

# the BottomLine

Dear Fellow Business Owners & Supporters,

I hope this message finds you well. Can you believe we are welcoming September? Are you ready to greet Fall? This is the time of year I think of back to school and back to business. What a wonderful opportunity for us to reflect on the change of season as well as to Restart, Renew, and Reconnect.

Do you have any plans that you have not yet implemented? Did you think it wasn't the right time to pull the trigger on that new process, technology, or growth strategy? What better time than now to restart that path to bigger and better than now?

It is time to get your head in the game for success. We start the month of September with a powerful panel discussion on getting refocused. Refocus is the real M.V.P.! A simple tactic such as cleaning up your computer's desktop can help you restart. Focus is defined as follows: to concentrate attention of effort or to adjust one's eye or camera to a particular range. When you think of a camera's lens, there is a specific field of view that we can focus on at one time to get a clear picture. Just like that we should focus on what matters most in business now. Restart strong this Fall with a clear focus on your real M.V.P.: Motivation, Values, and Priorities.

Just as we cleared our computer desktop of clutter. We must also clear the clutter in our minds that will no longer serve us in this season. Renewal implies eliminating the old and introducing the new. Meditation, intention, affirmation, visioning, visualizing, and many other practices can introduce newness to your thinking and, consequently, your business. Clear your mind with whatever practice of your choice to help you see new ideas and methodologies to grow your business. Renew to get to the next level, scale or give back. Looking back on old ideas prevents you from dreaming big enough and sometimes believing in yourself and teams enough. Leave old thinking behind at the beach and welcome

new ideas with the change of foliage. Renew by thinking and dreaming fiercer.

This summer I read some wonderful books. Email me some of your favorite reads! One of them was sent to me by a fellow member, *Who Not How: The Formula to Achieve Bigger Goals Through Accelerating Teamwork* by Dan Sullivan with Dr. Benjamin Hardy. You are part of an organization that is comprised of powerful women leaders. You don't know who knows who until you have a conversation and relationship-build. Set up an intentional one to one with someone you don't know. Let's get back to business and reconnect to one another.

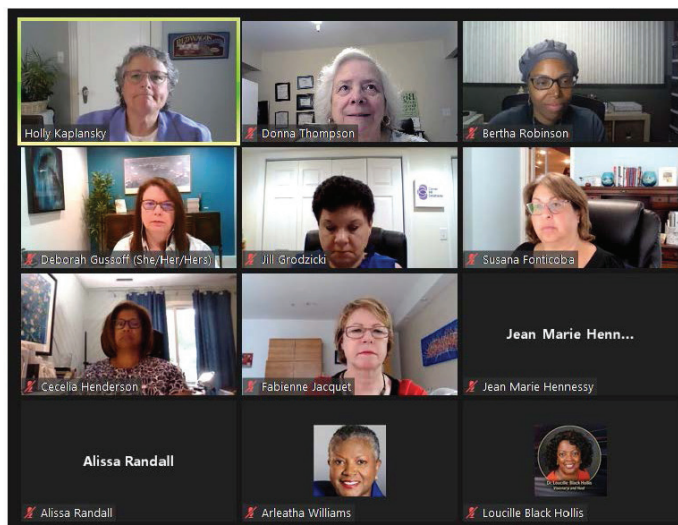
As always remember, I am here to cheer, support, and serve you! Our organization is only what it is because of you, our members, supporters, sponsors, and friends.

Welcome Fall!

*Bertha*

Bertha Robinson  
 NJAWBO State President

## NJAWBO 2022 Professional Development No. 2





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## CRM: How to Turn Your Customers into Your Best Growth Strategy

What makes certain business's organization appear effortless, while others struggle to respond? How does a solid Customer Relationship Management (CRM) system influence the face and success of your business? A solid CRM can not only make the day-to-day workings of your organization run smoothly, but it can also provide reliable analytics and greater potential for sales and marketing success.

### PRESENTERS



Donna Miller



Kelly Louro

C3Workplace

The presentation will run an hour in length, followed by a 30-minute Q&A for all participants.

