overly intrusive, make sure your posts are relevant and useful to your target audience.

2. Work to improve the viewership of your posts. It's important to continue your routine Facebook posting because it's part of your image, but take steps to maximize viewership or "organic reach." Here are five things you can do:

- Ask your fans to click the "show posts first in newsfeed" on your Facebook page to ensure they don't miss any information you post.
- Provide the most engaging content so it will be shown to the broadest audience possible. Indicators of engagement include comments, likes, and sharing with others.
- Use video posts. According to Wordstream,¹ social video (which includes Facebook) is the fastest growing format generating 1,200 percent more shares than text and video combined, and marketers rank video as the number one format in terms of Return on Investment.
- Post material to relevant Facebook groups. As a group member, your posts will be seen by all members. Just be careful not to infringe on any group agreements when you post.
- Post content that does not direct users away from Facebook. If you create a post that shares a link to an external site, that post will have lower exposure than one that doesn't.

3. Make Facebook only one piece of your digital marketing "mix." To market your business, use a variety of approaches. Facebook is only one of them. In addition to traditional nondigital approaches that may work for your particular business, your properly optimized website should be the primary conveyer of your online brand message. Complement this with email, social media, digital advertising on search engines, and social media ads on platforms like Facebook. As you create your plan,

think about the impression and key messages you want to leave with your current and potential customers.

4. Consider Facebook paid advertising. Being a business, Facebook needs to maintain a revenue stream, which comes from advertising. Demand for advertising "space" is increasing because of Facebook's newsfeed changes, but Facebook paid advertising can be very effective. While this feature might best be left in the hands of people who have experience with it, the ability to target and reach a potential audience on Facebook, whether B2B or B2C, is phenomenal. The ability to actively manage and adjust your Facebook ads is important to the success of a Facebook ad campaign.

Here's the bottom line: Engaging and useful content posted on Facebook will cut through the clutter and reach your audience but be aware that competition has increased for your audience's attention. With proper targeting to your audience, paid advertising remains a viable option on Facebook. Above all, Facebook marketing should be part of the mix for any business looking to maintain and create relationships with new and existing customers. Have you maximized your Facebook business opportunity?

¹ <https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>

© Cecelia Henderson.



Cecelia Henderson is owner and principal of WSI Marketing Edge, a full-service digital marketing consultancy based in Wayne, NJ. She focuses on helping small- to medium-size businesses grow by using a variety of traditional and digital marketing tools,

including social media and content marketing, email marketing, SEO (search engine optimization), marketing automation, paid search, and more. Cecelia works with her clients to create and deliver customized marketing solutions that will have a positive impact on revenue and the bottom line. Cecelia can be reached at 973-727-0039 or cahenderson@wsimarketingedge.com. To learn more, check her website: www.wsimarketingedge.com

Region Leadership Team Spotlight



Lois Hubert, Central Region PR Coordinator

GoldMind7

973-348-9528, goldmind7@gmail.com

[www. GoldMind7.com](http://www.GoldMind7.com)

Lois Hubert is a digital marketer and owner of GoldMind7, based in Hillsborough, New Jersey. She has over 25 years of experience in information technology and digital marketing for Fortune 500 companies. Lois stays focused on implementing digital marketing strategies for her clients to help them increase their revenue during every step of the marketing process. Lois is an innovative leader in the internet marketing field, specializing in working with professional services businesses to create additional passive income streams through the use of online sales funnels.

I was first introduced to NJAWBO many years ago, and attended several functions while I was still employed in corporate America. I have always had a small business on the side while working full time. Fast forward many years, and after leaving my last corporate position, I decided it was time to expand my business. The first thing I did was look up NJAWBO and attend an upcoming luncheon. As expected, I was inspired by the many wonderful women that I met and eventually joined. As the Central Region PR Coordinator, I am excited to spread the word about NJAWBO, and I look forward to celebrating NJAWBO's 40th anniversary this year as a growing and thriving organization.

—Lois Hubert



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NJAWBO Upcoming Events

Thursday, April 26
 NJAWBO 2018 Statewide Spring Conference Luncheon & Expo
 Location: Crowne Plaza, Edison; 10:30am–2:30pm

Tuesday, May 8
 NJAWBO Central Region Networking Lunch
 Location: Ecco Bistro, Somerset; 11:30am–1:30pm

Thursday, May 10
 NJAWBO Northeast Region Networking Breakfast
 Location: Suburban Diner, Paramus; 8:00–9:30am

Thursday, May 10
 NJAWBO Shore Region Networking Lunch
 Location: Rooney’s Oceanfront Restaurant, Long Branch;
 11:30am–1:30pm

Wednesday, May 16
 NJAWBO MetroEast Region Networking Lunch
 Location: Greek Taverna, Montclair; 11:30am–1:30pm

Tuesday, May 22
 NJAWBO Northwest Region Networking Lunch
 Location: TBA; 11:30am–1:30pm

Thursday, May 24
 NJAWBO South Jersey Region Networking Happy Hour
 Location: Harvest Grill, Moorestown; 5:00–6:30pm

Tuesday, June 5
 NJAWBO Central Region Networking Lunch
 Location: Ecco Bistro, Somerset; 11:30am–1:30pm

Thursday, June 7
 NJAWBO Shore Region Networking Lunch
 Location: Rooney’s Oceanfront Restaurant, Long Branch;
 11:30am–1:30pm

Tuesday, June 12
 NJAWBO 40th Anniversary Celebration
 Location: The Imperia, Somerset; 5:30–8:30pm

Thursday, June 14
 NJAWBO Northeast Region Networking Breakfast
 Location: Suburban Diner, Paramus; 8:00–9:30am

Wednesday, June 20
 NJAWBO MetroEast Region Networking Lunch
 Location: Greek Taverna, Montclair; 11:30am–1:30pm

Tuesday, June 26
 NJAWBO Northwest Region Networking Lunch
 Location: Location TBA; 11:30am–1:30pm

Thursday, June 28
 NJAWBO South Jersey Region Networking Lunch
 Location: Carlucci’s Waterfront, Mt. Laurel; 11:30am–1:30pm

Thursday, September 13
 NJAWBO 2018 Oceanfront Luncheon Conference & Expo
 Location: Rooney’s Oceanfront Restaurant, Long Branch;
 11:00am–2:30pm



Visit the NJAWBO Community Calendar at <http://www.njawbo.org/events/> for event details.





NJ Association of Women Business Owners

NJAWBO VISION

NJAWBO, the most essential organization for women business owners in the State of New Jersey and those who want to do business with them

MEMBER BENEFITS

What's in it for you?

- An Online Member Profile
- Relationship Building
- Professional Development
- Access to All Online Member Profiles

- Networking Meetings
- Leadership Opportunities
- Annual Statewide Expo Events
- Legislative Impact

• *The Bottom Line* Newsletter

NJAWBO GENERAL INFORMATION

NJAWBO is the longest-standing statewide organization of women business owners in New Jersey. Its primary objective is to support and encourage business ownership by women. NJAWBO is celebrating its 40th Anniversary throughout 2018!

NJAWBO Board of Trustees 2017-2018

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 President-Elect: [Holly Kaplansky](#), 973-624-6907, holly@mmpnewark.com
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The Bottom Line Quarterly Newsletter

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www.njawbo.org

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