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## Member News

### Violet PR Recognized with Gold PR Award for Best Boutique Agency

Violet PR, a woman-owned business based in Montclair, N.J., received a Gold medal award for “Best Boutique Agency” in the U.S. in the prestigious 2022 Bulldog PR Awards. The firm was highlighted for its work nationwide and within New Jersey, where it works closely with clients including the New Jersey Economic Development Authority, Newark Symphony Hall, the New Jersey Business Action Center, Dresdner Robin, and Lincoln Equities Group. The Bulldog PR Awards, which rank the most outstanding PR and communications campaigns, celebrate excellence in public relations and communication. It is the only national public relations contest judged exclusively by working journalists. The judges evaluate the entries based on creativity, originality, strategy, execution and results.

“We are honored to have our agency recognized as a leader in the industry by Bulldog PR Awards,” said April Mason, president and owner of Violet PR. “Most meaningful is the recognition that our campaigns for clients across Kansas, Missouri, Pennsylvania, New York, New Jersey, Georgia, Oklahoma, New Hampshire, and Wyoming truly make a difference for the businesses and communities we work with.”

April can be reached at [april@violetpr.com](mailto:april@violetpr.com) or 646-586-3007. To learn more about Violet PR, visit <https://www.violetpr.com/> or connect with April on LinkedIn at <https://www.linkedin.com/in/aprilvioletpr/>.



David Margolis, account director, with April Mason, president and owner of Violet PR



### Christy Mahon Adds European River Cruise Experience to Her Travel Expertise

Christy Mahon, travel advisor and owner of Dream Vacations ~ Escape Artist Holidays, was delighted when invited to travel with other agents sailing aboard the *Viking Egil* on the Danube River in August from Budapest, Hungary to Regensburg, Germany. “This was a great opportunity to experience fantastic service, destinations, and gain first-hand knowledge about European river cruising with Viking,” notes Christy.

She also took the opportunity to sail with Avalon Waterways from Amsterdam, Netherlands to Basel, Switzerland along the Rhine River on the *Avalon Vista*.

“Understanding the differences between itineraries, cruise lines, and the guests they serve allows me to better serve my clients. I’m a matchmaker, of sorts: the more educated I become about all types of travel allows me to deliver the ideal vacations for each traveler.”

Christy can be reached at [cmahon@dreamvacations.com](mailto:cmahon@dreamvacations.com) and 862-354-8448. For more information about her travel services, visit [www.EscapeArtistHolidays.com](http://www.EscapeArtistHolidays.com).



Left: Captain and crew of the Avalon; Right: Christy with the captain (left) and hotel manager (right) for Viking



### Angela Acosta Spearheads The Gal Project

The Gal Project, created and led by photographer Angela Acosta, owner of Angela Atelier Photography Studio, is a philanthropic collaborative effort of businesses and creatives who came together for this common cause—to provide access to professional photography for women from underserved communities. Photos are essential to a female business owner's marketing and brand visibility. The mission of The Gal Project is to help women leave their legacy for their children and generations to come, to help women entrepreneurs and small business owners increase their online visibility, and to promote equality by telling the stories of their important contributions.

"Women, in general, tend to focus on their family members rather than on their everyday successes or big milestones," notes Angela.

"So, it is no surprise that photography of themselves becomes something they think of as unnecessary. And when the socioeconomic element is added to the conundrum, I see beautiful, hardworking women getting lost daily. To me, photography is like exercise. It can be avoided, but in doing so, life isn't that great. Photographs allow women to see how far they've come and enable legacies to go on for generations."

The project works like this—Creatives and business owners pay it forward with talent or financial sponsorship. Key collaborations for The Gal Project would be with hair and makeup artists, photographers, wardrobe stylists, content creators, public relations professionals, jewelry designers, and virtual assistants to help with various aspects of a photography shoot. Business owners who cannot commit time can contribute toward the cost of a session. Every contributor participates in the cross-promotion of the project and promotes the participant's story.

Ways you can help:

- Donate your talent
- Contribute towards costs
- Do interviews for us
- Write our articles
- Create our social media content
- Help with scheduling
- Share your knowledge
- Donate an outfit
- Assist with a shoot
- Assist with an event

For more information on The Gal Project, you can reach Angela at 732-301-4445 or [info@angelaatelier.com](mailto:info@angelaatelier.com). To sponsor by volunteering a service or contributing monetarily, fill out the form at [forms.angelaatelier.com/gal-sponsorform](https://forms.angelaatelier.com/gal-sponsorform).

*Gal*



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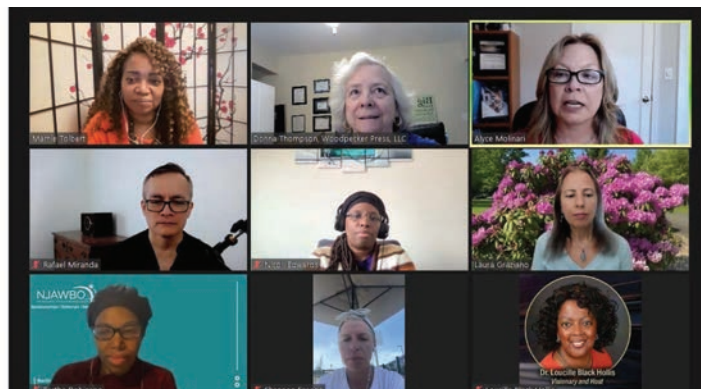
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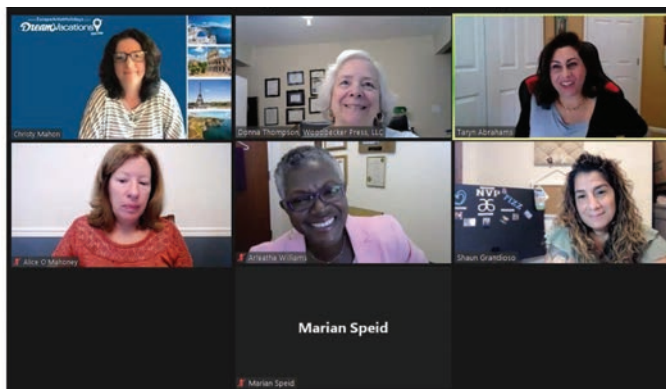
### NJAWBO Join the Conversation July 13, 2022



### The Power of Promotional Marketing June 6, 2022



### Benefits of Partnering with a Travel Agency for Your Business or Organization August 25, 2022



# 3 Ways to Make Multichannel Marketing Work for You

by Gina Marie Mattei

Multichannel marketing can be a powerful tool for growing your business's customer base. In fact, research from *The Harvard Business Review* shows that nearly three-quarters of customers use multiple channels to engage with businesses.

Even as the data points to the value of a multichannel marketing approach, it's important to avoid going "all in" on *every* channel for various reasons. Such a "wide net" approach can lead to confusing messaging, lost work hours, and results that don't reflect the sincere effort you're putting into your marketing campaigns. That's why it's so important to have a strategy and the right support as you begin to show up across multiple channels in a meaningful, profitable way.

Here you'll find our tips for making the most of your presence on multiple platforms. You'll also gain insight on deciding when might be the right time to connect with industry professionals to help you achieve your goals as you progress along the path to success.

## Identify the Marketing Channels Your Clients Already Use

Even though this approach is called "multichannel", not every channel is the *right* channel for every business. Recognizing this is essential to a successful multichannel marketing campaign.

The added benefit of acknowledging this fact is that it also releases you from the pressure of constant content creation. In the process, you come to realize that you don't have to be everywhere and in front of everyone to be effective. You simply need to understand where your ideal future clients spend their time online and focus on those channels.

For those first starting out on this marketing journey, look at what your competition is doing. Learning from the work they've already done to tap into your target market is an excellent starting block to hone the list of channels you should be exploring.

Getting this baseline list of channels to explore by doing a little online research will help you lay the foundation from which to build campaigns overtime. But keep in mind, the channels you first embark upon may not be the ones that you rely on in years to come to generate business. Keep your plan fluid, and always look to the analytics dashboards for each platform to give you performance insight. Review at least once quarterly to ensure that your time, energy, and monetary investments are producing the type of returns that would warrant reinvestment in these channels.

If you're not certain what channels make the most sense for your business, you can always reach out to the professionals who have those answers. The right agency partner can help you to review research and data to make marketing decisions, taking the guesswork out of creating your multichannel marketing plan.

## Plan for Consistent Messaging Across Your Chosen Channels

When businesses begin to appear on more than one channel, messaging cohesion becomes a primary concern. The goal should always be to stay on message. Keep things consistent so that you build brand recognition and connect with potential customers effectively.

The best way to keep things focused is to have a marketing messaging plan—including *how* those messages will display. For small businesses, using DIY online tools, such as Canva for visual creation, can give you a consistent look for your brand by employing the use of templates. Making clean designs by working within your chosen color palette is a sinch with the Canva toolkit. You can also repurpose/resize the imagery you create by selecting templates for each of the chosen platforms you'll be employing in your campaigns. By using scheduling tools, such as Later or Hootsuite, you can see how your visuals and corresponding captions will be laid out throughout your month's calendar. For many,

having this “content roadmap” laid out before their eyes helps to ensure that both visuals and text stay focused, consistent, and engaging.

While you might make some adjustments to suit the format of a specific platform or adjust based on how people consume information on each channel (be that visual, text-based, or a combination of the two), there will still be continuity to each piece of content you share.

Still concerned your messaging isn't as cohesive as it could be? Getting a solid gut check from an industry professional who can audit your messaging and provide insights above and beyond what an analytics dashboard can show is another advisable step on your path to growth.

The right partner can help you develop your core messaging and offer insight on making your message resonate across the different consumer personas that make up your clientele.

### **Develop a Holistic View of Your Business and Marketing Plans**

To make the most of your multichannel marketing efforts, you'll want to sincerely understand your best marketing options. The right-fit marketing approaches for your business will depend on a variety of factors including how you serve clients and the client journey someone takes from prospect to loyal, recurring customer.

For a DIY approach, begin by creating your own focus group comprised of your existing best customers or invite those who represent your ideal clientele. By inviting those you value most as customers to have a voice in the direction of how you craft your marketing strategy, you're meeting your market right where they are. Whether you invite customers to participate in a brief online survey in return for a coupon or gift card OR have a more formalized approach with a Lunch & Learn style and round table discussion, the methods by which you collect meaningful, actionable data can be as creative and imaginative as your heart desires. And don't forget, by involving your ideal customers in this conversation, you're building relationships that can help to foster, not just long-term customer retention, but

also brand advocacy with those you invite to your focus groups.

If you're working with an agency, be sure those you work with take a holistic view of your client acquisition and sales conversion pipelines so that they can effectively guide you toward your goals.

Once you have that comprehensive perspective, you can identify the opportunities to further pursue a multichannel marketing plan that is perfect fit for your needs and goals.

### **Reference**

Chung, D.J., Huber, I., Devignes, J.-C., and Clauwaert, T., A Study of 46,000 Shoppers Shows that Omnichannel Retailing Works, *Harvard Business Review*, Jan. 24, 2022; <https://hbr.org/2022/01/how-b2b-businesses-can-get-omnichannel-sales-right>

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**Gina Marie Mattei** is the founder of Revelation Creative, a full-service strategic consulting firm specializing in digital and print omnichannel marketing, design, experiential marketing, and project management. Gina Marie is a nationally recognized marketer who assembled a

team of graphic and structural designers, content strategists, project managers, web developers, writers, and partners across all forms of brand visualization and production to best fit the needs of her clients. Revelation Creative helps businesses as they turn their business goals into realities and make their presence known. To learn more tips about marketing strategy that can have a positive impact on your bottom line, visit [RevelationCreative.com](https://RevelationCreative.com). The team at Revelation Creative can help you better market your business. Contact [info@revelationcreative.com](mailto:info@revelationcreative.com) to schedule a complimentary marketing strategy consultation.



# 4 Easy Steps to Closing More Business

by Nancy Calabrese

As business owners, we all want to grow by winning new clients. But many of us find it difficult to “convert” new opportunities into paying clients. This leads to frustration.

In my 20+ years of experience as a sales professional, I’ve observed that many business owners meet prospects and then immediately move forward to “sell” without taking a pause and assessing what needs to happen next. They don’t *actively manage* the selling process. There are four actions you can take to help increase your sales efficiency.

## Step 1—Talk to the Real Decision Maker

There is nothing more frustrating than discovering that you’ve walked through an entire sales process only to discover that your prospect needs to bring in another party who will ultimately make the decision. The step of confirming that your contact is the real decision maker is often overlooked. We get excited over the prospect of new business with a long-sought company and it’s easy to assume that our contact holds more power than they do.

Make sure you explore the company’s decision-making process with the person who is your contact. Be prepared to say you can only go so far in the process without having the ultimate decision makers involved. Your likelihood of getting to a commitment is greater when you speak directly to the decision maker(s).

Questions you can ask to move this along are:

- What is the decision-making process for services or products like mine?
- Who else will be part of the decision making?
- Are there other major stakeholders who would be involved in the decision?

## Step 2—Ensure Your Solution is Relevant

It’s better to learn quickly if there is no current opportunity with a target company rather than to invest your time selling to someone who doesn’t need or value the solution you offer. Once you confirm that you have a relevant solution, take time to understand

how the problem has impacted their business. This allows you to adjust your discussion to speak directly to their experiences. It may feel unnatural to *not* push to a close immediately upon confirming their need. But if you invest your time in this dialogue, *your prospects may actually sell themselves*.

They are reminding themselves why they should be talking to you. *And* they realize that you are listening to them. This makes them more amenable to moving forward.

Ask the following questions:

- How has this problem affected your business? And for how long?
- What resources has this problem consumed? What did it cost you?
- What have you already done to address it?

## Step 3—Seek Confirmation Along the Way

Throughout the discussion, make sure that you are getting mini buy-ins. Check for agreement at key points, ideally using open-ended questions.

Don’t wait until the end of your presentation to ask their opinion. This way, you’ll be able to assess your prospect’s level of engagement, confirm their interest, and address potential objections as they occur. Moreover, this approach will ensure that this is a two-way conversation.

Use these prompting questions:

- How consistent is this with what you experienced?
- What are your thoughts on this?
- How does this sound to you?

## Step 4—Let Your Personality Shine Through

Throughout the engagement, never forget that “people buy from other people.” Let your personality shine through!

If you are staying true to steps 1 through 3, your empathy for their situation will be apparent and you’ll build credibility and trust. Ultimately, you want your prospects to feel good and look forward to working with you.



## Getting to the Close

Using this approach, the natural outcome of a discussion between you and your prospect is to move to a proposal.

- You are talking to the right person.
- You know they have a problem that you can solve.
- They've validated for themselves that they have this need.
- They know that you have a deep understanding of their situation.

By the time you get to this point, your prospect should have reached the unavoidable conclusion that your solution is just what their business needs.

Here's the final piece of "magic"—if you've taken these steps, once you are ready to close, you can simply ask, "What would you like to happen next?"

When you get your next opportunity, take a step back, consider this guidance, and see what happens.

© Nancy Calabrese



**Nancy Calabrese** is founder and CEO of One of a Kind Sales, a company specializing in qualified lead generation. Nancy is passionate about a properly executed pre-sales process—engaging with prospects, uncovering their needs, and turning them into qualified leads. Her unique approach, positive attitude,

and relentless attention to detail are derived from her experience as a recruiter for a national retailer and Fortune 500 company. After honing her skills for eight years, Nancy made the natural transition to the search industry, recruiting and placing insurance professionals. She saw the need for better quality, highly specialized, qualified lead generation and, in 2011, created One of a Kind Solutions, which was rebranded One of a Kind Sales in 2018. Her sales professionals are trained in consultative selling and the One of a Kind Sales proprietary qualified lead generation process. Nancy and her team provide services that help qualify leads, improve sales performance, and close more business. Want to learn more? Give them a call at 908-879-2911.

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# 7 Presentation Techniques to Clearly and Effectively Communicate Your Message

by Jane Paterson

Take a moment and think about the number of presentations you have attended in the last three years. Thirty, fifty, a hundred? Now, considering the huge volume of information you heard and saw, how much do you still recall? Many clients arrive at my door frustrated and confused. They have spent hours preparing and practicing an important presentation, yet something is missing. They tweak slides, add dazzling images, and spend hours editing the wording, but nothing seems to help. They sense their presentation will fall flat, and their audience will tune out.

They say to themselves, “I don’t want to be that person who gives another boring presentation! What am I missing?”

Before even hearing the presentation, I can predict exactly what is missing—they! They have dedicated hours preparing an information-dense document, usually weighed down by endless slides. They haven’t spent one minute thinking about their listeners, and now they have something designed to be read, not heard.

They, as the presenter, have become nothing more than the vehicle to click to the next slide and read out the wording. Hours of work wasted as they (unconsciously) wrote themselves out of the presentation.

How do we prepare a presentation to connect with an audience and keep them engaged?

## **Issue #1: Presenters speak about what they want to talk about, not what the audience wants to hear.**

Grab a sheet of paper or your laptop and answer one question: Why should your audience care? What will you share that will educate, motivate, inspire, inform, or persuade them?

“If you don’t know what you want to achieve in your presentation, your audience never will.”

Harvey Diamond, co-author of *Fit for Life*

Remember, you must earn their attention.

To help you figure out why your presentation should matter to them, start by finding out as much as possible about your listeners. Begin with broad demographics, then consider their needs, fears, aspirations, problems, or challenges.

What will you communicate that will help them in some way? The closer you align the purpose of your presentation with the audience, the higher the chance of them paying attention.

Once you understand why your presentation should matter to them, list all the points you’d like to include—then get ready to start cutting out most of them.

## **Issue #2: Presenters who are passionate about their topics want to include every single detail.**

Start by listing the key points in descending order, most important first. Next, remind yourself how much time you have for the entire presentation. Deduct a portion for your introduction and your conclusion. The remaining minutes are how long you have for the body of your talk.

This should give you a clear idea of how many points you can cover. (five points, running five minutes each, seems fair, but do you have 25 minutes to dedicate to the body of your talk?)

How do you choose what to cover and what to leave out? Study the list and ask yourself: If they remember nothing else from this presentation, what are the top three or four points I want them to recall?

Now it is time to start talking it through.

## **Problem #3: Many presenters prepare the entire talk before speaking it aloud.**

You are the expert, so trust yourself and start speaking. Talk through each point as though you were explaining it to a friend. Avoid jargon, buzz words, obscure acronyms, and anything that isn’t your normal way of speaking.

Start getting some idea of the time needed per point. (Note: at this stage, you should have nothing more than expanded bullet points.)

Now that you have a rough idea of the body of your presentation think about an opening.

**Issue #4: Presenters often squander their opening moments.**

Although they may have prepared a tight talk, many presenters will launch off with a few light sentences, some throwaway lines. It may be due to nerves but fight the urge. Work out a strong hook to grab your audience's attention; you have about 30–60 seconds to do this.

You may start with a surprising question, a shocking statistic, or a startling story. Keep it short.

Next, share the main idea of your talk, a roadmap of what your presentation will cover. If listeners know where you are taking them, they are more likely to stay with you for the journey.

As you speak it through, avoid the trap of writing out your material as though it were an essay. Start

fleshing out your bullet points but refrain from full sentences; your words will be heard, not read.

The last step in this part of the preparation is to work out a strong conclusion or call to action.

**Issue #5: Presenters often skip a strong ending. They fizzle out.**

Play around with some ideas of how you would like to end. Remember, it should be clear and concise. Your last words are often what sticks with listeners, what they remember and take away. Make a note but be flexible. Often the conclusion will become apparent once you get to grips with the intro and body.

It is time to create a few impactful slides to inform and illuminate your words.

**Issue #6: Many presenters include too much on each slide.**

Most presenters rely on their slides to do the work for them. They use too many and load them with too much information. Use slides sparingly to illustrate points, but don't forget you are the one making the human connection.



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At this stage, you should have a fairly clear idea of what you want to present. Decide what memory aid you plan to use and keep practicing. To ensure you fill the purpose of your presentation, continue to measure your wording against the “Why should they care?” question.

Now it's time to rehearse.

**Issue #7: Presenters often spend more time creating slides than practicing their talk.**

The more important the presentation is, the more time you should dedicate to practicing it. And, rehearsing will allow you to polish your Pro skills: body language, facial expression, and hand gestures.

How do you know you are ready? Video!

**Issue #8: Presenters never look at themselves presenting.**

Lastly, video yourself. Recreate as much of the on-day setting as possible and record yourself in one take. Watch and note areas for improvement.

I know with appropriate preparation, we can all excel at presentations. By speaking to our key audiences, we can share our knowledge and set ourselves apart from others in our field.

Presentations also help our listeners get to know us. And, as they begin to like and trust us, we enhance our brand and build our community. Grab every opportunity to speak up. You will never regret it.

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**Jane Paterson** is the managing director of One Perfect Speech: Public Speaking & Communications Coaching. As a professional public speaking coach and international speaker, Jane knows improving one's speaking skills can change almost every interaction in a person's professional and social life.

Effective public speaking is not only about learning skills but, more importantly, about learning to connect with others confidently and clearly. As an experienced speaker and coach, Jane addresses all aspects of effective communication to help clients overcome their fear and uncertainty to build their brand. For more information about Jane or her business, visit <http://www.oneperfectspeech.com>

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NJ Association of Women Business Owners

## NJAWBO Noteworthy

### Marketsmith Recognized for Creating an Outstanding NJAWBO Marketing Campaign

In addition to its corporate sponsorship of NJAWBO, the team at Marketsmith Inc. went over and above to support our association with a professionally designed NJAWBO-branded oversized marketing postcard mailer. In recognition of Marketsmith's additional creative, design, and other professional marketing services, the NJAWBO Board of Trustees presented them with a special award.



Anne Picone, Marketsmith senior director of corporate marketing, accepting the award from Bertha Robinson, NJAWBO state president



*Our business is energized by more than just electric and gas. PSEG knows that maintaining a diverse and talented network of suppliers makes good business sense. Strong relationships with our minority, women, veteran, service disabled veteran & LGBT-owned business partners can help us provide more options, better solutions and, in the long run, superior products and services. For more information about becoming a member of PSEG's supplier network, log on to [pseg.com/supplierdiversity](https://pseg.com/supplierdiversity).*

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# COLLABORATION CORNER

## Relationships, Referrals, & Revenue

Bertha Robinson, Star One Professional Services, contracted Rafael Miranda, LFC Consulting, Inc., to upgrade her computing system and operating system.

Deborah Gussoff, In Order, Inc., received an inquiry from a member that led to business. She found Deborah using NJAWBO Find-A-Member.

Bertha Robinson, Star One Professional Services, referred Angela Evans, Angela Evans Training LLC, to a colleague with a client in need of an in-house trainer, and they are raving about her!

Donna Thompson, Woodpecker Press, LLC, referred a colleague, to Rafael Miranda, LFC Consulting, Inc., for help with her client's computer tech needs.

Bertha Robinson, Star One Professional Services, referred Andrea Wolkofsky, shyft Digital, to the WCEC, which hired her team for a website project.

NJAWBO Members, please let us know when you have something to share in this section for an upcoming issue! Send your brief one-liner to [njawbo@njawbo.org](mailto:njawbo@njawbo.org) with Collaboration Corner in the subject line.

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## An Enlightening Interview-Style Presentation by



**Donna Miller**  
Chief Visionary Officer at C3Workplace  
& Principal at Donna Miller  
Business Growth Consulting



**Gene Sower**  
Founder & Business Development  
and Sales Consultant at  
Samson Media



**Cheryl Venezia**  
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info@empowerbehavioralservices.com

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**Northeast Region** (Bergen & Passaic Counties): OPEN

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**Shore Region** (Middlesex, Monmouth, & Ocean Counties): Angela Acosta, 732-304-4445, info@angelaatelier.com

**South Jersey Region** (Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, & Salem Counties): OPEN

## *The Bottom Line Newsletter*

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